



THE D.A.O BLUEPRINT!

D.A.O METHOD = Direct Authority Outreach!

Here is the 7-Steps Framework to book qualified appointments and convert high ticket clients via the phone and over the DM's (*Direct Messages*)

- 1) **CONNECTION & RAPPORT!**
- 2) **BUILD AUTHORITY & CREDIBILITY!** (*Quick Story + Client Testimonials & Results*)
CTA #1 = BOOK DISCOVERY CALL – (10 -15 MINS)
- 3) **FIGURE OUT THEIR VISION FOR THE FUTURE!** (*What Is The Lead Looking To Achieve? E.g. What **END-RESULT** Do They Want?*)
- 4) **FIGURE OUT BIG PROBLEM / CHALLENGE!** (*What's Stopping Them From Achieving The End-Result?*)
- 5) **POSITON 'RESULTS DRIVEN' STRATEGY CALL AS THE 1st SOLUTION BY GIVING YOUR LEADS AMAZING FREE VALUE ON A CALL!** (*Diagnose Deep Problem & Leverage The 'Wow Not How' Framework*)

CTA # 2 = BOOK THEM ON A FREE 'RESULTS DRIVEN' STRATEGY CALL (30 MINS - 1 HOUR)

6) CONVERSION – *(Follow Million Dollar Sales Script + Objection Handlers To Convert Leads Into High-Ticket Clients!)*

CTA # 3 - SELL YOUR OFFER AS THE ULIMATE SOLUTION SO THEY CAN LEARN HOW TO GET THE END-RESULT THAT THEY DESIRE!

7) CONVERSION FOLLOW UP! *(Use Video & Voice Messages + Hammer Prospects With FREE Strategical E.B.M Content To Engage & Convert People That Are On The Fence To Buying!)*

You can run your leads through this process over the DM's (*Direct Messages*) from cold lead to sale.

OR

I personally prefer to mix DM's with a quick discovery call + strategy call as it's a faster conversion cycle & improves the **know, like and trust factor**.