THE COACH AND CONSULTANT LEAD ACCELERATOR

DON'T LET PEOPLE PICK YOUR BRAINS FOR "FREE" EVER AGAIN!

GET "PAID" UPFRONT TO GIVE PEOPLE ACCESS TO YOUR INTELLECTUAL PRO-PERTY TO CONVERT TRUSTING CLIENTS INTO YOUR HIGH-FEE PACKAGES, PROGRAMS, AND COURSES

Dominate or Die Marketing, Inc.
www.dominateordie.net
support@dominateordie.net

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The Lead Accelerator for Coaches & Consultant.

“Stop Writing Free Proposals” — DODM

Let us take you through our **full $3,000 Lead Accelerator Coaching & Consulting System**.

The Program

I stopped writing “FREE” Proposals over six years ago, why, because prospects use them for three reasons only:

1. Of course to get clarity about what you’re actually offering

2. To get you to lower your price directly through negotiation or by requesting itemized quotes to have you take items off which most times reduces their results and thereby damages your reputation, because they don’t get the full value of your services.

3. And if they can’t get you with the above, they ghost you because they don’t see your value, so they in turn shop your proposal around and then go with the cheapest person that they find.

When you do a “FREE” Strategy Session or Discovery Call; essentially you are causing suspects to not see your value, but also, not to trust you, how?

You are essentially saying, hey, trust me, I have value to offer and I want to impact the world with my products or services and what I have is so awesome, that I’m not even going to charge you for it!!!

Oh, and by the way, if I do charge, the value is ONLY worth $30, $50, or $100… so please don’t think that my core, or flagship-high-fee upsell is going to have any real or implied value either, after all, I just reduced my Expert Status to a generalist or worst, novice without even realizing it.

But what's even worse than that… is the WONDERFUL excuse, "I Just Want To Help People!"

That's well intentioned, however, if you are not a Millionaire, please stop this, first of all, have you noticed that the prices for EVERYTHING is going up, your prices are going to have to go up too, not just so you can take care of your own oxygen mask first, but so you can build a real business.

So, if this is your current mindset, you first need to learn what a real business is, versus what ministry is. And to be clear, I'm a minister, but I never get to two confused.

Now we've gotten that out of the way… let's dive in.

SECTION 1.

COACHING & CONSULTING WORKSHEETS

"Stop Writing Free Proposals & Doing Free Strategy Session — Authority-Based Selling System"

Worksheet 1: Clarifying Your Value Proposition

A Value Proposition is a statement that identifies the measurable benefits that your suspect, now turned prospect will receive from your Lead Accelerator.

Goal: Understand what you truly sell so you stop giving free strategy away.

1. What problems do clients believe they have?

-
-
-
-

2. What deeper problems do you solve that clients DON'T know to ask for?

-
-
- -
-

3. What transformations do your BEST clients experience?

-
-
-
-

4. What is the dollar value of these transformations?
(In Terms of Revenue gained, time saved, risk reduced, mistakes avoided, growth unlocked or other in terms of the deliverables)

Note: Add more if needed on the back of this sheet or another page.

-
-
-
-

5. If your work disappeared tomorrow, what would break, stop, or take your prospect backwards in your client's world?

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-
-
-

Worksheet 2: Stop Being Seen as a "Free Proposal Machine"

Identify where you're leaking authority.

Check the boxes that apply:

- ☐ You write proposals before getting paid
- ☐ You explain strategy before being hired
- ☐ You let clients "pick your brain"
- ☐ You respond to RFPs with custom answers
- ☐ You have no clear sales framework
- ☐ You lower or customize your prices per client
- ☐ You fear losing clients if you don't over-explain

Where do you dilute your authority?

-
-
-
-

What client behaviors triggers you into giving free work (unnecessarily hand-holding, or begging clients to get stuff done), which frustrates you?

