

The Paid-On-The-Call Consultation Workbook

By the end you'll have a one-page consultation you can run on your next call: your opening question, the four questions in order, a two-to-three sentence plan built from their words, a plain price line with payment taken on the call, and your answer ready for 'I need to think about it'.

FREE WORKBOOK 12 PAGES ABOUT 45 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ An opening question that gets them talking about their problem, not your program
- ✓ The four questions in order, with follow-ups, and a place to write their exact words
- ✓ A short plan script and a plain price line that ends with payment on the call
- ✓ Ready answers for price, time and doubt when they say they need to think

INSIDE

- 1** Write the question you open with, then stop talking
- 2** Write your four questions in the order you'll ask them
- 3** Write your plan in two or three sentences, using their words
- 4** Write your price line and get payment ready to take on the call
- 5** Write your answers for 'I need to think about it'
- 6** Your 7-day plan

YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Run a Personal Training Consultation That Ends With Payment, Not Cancellations.](#)

STEP 1 OF 5 · LEARN IT

Write the question you open with, then stop talking

My first sale, Miss Gertrude, took me about two hours of talking, giving her the moon. When you open by explaining, they spend the call taking in information instead of thinking about their own problem.

HOW TO DO IT

- 1 Write down everything you usually say in the first five minutes of a consult. Cross out all of it.
- 2 Write one question about them, not you. Start from: 'Before I tell you anything about how I work, what made you book this call?'
- 3 Change only the words that don't sound like you. Keep it to one sentence.
- 4 Under it, write 'STOP TALKING.' Silence after the question is part of the question.
- 5 Say it out loud three times so it comes out the same way every call.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

What I usually open with: how my 12-week program works, the app, weekly check-ins, meal guidance.

Crossed out. All of it.

My opening question: 'Before I tell you anything about how I work, what made you book this call?'

STOP TALKING.

Your turn on the next page →

STEP 1 OF 5 · YOUR TURN**Write the question you open with, then stop talking**

What you usually say in the first five minutes (you'll cross this out)

Your opening question, one sentence, about them

Check your opening question

- ☐ It's a question, not a statement
- ☐ It's about them, not your program
- ☐ It's one sentence
- ☐ You've said it out loud three times
- ☐ You wrote STOP TALKING under it

- ☐ You're done when you have one question about them written down and nothing about your program in the first minute.

STEP 2 OF 5 · LEARN IT

Write your four questions in the order you'll ask them

If you skip a question or ask them out of order, the price shows up before they've said what staying stuck costs them, and it lands as a cost instead of a fix.

HOW TO DO IT

- 1 Write one question for each step: their goal, what they've tried, what staying stuck costs them, and where they'd be in 90 days if this worked.
- 2 For each one, write a short follow-up for when the answer is one word, like 'What do you mean by that?' or 'Why didn't it stick?'
- 3 On the cost question, name the four areas so they have something to grab: health, confidence, time, money.
- 4 On the call, write their answers in their exact words. If they say 'I'm tired of hiding in photos,' write that, not 'body composition.'

EXAMPLE: MAYA'S QUESTIONS, AND THE ANSWERS FROM A SAMPLE CALLER, DANA

1. Goal: 'What do you want to change?' Follow-up: 'What would that look like?' Dana: 'I'm tired of hiding in photos.'
2. Tried: 'What have you tried so far?' Follow-up: 'Why didn't it stick?' Dana: 'Classes. I quit when my shifts changed.'
3. Cost: 'What does staying where you are cost you? Health, confidence, time, money?' Dana: 'I skip my kid's events so I'm not in the pictures.'
4. 90 days: 'If this worked, where would you be in 90 days?' Dana: 'In the family photo at the reunion, in the front row.'

Your turn on the next page →

STEP 2 OF 5 · YOUR TURN

Write your four questions in the order you'll ask them

Your four questions

Step	The question you'll ask	Follow-up if the answer is short

Their answers, word for word (copy this onto a sheet for each call)

Their goal	What they tried and why it didn't stick	What staying stuck costs	Where they'd be in 90 days

- ☐
- You're done when you have four questions with follow-ups in order and a blank answer sheet ready for your next call.

STEP 3 OF 5 · LEARN IT

Write your plan in two or three sentences, using their words

If you explain sets and check-ins for twenty minutes, they buy information, and information can wait until next month. A short plan in their own words sells their goal, not your program.

HOW TO DO IT

- 1 List the features you usually explain: the app, check-ins, meal guidance, how sessions run. You'll leave these out unless they ask.
- 2 Fill in the script below. The blanks are for their goal, what they tried, and their 90-day picture.
- 3 Add only the two things that make this time different from what they tried.
- 4 Read it out loud. If it takes longer than 30 seconds, cut it.

EXAMPLE: MAYA'S PLAN FOR DANA

Features I'm leaving out: the app tour, macro guidance, how check-ins work, the exercise library.

'You told me you're tired of hiding in photos, and classes didn't stick when your shifts changed.'

