

THE LEVEL 10 FIELD GUIDE

Directions: Use this as a guide when talking to potential clients. Remember it's about the music so make this your own

Goals & What They Mean/ What They Are Worth

1. Tell me a little bit about yourself and your business
2. If you could wave a realistic magic wand, where would you like (your business, relationship, health, etc) to be in the next 6 months to a year?
3. If you had that in just the way that you'd like to have it, what would that do for you?
4. What would be the best part about it?
5. Why?

Challenges & Their Impact/Cost

6. What do you think could be slowing you down, standing in the way, or stopping you from having all of (list their goals from Question 2)?
7. What else do you think could be slowing you down, standing in the way, or stopping you? (Repeat until they don't have anything else).
8. What impact do you think these challenges are having on your (business, relationship, etc.)?
9. What impact are these challenges having in other areas of your life?
10. How long have these challenges been going on?
11. What's the worst part about these challenges?
12. Why?

The Turn-Around/Light at the End of the Tunnel

13. If you could turn all these challenges around and flow freely toward your goals, what would that do for you?

14. What would be the best part about that?

15. Why?

16. What have you found most valuable about our time together so far?

17. I have a program designed specifically to help people overcome these sorts of challenges and achieve these kinds of results. Would you like to hear a little bit about it?

How You Help Them

18. Explain how your coaching works (use the 5 part coaching methodology & relate it back to their goals & challenges)

19. Check in to see if they are with you –“Does this make sense?” “Would that be valuable to you?”

20. Explain your guarantee (30-day “Total Happiness” guarantee)

21. Explain your fees (\$XXX/month, \$YYY/Full Pay, etc.)

22. Which of these options feels like the best fit for you?

23. Would you like to give it a try?

24. Great. Let me get you entered into the system.

If someone isn't ready to move forward now, help them overcome their fear and see if they are ready to move forward after that.