

# Expired Campaign Script

## – Fullpower Marketing

### 1. Opener (Pattern Interrupt)

Hi, is this [Name]?

[Name], this is [Name] with Fullpower Marketing. I know you weren't expecting my call. Can I have 30 seconds to explain why I'm reaching out, and then you can decide if we keep talking?

### 2. Identify the "Expired" Situation

I was calling because I noticed a lot of businesses launch a new website, social media push, or ad campaign... but then the results stall.

I'm assuming that's not the case for you — your branding and online presence are working exactly how you want, right?

### 3. Dig Into the Reason

Interesting. Is that because:

- The branding didn't look sharp enough to stand out?
- The social media didn't really connect with customers.
- Or the lack of automation made sales harder than they should be?
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### 4. Expose the Frustration

When your previous marketing partner wrapped things up, what did they say was the reason it didn't work as expected?

That sounds frustrating. What do you feel they should have done differently?

### 5. *Explore Options (Stay vs. Change)*

Ok, and this is probably a weird question, but out of curiosity — is it an option to just stay with things as they are?

Or do you still want your brand and channels to reflect the professional, modern business you're running?

### 6. *Future Pacing*

At this point, have you given up on the idea that your branding and social media can actually improve customer perception and make sales easier... or would you still be open if it worked the way you wanted?

### 7. *Recommendation (Soft Close)*

Before I let you go, can I make a quick recommendation? Let's pretend we met, and after you saw our plan — a sharper brand image, social media that connects, and automations that free your time — you genuinely believed it would improve your customer experience and sales.

Is there any reason you wouldn't want to explore that a bit more?

### 8. *Close*

Because, let's face it, you're not going to do anything unless it makes sense, right?

So, what day this week would make sense for a short call — morning or afternoon?

# DIY Marketing Script (FSBO Model + Free Content Offer)

## 1. Opener (*Pattern Interrupt*)

Hi, is this [Name]?

[Name], this is [Name] with Fullpower Marketing. I'll be upfront — this is a cold call. Do you want to hang up, or will you give me 30 seconds and then decide if it makes sense to keep talking?

## 2. Acknowledge Their Effort (*Respect First*)

I appreciate that. I see you've been handling your branding and marketing on your own — which I respect.

And I get the feeling you've already put in a lot of work and are seeing some results, right?

## 3. Identify the Struggle (*Curiosity*)

Interesting. Is that because:

- It's hard to keep the brand looking sharp and consistent?
- Social media isn't connecting the way you want?
- Or maybe the sales process feels too manual without automation?
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## 4. Empathy / Reality Check

The thing is, most businesses I talk to say the same thing: they're doing everything themselves, but the results don't match the effort. Out of curiosity, do you ever feel your brand could look better from your customer's perspective?

### *5. The Incentive (Pattern Interrupt #2)*

Here's the thing — even if you don't work with us, if you take a quick strategy call, we'll create one month of custom social media content for your business — free, no conditions.

That way, you get immediate value, and you can decide if we're the right fit later.

### *6. Stay vs. Change*

But let me ask — if things stay the way they are, is that fine with you?

Or do you want your business to look more professional, connect better on social channels, and free up time with automations?

### *7. Future Pacing*

Ideally, if you could improve your branding, build stronger customer connections online, and streamline sales with automation — plus walk away with a free month of content — would that be a bad idea?

**DIY Marketing Script (FSBO Model + Free Content Offer)**

8. *Recommendation (Soft Close)*

So let's do this: let's schedule a short call. Worst case, you walk away with a month of ready-to-use social content.

Best case, you also see a clear plan for branding, social media, and automation that actually grows sales.

Is there any reason you wouldn't want to at least explore that?

9. *Close*

Because, let's face it, you're not going to do anything unless it makes sense, right?

So, what day this week would make sense for a quick call — morning or afternoon?

