



Heart-Centered Client Enrollment Script

Use this structure to lead discovery or sales calls with confidence, warmth, and clarity.

This script is part of the [Heart-Centered Client Enrollment System](#).

“Embrace
the
journey”



✓ Step One: Build Rapport & Connection

1. Warm welcome

"Hi [Name], I'm so happy you're on the call with me today."

1. Set intention

"Today, I'm going to help you [briefly restate what you promised in your free session offer]."



Step Two: Set Expectations & Step Into Leadership

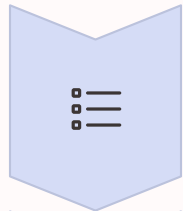
Set the tone early by leading the structure of the call.

"I'm really looking forward to getting to know you better today. We've got 45 minutes together, and I want to make sure you get full value out of our time. Here's how it'll work: I'll ask you a few questions to help you get clarity on where you want to go and what's standing in your way. I'll make some recommendations, and if I think we're a fit, we can explore what working together might look like. You're welcome to ask me anything — and I promise you'll leave with clarity and a plan. Sound good?"

Step Three: Understand Where They Are Now

Ask questions to understand their current situation and what motivated them to book the call.

- "Give me a 90-second snapshot of where you are in [your niche/topic]."
- "What inspired you to book this call? Why now?"



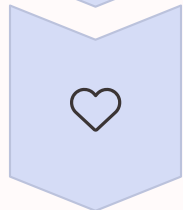
Ask open questions

Create space for them to share their current reality



Take notes

Capture key details about their situation



Listen deeply

Show genuine interest in their circumstances

Step Four: Clarify Their Vision

Help the client connect to what they truly want.

"If you could wave a realistic magic wand, where would you like your [health/relationship/business/etc.] to be in the next [length of your program]?"

Dig deeper:

- "Is there anything else you'd love to accomplish?"
- "Fast forward 3 years: what would need to happen for you to look back and feel like this was a breakthrough season of your life?"

Get them emotionally invested:

- "If you achieved all of this, what would that mean for you and your life?"
- "How would your life change?"
- "How would you feel? What would be the best part?"



Step Five: Uncover the Challenges

Shift to what's standing in their way.

"What do you feel is slowing you down or stopping you from reaching your goal?"

Follow-up prompts:

- "What else could be getting in the way?"
- "What have you tried before that didn't work?"
- "Why do you think it didn't give you the results you wanted?"

Explore the impact:

- "How are these challenges affecting your health/finances/peace of mind?"
- "What's the hardest part about this?"

Identify Obstacles

Help them name what's blocking their progress

Explore Past Attempts

Understand what hasn't worked and why

Assess Impact

Uncover how these challenges are affecting their life



Step Six: Transition & Turnaround

Start moving toward possibility and action.

"If you could overcome all of these obstacles and move freely toward your goals, what would that do for you?"

Gauge commitment:

- "Why is this important for you?"
- "On a scale of 1-10, how committed are you to making this change?"
- "Are you willing to stretch outside your comfort zone if I give you honest feedback and real recommendations?"



Step Seven: Make Your Offer

Ask for permission to share how you can help.

"I have a coaching program designed specifically to help with [briefly restate their goals/challenges]. Would you like to hear more about it?"

Then present your offer, focusing on how it bridges the gap between where they are and where they want to be.

Ask Permission

Get their consent to share your solution

Present Your Program

Explain how your offer addresses their specific needs

Bridge The Gap

Show how your solution takes them from current state to desired outcome

Pricing Conversation (Optional Script)

"Before I share the investment, I want you to know that if, after [14–30 days], you don't feel this is the best investment you've made in [area of life], I'll give you a full refund. How does that sound?"

If doing a special offer:

"I offer both a regular price and a special price for those who commit on the call. Would you like to hear about it?"

Share both:

- "The regular full-pay is [\$X]. The special full-pay is [\$Y], or [\$Z/month] for [X months]. Which option feels best to you?"

 **Important:** After sharing the price, *pause and stay silent*. Let them speak first.



Handling Objections

If they ask for pricing too early:

"Great question. I'd love to share that, but first I want to understand more about your situation and whether we're a fit to work together. Sound good?"



Stay Calm

Approach objections as natural parts of the conversation



Redirect Gently

Guide the conversation back to understanding their needs



Emphasize Partnership

Focus on finding the right fit rather than making a sale



Want to know how to make the most out of this powerful script?

Grab the full Heart-Centered Enrollment System and learn how to confidently lead enrollment calls that convert — without pressure, awkwardness, or second-guessing yourself.

Inside, you'll discover: ✓ The exact flow to guide a prospect from curious to committed ✓ How to handle objections with empathy (without sounding "salesy") ✓ Subtle shifts that boost your close rate — while staying authentic ✓ A proven, heart-led method that feels good for *you* and *your clients*

[Check out the Client Enrollment System Now](#) →