-
-
-
-

Worksheet 3: The Paid Diagnostic Is Your Paid Strategy Session that the Suspect Turned Client is Paying For:

Goal: Replace free proposals with a "PAID" entry product, AKA your Lead Accelerator Diagnostic Process. (this is what is meant by productizing your initial offer, essentially, you are selling a "PAID" Productized Offer that fixes X by…).

Your "PAID Diagnostic Includes:

1. **Fact-Finding Problem Identification** (using software, spreadsheets, analytic tools, for various parts of the research DATA and Fact-Finding process).

2. **Outcome Mapping.** (Demonstrating the issues that the research has discovered, and asking the PAID Client do you want to fix or improve this issue, or do you want to do nothing; as some people even armed with the facts want to continue in their mess and you have to let them circle back around when the pain gets great enough for them to become willing to change.

   You NEVER can force change, ONLY God can do that!

   Another way of looking at this, you can NOT want more for someone else than they want and are willing to put in the work for themselves.

   If they want to fix the problem, it means they now see their issues; but sometime even after all this you may need to offer them another mid-or-low-level product or service or cross-sell someone else's items.)— therefore taking a… "Anyway I can help you; I will all because I understand that you are still growing and or maturing mindset!

   Never take it personal when a person acts like they are on one level posturing when they are not, don't be FOOLED by their degrees or skills; only consider their actions and behaviors.

3. **Strategic Recommendations.** (here is how I can help you, show the benefits, outcomes, results, or ROI, not the how you do what you do (Meaning The Strategy). Show the What & Why. For example: I offer an eight (8) hour full day intensives at $3000, then upsell into my $30k+ programs; or down-sell if needed if I realize they are not ready-either way, I NEVER leave money on the table).

   If you currently don't have other things to offer, no worries; but if you do, close the smaller deals while you have a Client in your presence or offer someone else's for a commission, referral fee or Joint Venture Offer.

4. **Scope Outline.** (Do not give the details or let people ask you for itemization, but the basics of what they are getting)

   Itemization is a trap: Companies ask for itemization as a way to make a fool out of you by saying they need it to tack an control their spending, so they need detailed breakdowns of each expense to verify purchases, all while cheapening your service offer by taking items off, so in effect they are essentially DISCOUNTING your services which steals from your expert positioning, authority, and reputation.

Scope Creep: Scope Creep happens when a client keeps adding new tasks, ideas, or changes outside of the agreed plan — **often without wanting to adjust for time or budget costs.**

We call it **"B.S." (Broken Structure)** because it disrupts strategy, confuses workflow, and kills results and or potential ROI.

Expert creatives, strategists, tech pros and other coaches and consultants don't allow it because our proven processes protect your outcomes and our reputation, which simply means we are not willing to put our reputation on the line to do what a client wants, when we know that what they want is not going to help them; if a client struggles to follow our structure, we give them options which are simple —

***Follow our expert instructions and trust our processes and frameworks as A-Players, so both sides win**

*** Let the expert refer you to b or c-players who generally don't deliver as promised, or those who ghosts you or steals your money without completing the tasks that they were hired for.**

*** Or part ways respectfully-TBD.**

Hope this helps…

5. **Implementation Roadmap.** When we do my Intensive, the "PAID" client and I are actually working through their challenges and I am overseeing the completion of forms or exercises that are needed for me to get them a specific result, outcome, benefit, or ROI by the end of the Intensive. For me, I call this, My **Marketing Action Plan (MA.P.)**

   Create Yours Today!

Worksheet 4: The High-Authority Sales Conversation Plan

Name your offer clearly & confidently.

1. What is the name of your primary initial service package or program?

____

____

____

____

2. What exact results does it promise?

____

____

3. What is the timeline?

4. What are the phases of delivery?

6. What is the investment?

7. What is the long-term value of the result for the client?

8. What is the Name of The High-Ticket Upsell (Package, Program, or Course) & What is The Dollar Amount?

$

Worksheet 5: Your "No Free Proposals" Script Practice

Fill out these lines in your own words:

When a client asks for a proposal, I will confidently say:

"____"

When a client asks for detailed solutions before paying, I will say:

"____."

