

All leads generated from speaking engagements will receive the following contacts:

1. Within 24 Business Hours: Welcome Email (if you receive leads on Friday night, the welcome email must go out by Monday evening. If they are received Thursday night, the email must go out by Friday evening).
2. Within 48-72 Hours of Email: 1st Call
 - a. If No Response: Leave voicemail & send email
3. 3-5 Days Later: Call: Leave second voicemail & send email
4. 3-5 Days Later: Call (use 2nd contact info)
5. 3-5 Days Later: Email (3rd Contact info)
6. 3-5 Days Later: Email (4th Contact Info)
7. 5-7 Days Later: Call & email (5th contact)
8. 2-3 Days Later: Final call & email

1st Contact/Live Contact

If you get them live:

- Hi! I'm (name) with Stephanie Scheller - you were at (insert name of event if available or "one of her events last (month/year/week)). (Build trust & rapport, ie "how is your day going?" etc)
- I'm calling because Stephanie wanted to follow up and ask you a couple of questions if you're up for it!
- 1) Stephanie would love to know what was the most valuable thing that you took away from the training (note this down and if you set a 10-minute appt with them, please include that information in the Description portion of the calendar event. Any additional, relevant notes can be added to the Description as well. Please be professional with notes.)
- Awesome! Two, Stephanie always loves to know if you have any feedback for her on how she can improve the trainings she offers...?
- Thank you! Lastly, Stephanie would love the opportunity to sit down and chat with you over the phone one on one for ten to fifteen minutes. This is her chance to get some focused time with you, learn a bit more about your business and see if she can offer you some advice and feedback on the struggles you're currently facing. The ideas she'll give you are yours, free and clear, and if she feels that there's something particular she can help you out with at one of her events or through something she offers, she can share it with you then and if you're interested, great, if not, no big deal!
- Are you available (insert available time/day from calendar)
- If they say Yes:
 - Great! Let me get that added to her calendar real quick
 - And what's your email address so I can include you on the calendar event?
 - And what's the best number for Stephanie to reach you at?
 - Awesome! I'll send you an email confirmation as well as a few more details shortly, and in the meantime if you have any questions or need to reschedule you can always reply back to the email invite and Stephanie will see it next time she checks her email!
 - Confirmation email Title: 10 Min Call
 - It was great speaking with you today.

 - You should have received an email invite to your scheduled call with Stephanie, and I know she's looking forward to learning more about you and your business.

 - If there is any information you can send Stephanie prior to your call that will give her better understanding of your business, please respond to this email with the information.
 - Include notes in a SECOND calendar event occurring at the same time, also mark it in GREEN and mark it with "Notes for ____ (name of person)"
- If they say No:
 - Okay, no worries! We can find another time - what works better for you, mornings or afternoons? (Find alternate time that fits their frame & enter the "Yes" phase)

If you get voicemail:

- Hi! I'm (name) with Stephanie Scheller - you were at (insert name of event if available or "one of her events last (month/year/week)).
- I'm calling because Stephanie wanted the chance to follow up with you and chat a bit more about you and your business when you've got some time.
- If you're interested in the opportunity to get some feedback from Stephanie, or just the chance to chat with her one on one, I'm going to ask a huge favor of you real quick.
- If you could, make it a priority to get back with me and let me know that you're interested in scheduling some time with her and I'll make that happen for you. The last thing I want to happen is for you to be interested and get overlooked by accident!
- Call me back at _____ or, I'll shoot you an email at the address we've got here so you can just reply back to that with a few times and days that work well for 10-15 minute chat over the phone at (your email or Stephanie@TheStephanieScheller.com). If I haven't heard from you by (3 days from today) I'll try calling again!
- Send the following email:
 - Hey _____,
 - I just left a voicemail for you but I promised I'd follow up via email as well so you can reply whichever way is easiest for you. I'd love to get you on Stephanie's calendar whenever you've got those 10 minutes – you can reply back to this email with some times and days that work for you over the next couple of weeks, we'll find a good time for you both!
 - I know you've got a lot on your plate, so if I haven't heard from you by (3 days from today) I'll try calling again!

5th Contact

If live: use 1st contact Live section.

If Voicemail:

Good Morning/afternoon _____,

I just wanted to let you know that I hope you're having a wonderful week so far!

I've reached out a handful of times now to see if we can catch up about the event you attended with Stephanie a few weeks ago. I'd love to talk, but I also don't want to stalk you! I'll reach out in a couple of days again, but if I don't hear anything back from you I'll assume that you're not really interested in chatting with us!

If that's not the case! Do me a huge favor and reach out, either via text, call or email and let me know so I can stay in touch with you! I'll be shooting you an email as well so you can reply back to that if that's best for you!

Email:

Good Morning/afternoon _____,

I just wanted to let you know that I hope you're having a wonderful week so far!

I just left a voicemail, but I wanted to email too just in case that's easier for you! I've reached out a handful of times now to see if we can catch up about the event you attended with Stephanie a few weeks ago. I'd love to talk, but I also don't want to stalk you! I'll reach out in a couple of days again, but if I don't hear anything back from you I'll assume that you're not really interested in chatting with us!

If that's not the case! Do me a huge favor and reach out, either via text, call or email and let me know so I can stay in touch with you!

Regards,

Final Contact

If live: use 1st contact Live section.

If Voicemail: “This is (name) one last time with Stephanie Scheller.

I’ve reached out a handful of times based on your interest from (name of event they attended) but since I haven’t heard anything back I’m going to ask a big favor of you, if you are at all interested in getting on her calendar for that free ten minute call so she can give you some one-on-one feedback and advice on your business, get in touch with me either via text, call or email so I know to keep following up with you! If I don’t hear back, I won’t reach out again!

My number is (number) and my email is (yours or Stephanie@TheStephanieScheller.com)

Email:

Hey _____,

I’ve reached out a handful of times based on your interest from (name of event they attended) but since I haven’t heard anything back I’m going to ask a big favor of you, if you are at all interested in getting on her calendar for that free ten minute call so she can give you some one-on-one feedback and advice on your business, get in touch with me either via text, call or email so I know to keep following up with you!

If I don’t hear back, I won’t’ reach out again!

My number is (number) and my email is (yours or Stephanie@TheStephanieScheller.com)