**DIY Marketing Script (FSBO Model + Free Content Offer)**

# Absent Owner Marketing Script – Fullpower Marketing

## 1. Opener (*Pattern Interrupt*)

Hi, is this [Name]?

[Name], this is [Name] with Fullpower Marketing. Look, I'll be upfront — this is a cold call. Do you want to hang up, or would it be ok if I asked you something really quick?

## 2. Identify the “Absentee” Situation

I talk to a lot of business owners who tell me they have a website or some social media pages... but they're not really managing them.

If I were to ask you, even if your online presence isn't updated or consistent, you're probably going to tell me it's fine to just leave it as-is, right?

## 3. Clarify Their Setup

Makes sense. And just curious — do you handle your branding and social media in-house, outsource it, or is it something that's been sitting untouched for a while?

## 4. Empathy / Pain Point

I see. A lot of business owners I talk to say the same thing:

- Social channels feel like a headache to manage,
- Branding looks dated, or
- Automations sound useful but feel complicated.

But I get the feeling you haven't run into any of those challenges. Would that be fair?

### *5. The What-If Scenario*

Not that I have a “magic fix” right now, but if you did decide to refresh your branding and streamline your customer touchpoints — and saw customers engage more positively — would that create any problems for you?

### *6. Recommendation (Future Pacing + Incentive)*

Ok, [Name], before I let you go, can I make a quick recommendation?

Let’s pretend we did a full review of your brand and social media. If you saw a plan that made your business look sharper, connected better with your audience, and added automations to take work off your plate, would there be any reason you wouldn’t want to explore that a bit more?

And to make it easy, even if you don’t move forward, we’ll give you one month of custom social media content free, no conditions — just for taking the call.

### *7. Close*

Because, let’s face it, you’re not going to change anything unless it really makes sense, right?

So, what day this week would make sense for a short call — morning or afternoon?

# DIY / FRBO Marketing Script – Fullpower Marketing

## 1. Opener (*Pattern Interrupt*)

Hi, is this [Name]?

[Name], this is [Name] with Fullpower Marketing. Look, I'll be upfront — this is a cold call about your business's marketing. Before you hang up, would it be ok if I asked a quick question?

## 2. Identify the “FRBO” Situation

The reason I'm calling is that a lot of businesses manage their branding or social media on their own, or they “rent out” pieces of it to different freelancers.

If I asked you, even if it's not fully consistent, you'd probably say it's fine to just keep things that way, right?

## 3. Clarify Their Setup

Makes sense. Just curious — are you currently handling your brand and social media in-house, relying on freelancers, or leaving it mostly idle?

## 4. Empathy / Pain Point

I see. Many business owners tell me that when branding and marketing are spread across different people, it:

- Looks inconsistent,
- Doesn't really connect with customers,
- Or creates gaps that hurt sales.

But I get the feeling you haven't run into any of those challenges. Would that be fair?

## 5. *The What-If Scenario*

Not that I have a “magic fix” right now, but if you did decide to bring everything under one roof — stronger branding, connected social media, and automation that supports sales — would that cause any problems for you?

## 6. *Recommendation (Future Pacing + Incentive)*

Ok, before I let you go, can I make a quick recommendation?

Let’s pretend we had a short call, and after you saw our plan — a sharper brand identity, professional social media management, and automated systems that free your time — you genuinely believed it would improve your customer experience and sales.

Is there any reason you wouldn’t want to at least explore that? And just so you know, even if you don’t move forward, we’ll create one month of custom social media content for you — free, no conditions — simply for taking the call.

## 7. *Close*

Because, let’s face it, you’re not going to change anything unless it really makes sense, right?

So, what day this week would make sense for a quick call — morning or afternoon?

# Circle Prospecting Marketing Script – Fullpower Marketing

## 1. Opener (Pattern Interrupt)

Hi, is this [Name]?

[Name], this is [Name] with Fullpower Marketing. Look, I'll be upfront — this is a cold call about your business. Before you hang up, would it be ok if I asked you something really quick?