When a client pressures me on price, I will reply:

"____."

When a client a detailed itemization I will say:

"____."

Authority Positioning Scorecard

Rate yourself 1–10:

Category	Score (1–10)

_____ I control the conversation
_____ I ask strategic questions
_____ I never pitch prematurely
_____ I offer paid meeting instead of free proposals
_____ I deliver diagnostics only after payment
_____ I don't customize pricing per client
_____ My offer is clearly defined
_____ My value is clearly defined
_____ I only work with ideal clients

What's your Authority Score?

- Total: ______ / 80

What's your #1 weakest category?

What's the first behavior you will stop?

What's the first behavior you will start?

THE LEAD ACCELERATOR™ IMPLEMENTATION WORKSHEET

Example of How You Can Structure Your Implementation Process.

"The Lead Accelerator - {WIN THE TRUST GAME & GET PAID TODAY!}

Use our accompanying worksheet to structure your Lead Accelerator Messaging to stop doing FREE Strategy Calls or Low-Priced/Undervalued Meetings.

PRICE IT	NAME IT	STACK THE VALUE
This is the first step to giving your "LA" genuine purpose. You would not sell something that doesn't deliver an immediate result, right?	Giving an "LA" a name increases the perceived value. It becomes something worth having because they understand the risk and reward.	Clarify the Transformation by stacking up the value. You don't have to go over board, but the more value, the more you can charge.
A-STATE [PAIN] What's the unhappy situation your Lead Accelerator will help the prospect overcome **B-STATE [GAIN]** What's the fist-pumping experience your "LA" delivers? This is where your suspected client gets curious and you win them over by telling them that you've ran this play before for yourself and other clients successfully, and it doesn't matter if they are skeptical, because if you deliver value to the right person, you will put more money in your pocket while getting paid well to properly educate your paying client in order to get ONLY high-achievers in your high-fee programs. **C-PRICE IT [ACCORDING TO YOU OUTPUT]** You price an "LA" from $250-$3000 upfront or you can do a Tripwire in stages if you're delivering your sessions over time like $100, $500, then $1000, which is known as the pricing sweet-spot because most people don't have an issue paying that price. Then offer your High-Fee Programs, Packages, or Courses.	**NAME** The x Strategic Health Diagnosis The x Live HR Audit & Employee The x Assessment and x Planning Hour Our Mini Business Planning Event Our Digital Analysis Makeover NEVER use the words, Strategy Session, or Discovery. And with any other word choices, make sure you give proper context by adding the following. **INCORPORATE THE RESULT, OUTCOME, BENEFIT, OR ROI IN THE NAME.** E.G. The Profit and Growth Advisory Hour "45-Minute Clarity Call Cloud Data and Software Waste Review The self-funding digital planning event Our 30 day health makeover The $100,000 business maximization plan Get your renewed vitality plan	**OUTCOMES** Cost Savings Threat Assessment Timer Savers Future Proofing Get Rid Of Something Gain Something **THINGS** Audit Report Blueprint Itinerary Video Recording Course **FEELINGS** Clarity Confidence Pride Relief Safety Comfort

Client Completion Workbook

✅ MODULE 1 — THE AUTHORITY RESET

Break weak habits. Install authority-driven behavior.

1. Dismantling Bad Sales Habits

Which selling habits are currently costing you time, money, or authority?
(Examples: over explaining, free consulting, apologetic tone, unclear boundaries)

- ____
- ____
- ____

Which habit will you stop *immediately*? Why?

-

2. Why Proposals Destroy Sales

What parts of your current proposal process create confusion or delay?

-

How much time do you spend creating proposals per month?

-

✅ MODULE 2 — YOUR PAID DIAGNOSTIC

Turn your expertise into a paid clarity session.

1. Creation of Your Diagnostic

What is the MAIN problem your diagnostic will solve?

