

The Appointment Generator **WORKBOOK**

5 Appointments. In 5 Days.



Robyn
CRANE

Welcome

Why Are you Here?

What's Your Big Goal?

How Committed Are You To Reaching Your Goal? (1-10)

Do You Believe You Can Get 5 Appointments In 5 Days?

Are You Up For The “Challenge”?

- ☐ 100% Committed
- ☐ Higher Standard
- ☐ Take Action
- ☐ Be Involved
- ☐ Share Celebrations & Challenges
- ☐ Stretch Outside Your Comfort Zone
- ☐ Stop Judging Yourself 🙏

DAY 3

The Appointment Generator Challenge

Know What To Say

To Get Instant Credibility



How to conduct an effective interview

How To Conduct An Effective Interview Which...



1. Positions You As The Expert
2. Up-levels Your Network
3. *Gets You More Opportunities

(See Page 11)

Only 2 “Facts” To Find

What do they _____ that
they don't already have?
(or expect to have)



What's _____ them back
from getting there?



Key Interviewing Principles

1

Giving people _____ is valuable. The more clarity they get, the more valuable and credible you will be to them. (Plus, you need _____ for the book, **not content!**)



Key Interviewing Principles

2

People like to _____ about themselves. Let them, but make sure to redirect them to your subject.
(*Your book/project is about your area of expertise)



Key Interviewing Principles

3

The person asking the questions is in _____ of the conversation. (You must drive the conversation.)



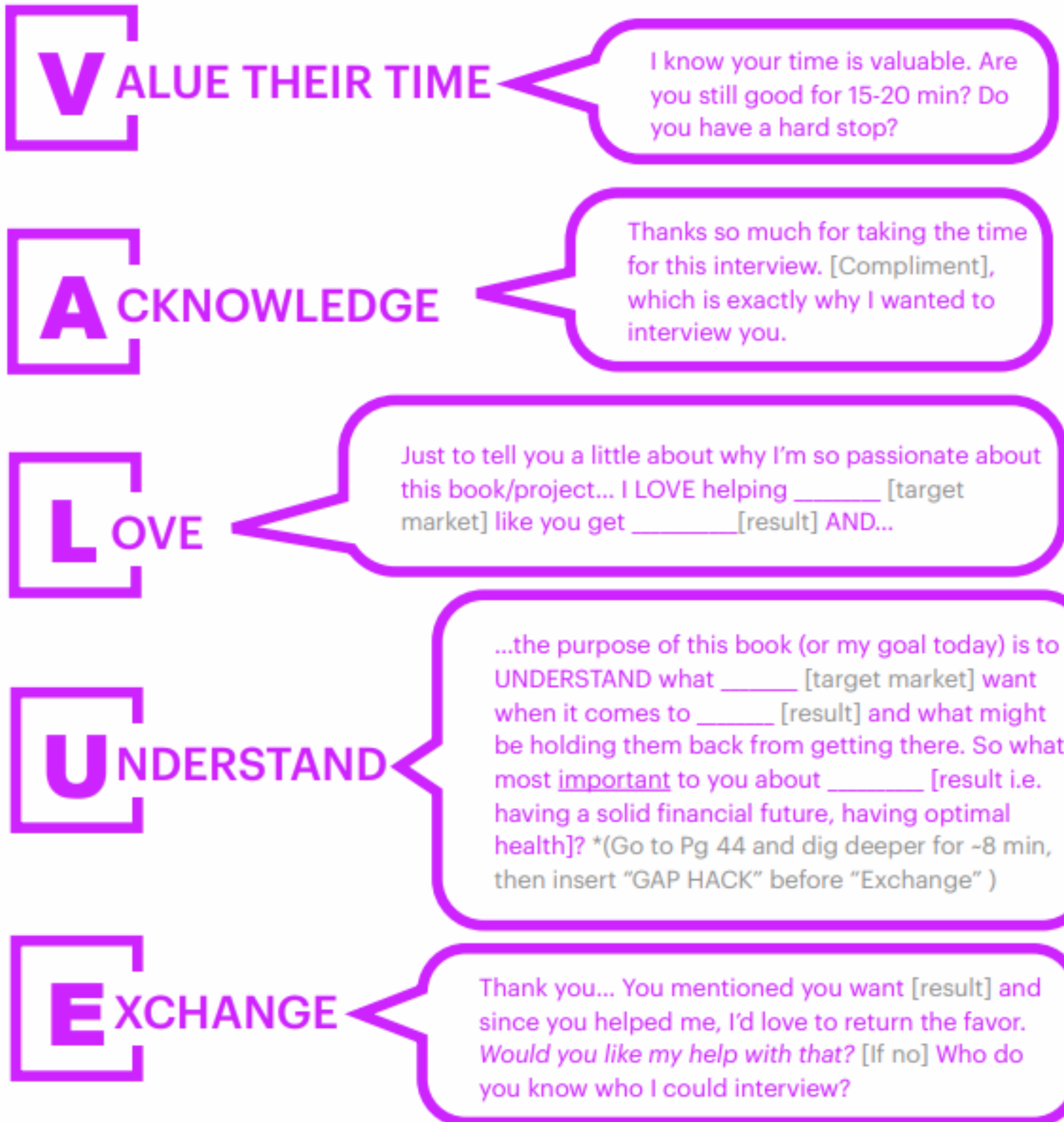
Key Interviewing Principles

4

Look for _____ and dig deeper to get to the real problems and results. Notice emotional triggers from pauses, tone, word choice, facial expressions, etc. (You're looking to see if there's a GAP between where they are and where they want to be.)