## 2. Identify the “Circle” Situation

The reason I'm calling is that I've been talking with a number of businesses in [your area / your industry], and many of them are refreshing their branding, social media, and automations.

I was curious — you haven't been thinking about making any changes in that direction, have you?

## 3. Test Their Interest / Position

Got it. And if I were to ask you, even if your branding or customer touchpoints could be stronger, you'd probably laugh and say you're not changing anything right now, right?

## 4. Clarify Their Current State

Makes sense. How long have you been running things with your current brand and marketing setup?

## 5. Future Desire

I see. And if you were to update things, what would you want to improve most — the look of your brand, your social media connections, or your sales process?

## 6. The What-If Scenario

Not that I have a fix on this call, but if you did decide to improve your branding, build stronger customer engagement online, and add automations to free up time — would that actually create any problems for you?

## 7. Recommendation (Future Pacing + Incentive)

Ok, [Name], before I let you go, can I make a quick recommendation? Let's pretend we met for a short call, and after you saw our ideas — a refreshed brand image, better social connections, and automated systems to support sales — you genuinely felt it made your business look stronger and work easier.

Is there any reason you wouldn't want to at least explore that? And just to make it worth your time, even if you don't move forward, we'll create one month of custom social media content for you — free, no conditions — simply for taking the call.

## 8. Close

Because, let's face it, you're not going to do anything unless it really makes sense, right?

So, what day this week would make sense for a quick call — morning or afternoon?

# “Inherited Marketing Mess” Script – Fullpower Marketing (Probate Model)

## 1. Opener (Pattern Interrupt)

Hi, is this [Name]?

[Name], this is Diego with Fullpower Marketing. Look, I’ll be upfront — this is a cold call about your business. Before you hang up, would it be ok if I asked you something really quick?

## 2. Identify the “Probate” Situation

The reason I’m calling is because a lot of business owners I speak with tell me they’ve kind of inherited an outdated website, old branding, or social media that isn’t really working anymore.

I’m not sure if that’s been your experience — or if your marketing setup is exactly where you want it?

## 3. Empathy / Pain Point

I see. Many owners tell me they don’t even know where to start when it comes to:

- Refreshing their brand identity,
- Cleaning up scattered social media channels, or
- Figuring out which automations could actually make sales easier.

But I get the feeling you haven’t come across any of those headaches, would that be fair?

#### 4. Clarify Current Help

And just curious — are you working with anyone right now on branding or marketing, or is it something you've been meaning to revisit?

#### 5. The What-If Scenario

Got it. Well, if you had someone step in to organize everything — sharpen the look of your brand, create consistent social content, and set up simple automations — would that actually create any problems for you?

#### 6. Recommendation (Future Pacing + Incentive)

Ok, [Name], before I let you go, can I make a quick recommendation? Let's pretend we met for a short call, and after you saw our plan, you genuinely believed it would clean up your online presence, modernize your brand, and make customer interactions smoother.

Is there any reason you wouldn't want to at least explore that? And to make it easy, even if you don't move forward, we'll create one month of custom social media content for you — free, no conditions — just for taking the call.

#### 7. Close

Because, let's face it, you're not going to do anything unless it really makes sense, right?

So, what day this week would make sense for a quick call — morning or afternoon?

# GENERATING A QUALITY LEAD SCRIPT

1- Fair enough, well, can I ask for a favour before you go, and you can be honest...?

2- So based on your experience with me so far, and having this conversation, Name, I'm not asking you to make any decisions right now, but let me ask you...Would you be against us revisiting this conversation at some point in the future, or is there no way you'd ever Consider meeting with me?

3- Sounds fair. When would you like to hear from me again?  
And in the meantime, would it be helpful if I emailed you a copy of my resume which would answer most of the questions you probably have about me, or would you just end up deleting it?