-

What outcome will your client walk away with after your intensive or whatever you want to call it?

-

Price Options: $250-$3000

Do not just pick a price, as obviously, it should be based on the market value of the outcome, benefit, result, or ROI that you are delivering and not the hours that you are putting in. After all, that's called a job, and is NOT business math!

- My chosen price: $ ______________________

- Why this price makes sense: ___________________________________

2. Naming, Pricing, Framing

Name Ideas (List 3):

1. ____

2. ____

3. ____

3. Deliverables + Assets

What EXACT assets will clients receive?
(Examples: audit, report, roadmap, recording, checklist, blueprint—see example above)

1.

2.

3.

4. The Diagnostic Script

Write your opening line or positioning statement (if needed Google Positioning Statement)

-

THE ULTIMATE LIST OF AUTHORITY-BASED QUESTIONS

Use these to lead the conversation, diagnose correctly, and eliminate free consulting.

Master the below questions and you will close 80% of your initial consults and convert more people into your high-fee programs, packages, and courses.

✅ 1. PROBLEM CLARITY QUESTIONS

These make the client realize *you* define the actual problem, not them.

- “What do you believe the core issue is—and what makes you think that?”
- “How long has this been a problem?”
- “What have you tried so far to fix this?”
- “Why do you think those attempts didn’t work?”
- “What’s the real cost of this problem—financially or emotionally?”
- “If we were to help you solve this problem now, what would change immediately?”
- “What happens if nothing changes in the next 90 days?”

✅ 2. PRIORITY & URGENCY QUESTIONS

These questions create internal urgency and highlight the consequences of inaction.

- “Why is now the moment you’re addressing this?”
- “What are the top 3 things you MUST accomplish in the next 60–90 days?”
- “What’s the most expensive part of this problem for you?”
- “What’s the biggest bottleneck stopping you from growing faster?”

✅ 3. DECISION-MAKING & COMMITMENT QUESTIONS

These shift the conversation from "exploring" to *deciding*.

- "Who else needs to be involved in the decision, I need your business partner, spouse, confidant on the call, preferably live and in person?" **No Meeting without Them!**
- "On a scale of 1–10, how committed are you to fixing this now?"
- "What would stop you from moving forward today?"
- "If the right solution is presented today, are you prepared to take action today?" If not, what is your real fear or hesitation?
- "How do you typically make decisions like this?"
- Do you need financing? Or would you consider getting started today or within the next 24-48 hours if I could get you financed?

✅ 4. OFFER FIT QUESTIONS

These show that *you* determine whether they qualify.

- "Before I can tell you what working together looks like, I need to see if this is even the right fit—sound good?"
- "What expectations do you have that I need to know upfront?"
- "If we work together, what outcome would make this a win for you?"
- "What type of support do you respond best to—

- **"How do you like people to help you?"**

Here's what each type means in simple language:

DIRECT SUPPORT
Someone tells you exactly what to do, quickly and clearly.

Like a coach saying:
➡ "Do *this* next."

STRUCTURED SUPPORT
Someone gives you a clear plan or steps to follow.

Like instructions for building Lego:
➡ "First do this… then do this… then do this."

HANDS-ON SUPPORT
Someone works with you side-by-side.

Like a teacher sitting next to you helping you solve a math problem.

GUIDED SUPPORT
Someone helps you think by asking questions, so you figure it out yourself.

Like a teacher saying:

➡ "What do you think the next step is?"

- They don't give the answer — they guide you to it.

- "What resources (time, budget, team, energy) do you realistically have available?"

____

____

____

✅ 5. MONEY & IMPACT QUESTIONS

These replace "What's your budget?" with **authority-based financial clarity**.

- "What has this problem already cost you over the past years of being in business?"
- "If you don't solve this now, what will it cost you over the next 12-24 months?"
- "Where would you like your business to be financially in the next 3, 6, and 12 months?
- "Where would you personally like to be financially in the next 3, 6, and 12 months?
- "What's the ROI you realistically would like to see if we fix this together?"

