

Cold Calling Advice From **\$100M** Entrepreneur Alex Hormozi + **DONE FOR YOU** Script Created By Pro Copywriter Sam Malsom!



Hey, its Sam Malsom... Founder & CEO of <https://www.onlinewealthsociety.com/>

Welcome to the **Cold Calling Advice From \$100M Entrepreneur Alex Hormozi + DONE FOR YOU Script!**

Here is the link to the cold calling advice video from Hormozi & Glencoco YouTube channel:

<https://www.youtube.com/watch?si=fHDnNbfsit5ca-Sr&v=jvFLW5ECIlgk&feature=youtu.be>

Below is access to the...

DONE FOR YOU **COLD CALLING SCRIPT**

Let's dive into the script together and fully understand WHY it works so well...

➔ **1) PATTERN INTERRUPT OPENER**

"Hey [NAME]... did I catch you at a bad time?"

WHY It Works:

This is one of the most disarming openers in cold calling.

It shows respect and triggers a "no, what's up?" 70% of the time while producing instant CURIOSITY... which is your green light to move into your pitch.

2) IDENTITY + AUTHORITY CREDIBILITY HOOK

"My name's [ADD YOUR NAME]... I work with [SPECIFIC NICHE, e.g. consultants] who are trying to [END RESULT, e.g. 'hit \$50k- \$100k months'] without [BIGGEST PAINFUL PROBLEM, e.g. 'spending a fortune on ads']."

WHY It Works:

Lead with who you serve and the END-RESULT... not your company name or what you sell. Nobody cares about you yet. People only care about themselves.

3) REASON FOR THE CALL (THE HONESTY FRAME)

"Reason I'm calling today... I've been looking at [THEIR BUSINESS / SOCIAL MEDIA PROFILE / THEIR WEBSITE] and I noticed [SPECIFIC COMPLIMENT + OBSERVATION, e.g. "you're doing some awesome work with your current clients but seems like you don't have an optimized appointment booking system in place"]"

Which means you're leaving a lot of money on the table."

WHY It Works:

Specificity = trust. Vague openers die and people will hang up on you. Make them feel like you actually looked at their business before calling them.

4) SOCIAL PROOF MICRO STORY

"I actually just helped a [SIMILAR CLIENT TYPE] go from [BEFORE STATE] to [AFTER STATE] in [TIMEFRAME]... and they were in a pretty similar spot to where you are."

And I've consulted for a 9-Figure Forbes Entrepreneur worth £102M to help him set up & grow his new consulting business.

This is the "before/after bridge." 1-2 real results beats ten claims about your service every time. Keep it short and don't over-explain.

5) PROBLEM- AWARE QUESTION

"Can I ask... is [BIG PROBLEM, e.g. 'getting a consistent flow of new qualified appointments & clients for your business'] something you're actually interested in?"

WHY It Works:

This is your qualification gate. You're not pitching here... you're diagnosing their big problem quickly and getting straight to the point.

If they say no, they're not your ICP (*Ideal Client Profile*) and you need to move on by dialling the next number on your cold call list FAST.

If they say yes, you should move onto step #6.

6) THE IRRESISTIBLE OFFER = FREE ADVISORY CALL

"Here's how I can help you..."

...I can book you on a FREE [15]-minute [RESULT DRIVEN NAME... ADVISORY CALL / GROWTH SESSION / ROAD-MAP CALL] specifically for you and your [BUSINESS / PRACTICE].

On the free call, we'll map out exactly what it would take to get you to [SPECIFIC END RESULT]... and I'll be straight with you about whether we can't help or not.

No pitch, no pressure and nothing to buy on the call.

Just a friendly conversation to see how we can best help you [END-RESULT e.g. hit \$50k - \$100k per month with your business.]

Does that sound good?"

WHY It Works:

This is the M.D.I.O (OFFER) principle!

However, you are not selling... you are making the free call feel like a super valuable thing they can't say no to, not the gateway to a sale.

By saying... *"I'll tell you if we can't help or not"* is your most powerful trust-builder.

