

C3P4 Consultation Question Form

C1 Greeting: Say Hello to the OTC

“Hello, I am (first name, last name), and I am pleased to meet you.” (match the OCT hello!!)

Client Name _____

C2 Meeting At A Seminar:

Calibrate Yes: “May I call you (first name)?”

Calibrate No: “Have we ever met before?”

Get others as needed.

C3 Criteria Question:

If I had magical wand and we were the Wizard of Oz and could grant your wish and put you in Kansas. Kansas for you is being concluding a successful project, **what's most important to you about (*this copy job?*)**

Great, now, what's most important to you about (answer above)?

What will (criteria) do for you? _____

What is their meta-program? _____

P1 Present State Questions

Please, tell me about your current situation, just the kinds of things you are actually doing that contribute to (*the marketing problem?*)

you tell me a little about your (*marketing history*), what worked, what didn't, what led to sales, ?

How is the project doing now? _____

How did you feel when what you did before didn't work?

P2 Problem State Questions

Moving to the area of problems, how is your marketing a problem for you now?

How are emotions involved? _____

Stress? _____

Self Esteem? _____

How do you feel when see this project failing? _____

Impact on family or friends? _____

Does your partner know that you are talking to me now? _____

(If no) I am curious as to why? _____

What is the worst thing for you about this project?

Now, I am going to ask you a question that probably no one has ever asked you, what would you say are your top 3 problems to overcome to make this project a success?

What system are they most using? V – A – K ?

What system are they using least? V – A – K ? (Anchor here)

P3 Pacing Questions

How are (criteria) going to be affected if you don't deal with these problems?

What are you missing out on as a result of this?

Consequences for business? _____

quality of life? _____

finances? _____

What effect does this have on (criteria)?

How will you feel about yourself if 10 years from now you still have the same marketing problem.... or worse?

P4 Payoff Questions

What do you think you need to make this project succeed? _____

How much do you think this project could earn? _____

What would the success of this project accomplish for you?

What is the biggest driving factor that brought you to look for a copywriter right now _____

What would your life be like if you solved this problem?

What would you do that you can't do now? _____

On a scale from zero to ten, how much do you want this project to succeed? How motivated are you to take action on this?

Pattern Interrupt and Get them into a Positive State:

Demonstrate Capability and Recommend a program.

Direct Presentation at Problems and Criteria Exclusively!

Objections: _____

Did you ever go to a doctor based on price alone? _____

“Think about it objections responses _____

Follow-up Section

Criteria 1 "I am _____"

Criteria 2 "I am _____"

Behavior Problem 1 _____

Behavior Problem 2 _____

Behavior Problem 3 _____

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