Note: you can use my "FREE" Profit Calculator on www.dominateordie.net

✅ 6. FUTURE VISION QUESTIONS (A.K.A. Future Pacing to Get People To Visually See Where They Could Be With Your Help)

These help the client see the *gap* between where they are and where they want to be.

- “What does success look like 90 days from now?”
- “If we waved a magic wand, what would the ideal outcome be?”
- “What would you like your business/life to look like instead?”
- “What are you not doing that you know you should be doing?”
- “What are you tolerating that you know needs to change?”

✅ 7. PATTERN-INTERRUPT AUTHORITY QUESTIONS

These interrupt their normal thinking patterns and establish you as the expert immediately.

- “Why hasn’t this been fixed already?”
- “If we solved the right problem—not just the obvious one—what would that mean for you?”
- “If I told you the solution looks very different from what you think, are you open to that?”
- “Is this a temporary band-aid fix you're looking for—or a real long-term solution?”

✅ 8. SELF-AWARENESS QUESTIONS

These reveal emotional drivers, limiting beliefs, and hidden blind spots due to the lack of responsibility on your behalf.

- “What’s the biggest fear you have around making this change?”
- “What has held you back in the past?”
- “What do you think your role is in how this problem got developed in the first place?”
- “Where do you feel stuck the most?”
- “If you had confidence in the plan, what would you do differently tomorrow?”

✅ 9. ALIGNMENT & EXPECTATION QUESTIONS

These ensure they understand what you do —and don’t do.

- “What level of support and accountability are you looking for?”
- “How fast do you implement when given clear direction?” and are you fully committed to implementing whatever we ask in a timely manner: ___ YES ___ NO

  Why NOT, if No: ____

- “Are you looking for done-with-you strategic guidance?”

- “Are you looking for automated online learning or DIY?”
- “What expectations do you have of this partnership, please explain?”

From the above List, ask 5 authority-based questions you will ask:

1.
2.
3.
4.
5.

✅ MODULE 3 — THE AUTHORITY SALES CALL

Lead with confidence. Close without proposals.

1. High-Authority Question Map

Write 5 questions that position you as the expert:

1.
2.
3.
4.
5.

2. How to Lead the Prospect

What steps will you take to control the conversation?

-
-

3. The “No Proposal Close”

Write your version of the No-Proposal Close:

Mine is called, The Train is Leaving The Station, are you ready to get on board or get left behind! What are you going to do? Continue with past issues or fix them and get the results or ROI that "YOU" said that you want most!

"____

4. Objection-Resistant Framing

What objections do you hear most often?

1.

2.

Your new authority-based response:

-

✅ MODULE 4 — CREATE YOUR SIGNATURE OFFER

A clear, packaged, programmed or course transformation clients WANT to buy...Now!

1. Avoiding Custom Work

Which parts of your current delivery require customization?

-
- ____

How will you standardize your offer?

-

2. Packaging Your Transformation

What is the transformation your offer delivers (start → end)?

-

3. **Pricing Discipline:**

Finding the true value of your offer (you can skip this part if you honestly know it already, but if you don't, complete this exercise)

THE TRUE VALUE OF YOUR OFFER — WORKSHEET

Discover what your offer is really worth so you can price with confidence.

SECTION 1 — THE PROBLEM I SOLVE

1. What major problem do I solve for my clients?

(Example: "They can't convert leads," "Their systems are a mess," "Their messaging is unclear.")

2. How much is this problem costing them right now?

(Time, money, stress, missed opportunities, lost customers, etc.)

$ ____

SECTION 2 — THE RESULTS I CREATE

3. What specific results will clients gain after working with me through the Lead Accelerator process?

(Example: clarity, profit increase, stronger systems, confidence, growth path.)

4. What is the financial value of these results?

(Example: “This could earn them an extra $5,000/month”) Again, use my calculator on www.dominateordie.net

$ ____

SECTION 3 — MISTAKES THEY AVOID WITH MY HELP

5. What mistakes will they avoid because of my expertise?

(Example: wasting money on ads, building wrong systems, pricing too low.)