7) THE EASY BINARY YES CLOSE

"Great... I've got [SPECIFIC DAY] at [SPECIFIC TIME A] or [TIME B]... which of those works best for you?"

WHY It Works:

Always give two options, not an open-ended "when are you free?"

Binary choices eliminate decision fatigue. Silence after this line is your friend... so make sure you wait for their answer.

IMPORTANT:

After you've booked them on the **15-minute discovery call**... when conducting the call... provide value to them & ask the questions on the application form located inside module #5 & module #8 of the Client Acquisition Accelerator Curriculum, so you can get a better understanding of their current situation.

If the prospect is a good fit and qualifies to work with you. Say this...

Well [NAME] It's been great to have a quick chat with you.

I've got another call with a client in 10 minutes... however based on what you've told me I can definitely help you [END-RESULT] just like I've helped a bunch of my previous students.

If that's something you're interested in learning more about... I can book you in for a full 45-minute advisory call to discuss how we can help you in more detail.

I've got [SPECIFIC DAY] at [SPECIFIC TIME A] or [TIME B]... which of those works best for you?"

Book them on a full **45 minute – 1 hour strategy call** by asking for their best email address & manually scheduling them in on your Calendly software...

Great... in the meantime, I'll also send you over some FREE training resources to help you out and you can check out some of the clients we've helped.

[SEND LINK TO YOUR FREE WOW NOT HOW CONTENT VIDEOS, ARTICLES, PDF's, OBJECTION HANDLERS + CLIENT TESTIMONIALS STACK - This **POSITIONS** you nicely before the full strategy call so they perceive you as the **EXPERT**]

Look forward to having another chat with you at [SPECIFIC DAY & TIME YOU SCHEDULED THEM IN FOR ON CALENDLY]

Conduct the 45 min strategy call by following the Million Dollar Sales Script inside module #4 of C.A.A and **CLOSE THE SALE.** 😊

QUICK TIP – If they seem super keen and seem like they are ready to buy, close the sale on the discovery call if you both have enough time. That way you don't have to book them on another call.

How To Use This **DONE FOR YOU Script** Effectively:

The opener ("*did I catch you at a bad time?*") works because it's the opposite of what every other cold caller says. It signals you respect their time, which instantly separates you from 99% of callers.

The identity hook leads with a **specific END-RESULT** for *them*, not features of your product.

Nobody picks up a cold call wanting to hear about your company... they pick up and stay on if they hear their own problem reflected back to them.

The micro-story in step 4 is doing all the heavy lifting for you.

The whole framework is built around concrete before/after results.

1-2 specific real results using specific numbers... beats ten vague claims. Here's another example...

"We helped a gym owner go from 80 to 140 members in 6 weeks" closes more calls than *"we're a leading growth agency."*

The free advisory call offer works because you're removing all risk and framing the call itself as FREE value... not a sales pitch.

Adding *"I'll tell you if we can't help"* is counterintuitive but disarms almost every objection in one line and will massively improve your discovery call conversion ratio.

TOP 1% Cold Calling TIPS

- Your **niche** should be as **specific as possible...** *"e-commerce brand owners doing \$10k-\$50k/month"* beats *"online businesses"*
 - Your **end-result** should be a **number** or a **feeling**, not a feature... *"\$20k months"* or *"a full client calendar"* beats *"better marketing"*
 - Your **timeframe** in the micro-story must be real... never fabricate a result that you can not deliver on.
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Cold Calling List Building Methods – Lead Generation For Cold Calling Made **EASY!**

OPTION #1 - Build your cold calling list (If your niche is B2B -Business 2 Business... You can use UPLEAD for list building, cold calling data and lead generation)

UpLead Platform ▾ Our Data Resources ▾ Partner with us ... [Request a Demo](#) [Start Free Trial](#)

Real-time verified B2B emails, mobile numbers and intent data

- ✔ 160M+ leads, verified as you search and ranked by freshness
- ✔ 95% data accuracy, equal or higher than the best-known tools
- ✔ 1/3 of the cost vs leading sales platforms
- ✔ 24-7 support from real humans
- ✔ 0 feature fluff to slow you down – get started and get prospecting