'We'll train two times a week at times built around your shifts, and I'll move sessions when your schedule changes.'

'That's how you end up in the front row of that reunion photo.'

Your turn on the next page →

STEP 3 OF 5 · YOUR TURN

Write your plan in two or three sentences, using their words

Features you usually explain that you'll leave out unless they ask

1. _____
2. _____
3. _____
4. _____
5. _____

Your plan script

You told me their goal, their words, and what they tried didn't stick because why it didn't stick. Here's how we get you there: what's different, part one, and what's different, part two. That's how you get to their 90-day picture, their words.

The two things that make your coaching different from what most people have tried

☐

You're done when your plan fits in three sentences, has blanks for their words, and takes under 30 seconds to say.

STEP 4 OF 5 · LEARN IT

Write your price line and get payment ready to take on the call

A yes without payment is a feeling in the room, not a decision. Once they hang up, the reason they booked fades, and the follow-up email goes unanswered.

HOW TO DO IT

- 1 Write your price as one plain sentence. No 'only', no 'just', no apology.
- 2 Right after the price, ask how they want to pay today. Then stop talking.
- 3 Set up the way you'll take payment before the call: a card reader, a payment link, or your gym's system. Test it once.
- 4 Decide whether your booking page shows a starting price. Show it for fewer calls with people who can already afford it. Hide it to take more calls and handle money on the call.

EXAMPLE: MAYA'S PRICE LINE AND SETUP

'To get you in the front row of that photo, it's \$480 a month. Do you want to put that on a card today?'

Payment: payment link saved in my phone notes, tested with my own card.

Booking page: showing 'from \$480 a month'. I want fewer calls with people who already know roughly what it costs.

Your turn on the next page →

STEP 4 OF 5 · YOUR TURN

Write your price line and get payment ready to take on the call**Your price line**

To get you to their 90-day picture, their words, it's your price a month / week / session. Do you want to pay by card / use the link I'm sending today?

How you'll take payment on the call (reader, link or gym system), and when you tested it**Before your next call**

- ☐ My payment method is set up
- ☐ I tested it once
- ☐ The link or reader is open before the call starts
- ☐ I've said my price line out loud until it sounds plain
- ☐ I know what I'll do if they ask to pay later: ask what they need to think about

Show a starting price or hide it? Write your choice and which calls you want more of

- ☐ You're done when your price line is one sentence ending in a payment question and you've tested how you'll take the money.

STEP 5 OF 5 · LEARN IT

Write your answers for 'I need to think about it'

If you say 'no problem, take your time' and let the call end, the decision gets made without you, and it's usually no. It's usually one of three things: price, time or doubt.

HOW TO DO IT

- 1 Write the question you'll ask when they say it, so you never say 'take your time' by habit.
- 2 For price, write how you'll go back to what they said staying stuck costs them.
- 3 For time, write how you'll show where training fits in their week.
- 4 For doubt, write how you'll go back to what they tried, why it didn't stick, and what's different this time.
- 5 End each answer by asking again.

EXAMPLE: MAYA'S ANSWERS

My question: 'That's fair, Dana. What is it you need to think about: the price, the time, or whether it'll work this time?'

Price: 'You said you skip your kid's events to stay out of pictures. What's that costing you?'

Then: 'Want to get started today?'

Time: 'Let's look at your week right now. Which two slots work around your shifts?' Then: 'Shall I lock those in?'

Doubt: 'Classes stopped when your shifts changed. With me, sessions move with your shifts.' Then: 'Ready to start?'

Your turn on the next page →

STEP 5 OF 5 · YOUR TURN

Write your answers for 'I need to think about it'

What you'll say when they need to think

That's fair, first name. What is it you need to think about: the price, the time, or whether their goal, their words will really happen this time?

Stop talking and wait for the answer.

Your three answers

What they need to think about	What you go back to from the call	What you'll say	How you ask again

Your answer for doubt, word for word (the one most trainers skip)

You told me you tried what they tried, and it didn't stick because why it didn't stick, their words. This time is different because what's different. So you can get to their 90-day picture, their words. Do you want to start today?

Which of the three you hear most, and your one-line answer to it

- ☐ You're done when you have a written answer for price, time and doubt, and each one ends with you asking again.

THE PLAN

Your next 7 days

One small step a day, so your next consult runs the new way.

YOUR ANSWERS, IN ONE PLACE

Opening question

Payment setup

Think-about-it answer

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Write your opening question on a card and keep it where you take calls. Say it out loud three times.	☐	
Day 2	Practice your four questions on a friend or partner. Write their answers word for word.	☐	
Day 3	Set up your payment method and test it once with your own card.	☐	
Day 4	Say your plan script and price line out loud until both sound plain and the plan takes under 30 seconds.	☐	
Day 5	Decide whether to show a starting price, and update your booking page to match.	☐	
Day 6	Have someone say 'I need to think about it' three times, once each for price, time and doubt. Answer each and ask again.	☐	
Day 7	Run your next consult with your answer sheet in front of you, and take payment before you hang up.	☐	