BUTTON DOWN
(aka Confirming The Appointment)

> IMPORTANT
> At this point they have agreed to look at the information or attend the live webinar or local event. They have given to a "firm" time to follow up with them or a time to meet with them face to face in a coffee shop.
>
> At a minimum you should know:
> 1. What type of informational review they said they will do
> 2. The time, date, and place they will conduct their due diligence
> 3. When they have agreed you will get back to them and collect their decision
> 4. What they want more of and less of in their life (UFC #1)

_ NAME _, it's been great talking with you and I look forward to our next call. I was wondering if it would be okay to insure we have a successful and short call.

*__Give an assignment__.

You're probably going to think of some additional things that you would like more of in your life, so let me ask you to write them down, and also what you would do with an extra $1,500 - $3,000 a month if you knew that money would be coming every month, and then would you also jot down what your general process is for when you are making a decision?

> Most people never bother to do these assignments, but ask the questions anyway, as it is creating a gap in time from when you agreed on the time to get back together with them to collect their decision.

So __ NAME __ is there any reason you wouldn't make it to the appointment _ DAY or DATE _ at ___ TIME ___?   {**DO NOT HESITATE**}
The only reason I brought it up is that sometimes, and it's probably not the case here, people tend to set appointments casually.

I am really sorry I even brought it up, but you know how most people are. Have you ever had someone not show up or cancel inappropriately?

WAIT FOR ANSWER   *** _If No Answer try... Didn't you just love that? (laugh) or Wasn't that awesome? (laugh)_
*** Off the record, what do you think of people that do that?

> You can use "off the record" if needed to get an Answer, be sure to write their answer down for this question, you might need it later on.

Again, I am sorry for bringing it up, we will see you _ DAY or DATE _ at ___ TIME ___?