[Grab 5 Free Leads Now](#)

UpLead Contact Search: Search by Name or URL 478 CREDITS

CONTACT	COMPANY	TITLE	PHONE
John Carter	Salesforce	Business Developer	(415) 555-4552
John Carter	Salesforce	Director of Sales	(415) 555-7812
John Carter	Salesforce	VP of Customer S...	(415) 455-4447
John Carter	Salesforce	Senior Project M...	(415) 555-2549
John Carter	Salesforce	Director of Pro...	(415) 755-2154
John Carter	Salesforce	VP of Marketing	(415) 455-4444
John Carter	Salesforce	Financial Analyst	(415) 455-4444
John Carter	Salesforce	Software Engineer	(415) 754-8212
John Carter	Salesforce	Customer Success	(415) 455-4444
John Carter	Salesforce	Strategic Account	(415) 555-2549
John Carter	Salesforce	Senior Account M...	(415) 447-2222
John Carter	Salesforce	Director of Pro...	(415) 754-9300
John Carter	Salesforce	Business Develop...	(415) 455-4444

[Click Here To Sign Up For UPLEAD – The Worlds #1 Lead Generation Intelligence Software >>](#)

OPTION #2 - Hire someone on <https://www.fiverr.com/> and pay them \$5 to do one of the following 3 methods below... to build your list for your specific niche so you can cold call the leads.

fiverr. Fiverr Pro ▾ Explore ▾ EN Become a Seller Sign In Join

Our freelancers will take it from here

Search for any service...

[Website Development](#) [Architecture & Interior Design](#) [UGC Videos](#) [Video Editing](#) [Book Publishing](#)

Trusted by:

1) Google Maps Businesses (*Highest Volume & Easiest*)

Why this works:

Most local businesses rely on leads to survive, but many have **weak marketing, outdated websites, or low reviews...** which makes them ideal prospects.

Where to find them:

- Google Maps
- Google Search

What to collect:

- Name / Business Name
 - Phone Number - **Most Important**
 - Website
 - Email
-

2) Business Directories (*Highly Targeted Leads*)

Why this works:

Directories already categorize businesses by industry, making list building faster and more organized.

Where to find them:

- Yell
- Thomson Local
- Checkatrade
- TrustATrader

These businesses are already paying for visibility... meaning they **understand marketing value**, which makes them easier to sell to.

3) LinkedIn Business Owners (*High-Value Leads*)

Why this works:

You can directly target **decision-makers**, not receptionists or gate keepers.

Where to find them:

- LinkedIn

Search filters to use:

- Job Title:
- Owner
- Founder
- Director
- CEO
- **Company Size:**
- 2–50 employees
- 10–100 employees

When you use this specific targeting, these people typically have **higher budgets** and make faster decisions, making closing over a sales call much **EASIER!**

Here's The Secret Most Cold Callers Get Wrong + KPI's

Don't just build a **big list**.

Build a **qualified list**.

A list of **500 targeted businesses** will outperform a list of **5000 random numbers**.

The key to making this work is CONSISTENCY and be ready for some rejection. Don't take people hanging up on you or telling you to F off personally. lol

Here the **KPI's** to keep you on track (**Key Performance Indicators**)

- 1) You may need to make 20 calls to get ONE person to answer.
- 2) If you can get a 5 – 10% cold call > appointment booking rate that's considered great.
- 3) 100 - 200 cold calls per day = 5 – 10 conversations = 1 – 2 appointments booked PER DAY!
- 4) Sales Closing Example: If you have an offer that sells for a \$5,000 price point with a 20% close rate. Every 3rd day you potentially make \$5,000!

Hope this training + the **DONE FOR YOU** script helps you.

Now Get Cold Calling So You Can Get That **CASH FLOW!** 😊



Talk soon

Sam Malsom

Founder & CEO: <https://www.onlinewealthsociety.com/>

\$3.4M In Client Results!

Consulted For a 9-Figure FORBES Entrepreneur Worth £102M

