Paul Castain's
Prospect Like a Pro™

Session 1

Warming Up Your Cold Call

Research Quickly and Effectively

How To Find Higher Probability Contacts

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33 Ways To Approach Potential Clients

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The 3 Touch Mini Campaign

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Homework

Create (3) 3 Touch Mini Campaigns

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The Tool Shed Exercise

Part I

Picture a tool shed, with a bunch of empty shelves. Each shelf is labeled with various ways to approach a potential client. One shelf could be labeled "Phone". Another shelf could be labeled "Email". How about the other shelves? Come up with at least 1 1 shelves. Click HERE if you get stumped.

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The Tool Shed Exercise

Part II The Drop Down Menu

For each shelf, picture a drop down menu with options within that category. For example, there are different types of emails, right? There are intro emails, emails where I share a resource with you. Emails where I ask you a specific question. There are emails where I offer an idea or perhaps introduce you to someone that could help you or buy from you. Create a drop down menu with at least 3 options for each of the shelves you've installed.

The Drop Down Menu

(Continued)

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What Were Your 3 Biggest Take Aways?

What Action Will You Take This Week?

Everybody Needs A Coach!

Click HERE to learn about Paul Castain's one on one coaching program!

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