Value Interview Framework™





Sample Questions

RESULTS / PROMISE / DESIRES / "MAGIC WAND"

What's most important to you about [topic]?

[Tell me more about that].

If you could wave a magic wand, what do you really want when it comes to having [i.e a solid financial future? Or insert other result you provide].

Paint the picture for me...

What's next for you? (Or what's the next level for you?)

What is it that you really want?

What would your [topic: i.e. finances/wealth] look like a year (or 10,20 years from now)?

What would be the most ideal situation?

Repeat, Acknowledge, Ask



Uncovering a gap

IMPORTANT

Moving someone to the next step will **ONLY** make sense if they believe you can help them get something they **WANT** that they don't already have or expect to have.

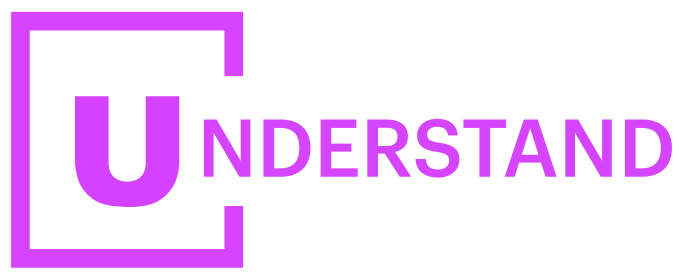
This means, there **MUST** be a **GAP** between where they are and where they want to be.

If they believe there's a gap, the next step will be a logical step for them.

If not, the offer may seem out of the blue or "bait & switchy."

The EASIEST way to determine if there is a GAP is to use a **"GAP HACK"**

Repeat, Acknowledge, Ask



GAP HACK EXAMPLES

1. The "Desire/Confidence" GAP HACK

On a scale of 1-10, how much would you like to have those things? (What they said they wanted)

On a scale of 1-10, how CONFIDENT are you that nothing will go wrong and you'll accomplish everything you want?

2. The "Would You Wanna Know About It" GAP HACK

If there was a way to get you there faster, would you want to know about it?

Repeat, Acknowledge, Ask

Rules To Live By

Listen.

The most important thing is to listen to them and then dig deeper.

Be Unattached.

Don't try to turn them into a client. Be genuinely curious about understanding what makes them tick and what keeps them up at night, and then if you think you can help them, offer.

*Be Consistent.

This is not about getting that one interviewee to become a client. It's much bigger than that. This is about up-leveling your positioning, your brand, your visibility and having even bigger opportunities.