4-

And [Name], one last thing, you're not going to end this call and Immediately block my number, are you?

# QUALIFYING THE APPOINTMENT

1- Ok, I could probably make that work, and in the meantime, would it be helpful if I emailed you a copy of my Resume which will answer most of the questions you probably have about me, or would you just end up deleting it?

2- Ok, fair enough. Just one last thing, obviously the purpose of our meeting is to determine if working together makes sense or not, can you do me a favour?

3- If, after the meeting, you feel as though hiring me to sell the property doesn't make sense, you'd feel comfortable telling me, right?

4- Ok, and likewise, if for some reason I feel as though I can't get the home sold or meet your expectations, would you be upset if I told you I can't help?

5- Ok, fair enough. And if neither of us says "no" to each other, would it be ok if we spent a few minutes at the end of our meeting to discuss some potential next steps?

6- Great, ok. And I almost forgot, you're not going to hang up the phone and think to yourself, "Oh my gosh, what have I just done? I just booked a meeting with a [Business]" and then magically have to cancel our meeting, are you?

7- Are you sure? I don't want you to feel like I pressured you. I only want us to meet if you feel there's some real value in having this conversation.

8- Ok, sounds good, well I'll see you on...

# Objection Handlers

Objection 1: “We already have someone handling our marketing.”

That makes sense — most businesses do.

Quick question: do you feel your current setup is actually keeping your brand modern, your social media consistent, and your sales process streamlined?

👉 If yes: Great, then this call might not be needed right now. But even if you're happy, would it hurt to get a fresh perspective and a free month of content just to compare?

Objection 2: “We don't have the budget.”

I totally understand — budget is always a concern.

Can I ask — if your brand and social media were bringing in stronger customer connections and your sales were easier to close, would that be worth investing in later, when the time is right?

👉 And remember, the strategy call + one month of content is completely free — no strings attached. Worst case, you get value without spending a dollar.

Objection 3: “Send me some information instead.”

Fair enough. Can I ask — when businesses ask for info, it usually means they’re not sure if it’s worth a call.

What would you need to see in that info that would convince you a short strategy call is actually worth your time?

☞ (Pause, then add:) Since it only takes 15 minutes and you get a month of free content out of it, wouldn’t it make more sense to just book the call instead of exchanging emails?

Objection 4: “We’re not ready right now.”

Makes sense — timing is always tricky.

But let me ask you this: if your competitors in [their industry/local area] are updating their branding and social media while you wait, how do you think customers are comparing you to them?

☞ If still hesitant: Totally fine — how about we set a call for a month from now, and in the meantime, we’ll still create your free month of content. That way, you’re not falling behind.

Objection 5: “It sounds too good to be true — free content?”

That’s fair — most “free offers” have a catch.

Here’s the truth: our best way to show what we can do is to actually do it. If we make your business look sharper online and you like the result, great — we can talk about working together.

☞ If not, you still keep the content and we part as friends. No fine print, no conditions.

6. “Our customers don’t really use social media.”

I hear that a lot.

☞ The truth is, customers might not be following your page daily — but they do check credibility online before buying. Strong branding and consistent content build trust.

7. “We tried marketing before and it didn’t work.”

I completely get that.

☞ Most campaigns fail because they’re scattered or inconsistent. We focus on branding, social media, and automations that work together — not random ads.

8. “We get enough business through word of mouth.”

That’s great — it means people trust you.

☞ But imagine pairing that reputation with a sharper brand and better online presence. You’d not only keep referrals but also attract new customers automatically.

9. “We’re too busy right now.”

Makes sense.

☞ That’s exactly why we set up automations — so you can save time while your brand and socials keep working in the background.

10. “We don’t want to change what we’re already doing.”

Fair enough — no one likes unnecessary changes.

☞ The call isn’t about replacing what’s working; it’s about making it look better, connect better, and sell better. Worst case, you walk away with free content that fits what you already do.