RAX FRAMEWORK (memorize script first)

<u>Closing frame work - DISCOVERY</u>

1. Intro

- What made you book in the call?
- Set the table - goal for today's call

2. Current Situation

- How old? What they do for work and in life in general
    - Pain Points - keep digging until you get ammo

3. Goals

- What is the goal? (More money? More freedom ect)
- How much money would you need to make to make the goal come true
- How does that compare to what you are making right now (qualify financially only if needed)

4. Solution awareness

- How long have you had this goal for? Or how long have you been wanting to start an online business
- What have you done to put yourself in the position where you can (insert goal)
- What has been holding you back from taking action
- Why haven't you even tried anything?
  Hold accountable
- Whos responsible for you not making a change?
  Make them admit they need to make a change
- What's the difference between you and the other person your age thats making 10,15,20k per month?
- Why are you so certain that you're going to be able to finally make a change?

- Why now? Why not push it off another month or another year

5. Future Pace

- Lets say we were able to train and coach you so that you can hit that 10k per month. How would your life change as opposed to how it is right now?

How would that make you feel if you could get to these goals and be the man you want to be
How would that effect the people around you

- Pre-Handle any objection (spouse, parent)
- When it comes to you running a business and making decisions like this, who else plays a part in that?

- Transition into consequence
- One side of the coin

6. Consequence

- What would life look like if you were to not make a change
- How would that impact you and the people around you
- How would that make you feel knowing that you did not take the necessary steps to get to where you want to go
- Is that something you are willing to settle for?

Transition into pitch

- What do you feel like you need to do so that you can put yourself in the position where (nightmare scenario does not occur)
- Sounds like you need to make a change right?
- Why now? (sometimes)

Lets dive into exactly how we can help