Real Results

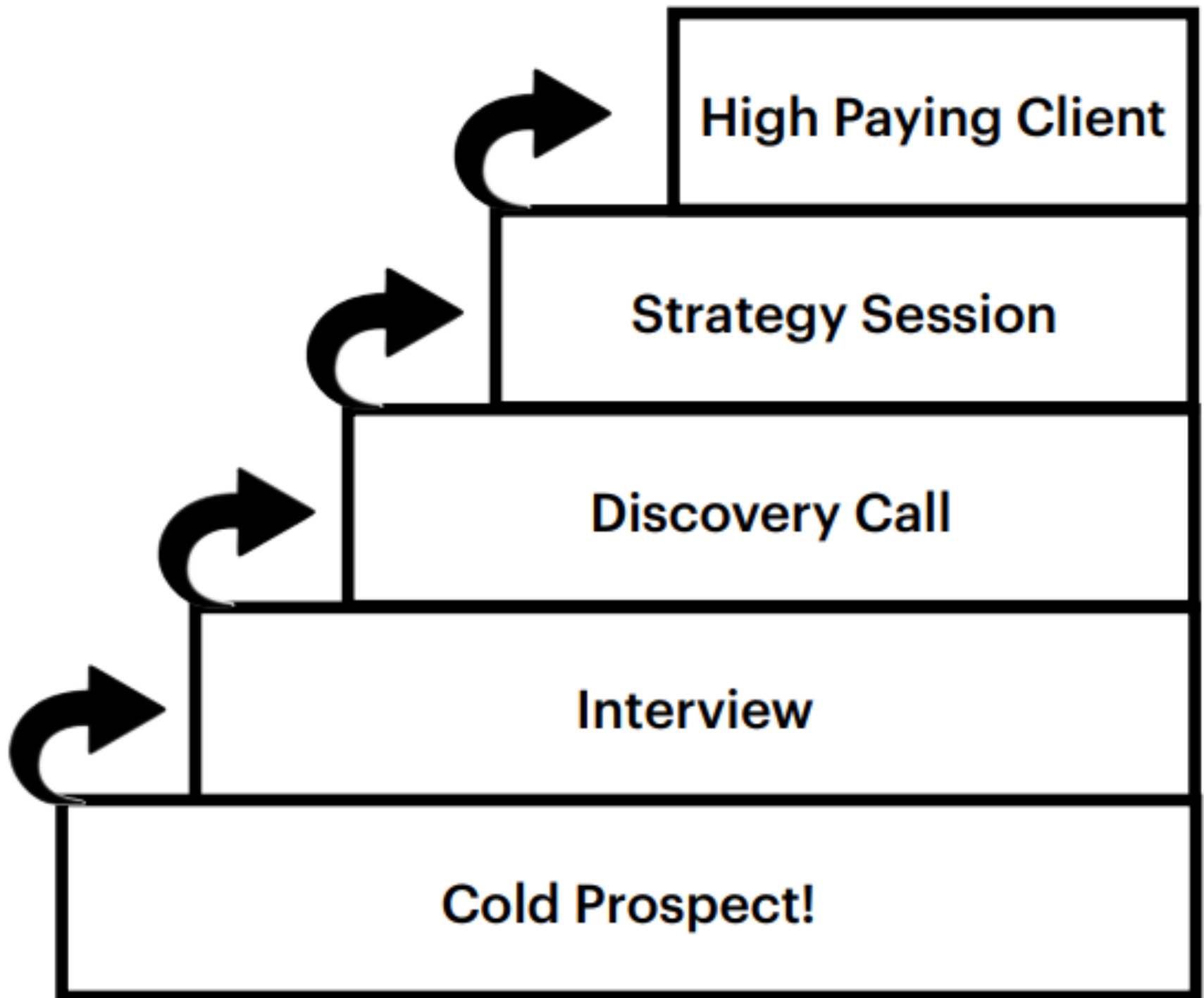
***As long as you consistently do interviews and continue to optimize and tweak the process.**

You will..

- Generate more leads
- Improve your sales conversions
- Save a ton of time
- Provide more value to your clients
- Have more confidence
- Become an even better version of yourself
- Attract more abundance
- Stand out
- Be positioned as the expert
- Get unimaginable opportunities
- Make More Money
- Help More People
- And even more still...

When The Day Comes...

And you go through this entire process, you'll know...



**You NEVER Have To Worry
About Money Again**

"EXPERIENCE" Your 1st Interview Today

*CONDUCT AN INTERVIEW TODAY

(with your mom or with someone who loves you)

Sample scripts

Hi [Mom]!

I know this is crazy...but I'm considering writing a book and I'd love to interview you. Can I interview you today, so I can get some insight from you?

Hey [Friend]! This might sound a little crazy but... I am considering writing a book... and since you're one of the coolest and most successful people I know... would you be completely against doing a quick book interview?

Hey [Friend]! I'm considering writing a book. Would you be open to a quick interview?

Hey [Friend]! I'm in the middle of a 5 day challenge and was challenged to consider writing a book and start interviewing people for it. Would you be against doing a quick interview with me?



Do Not Say "Practice!"

Getting Introductions

HOW TO NOT BE “POUNCY”

If you're interviewing friends and family (or your warm market) and you don't **CLEARLY** see a gap, you can omit the “GAP HACKS” and move directly to asking for introductions.

END OF INTERVIEW TRANSITION (Example)

Sample script

Thanks, [Mom]. That was invaluable!

My big goal is to conduct 100 interviews, so I can truly understand what [target market] really wants and provide at least 10Xs the value that I provide now.

Who else do you know who is a [target market] who I might be able to interview? [Brainstorm names]

Would you be willing to introduce me via email?

I'll send you an introduction email today, can I count on you to introduce me to them by [Friday]?

INTRODUCTION EMAIL TEMPLATE (For them)

Sample script (Tell them to CC you on the email)

Hi [Name of person they're introducing you to]

I was just interviewed by [Your Name], who is interviewing people for her book and it was a lot of fun!

[Your Name] is looking for other cool people to interview and I thought of you because you are [insert COMPLIMENT]

I'll let you two take it from here.

HOMework

- ☐ 1. Respond to any messages received, and drive them to an appointment.
- ☐ 2. Conduct an interview TODAY. Ideally with someone who is in your target market, but it's not necessary. Call YOUR MOM if you have to. At the end, ask them if they would introduce you to others who you can interview (for the book/project) (DO NOT say this is "practice.")
- ☐ 3. Continue to send messages (100 connection requests on LinkedIn - for the week, 100 Facebook messages and your 25 warm leads)
- ☐ 4. Share in the community the number of appointments so far as well as any celebrations and/or challenges.



Thank you for letting
me do my part to
help you become an
even better version
of yourself.

Love,

Robyn