

# The Value Conversation™ Script

**INSTRUCTIONS:** Use this “script” as a **model**. Scripts are cool, but you’ve got to put it in your words. Words that are *authentic* and *comfortable* for you and that fit your business.

## **THE SCRIPT**

“I’m so glad I was able to help you solve [name of problem]. I’m really passionate about helping people overcome that challenge, which is why I [wrote my book/created my seminar/created my checklist, etc.\*\*]. I’m on a mission to get this into the hands of as many people as I can, as quickly as I can, because I know it will have an impact...and I need your help.

You know people at [name of group] that could really benefit from [getting this book/hearing this information]. I’d like to give them [my book/my seminar/my checklist] as a gift, with your compliments. Who on this list should we [send it to/invite]?”

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*\*\* This is what we call your “Referral Kit.”*

To learn more about The Unstoppable Referrals™ Process we recommend you do three things:

#1: [Buy the book](#).

#2: Enroll in our free, 9-part course, [Get the Clients You Deserve](#).

#3: Watch the 60-minute webinar: [How to get more clients than you need, without spending a dime on advertising](#)

Access hundreds of resources at [UnstoppableCEO.net](http://UnstoppableCEO.net)