6. What is the dollar value of these avoided mistakes?

(Estimate the money, time, or resources saved.)

$ ____

SECTION 4 — SPEED + EFFICIENCY, I PROVIDE

7. How fast do I help clients reach results compared to them trying alone?

(Example: “I shorten a 6-month process into 30 days.)

SECTION 5 — LONG-TERM BENEFITS OF WORKING WITH ME

8. What long-term positive effects do clients experience AFTER working with me?

(Example: better decision-making, increased revenue, less stress, more consistency.)

SECTION 6 — CALCULATING THE TRUE VALUE

9. Add up all the financial benefits:

- Value of results gained: $ ____
- Value of problems removed: $ ____
- Value of mistakes avoided: $ ____
- Value of time saved: $ ____
- $ Value of Profits gained
- $ Value of Growth achieved
- $ Value of Recurring Cash Flow

TOTAL TRUE VALUE:

$ ____

SECTION 7 — PRICE ALIGNMENT CHECK

10. Compared to the TRUE value above, my current price is:

- ☐ Too Low
- ☐ Fair

- ☐ Too High

11. What is my new aligned price?

(Choose a price that reflects the real value, not fear or insecurity.)

$ ____

✅ MODULE 5 — CREATING THE PROPOSAL-FREE PATH

The sales process that eliminates free work entirely.

1. Lead → Discovery → Paid Diagnostic → Offer

Describe your new full sales path:

Explain every step a prospect goes through from the moment they find you… all the way to becoming a paying client.

In other words, outline your **entire sales system**, step by step.

Most people don't have a sales path.
They have random actions that change from person to person which is what BREAKS your results and sales because you are not sticking to the sales process.

This question forces you to build a **predictable, repeatable, authority-based sales process** instead of relying on luck.

⭐ THE SALES PATH = THE STEP-BY-STEP CLIENT JOURNEY A PROSPECT TAKES

Your new sales path usually or should look something like this:

1. **Lead**
   Someone becomes aware of you.
2. D**iscovery Call (Short Call)**
   You determine whether they're a fit — NOT to give free advice.
3. **Paid Diagnostic (Your Lead Accelerator)**
   They pay you for clarity, strategy, and direction.
4. **Offer Presentation**
   You share your high-fee program.

5. **Enrollment**
   They sign up and become a client.

This is a **proposal-free**, authority-based path that eliminates free labor.

⭑ CLEAR 5TH-GRADER EXPLANATION

Imagine someone wants to join your club.

A "sales path" is just the **steps they take to go from stranger to a → member.**

Like this:

1. They see your flyer.
2. They talk to you for a minute.
3. They come to your first paid activity.
4. If they like it, they join the club.

That's all.

Your *sales path* is just the simple order of steps people follow to work with you.

-

2. Workflow Automation

What can be automated immediately?
(Examples: booking, reminders, payment collection, onboarding)

-
-

3. Boundaries & Communication Scripts

Write your new boundary-setting script:

-

4. Red Flag Client Checklist

List behaviors that disqualify a client instantly:

1.
2.
3.

✅ MODULE 6 — YOUR FIRST 5 PAID DIAGNOSTICS

Practice, refine, repeat.

1. Roleplays

What areas do you need to roleplay to improve?

-

2. Recording Reviews

What specific things will you look for in your call recordings?

-

3. Messaging Templates

Write your follow-up message for prospects:

-

4. Authority Follow-Up Methods

List 3 non-needy follow-up methods you will use:

1.
2.
3.

Bottom of Form

LEAD ACCELERATOR WORKSHEET — Coaches & Consultants

SECTION 1 — A-STATE

Examples:

- “They can’t convert leads on calls.”
- “Their offer isn’t selling.”
- “Their message is unclear.”

Write-In:

1.
2.

SECTION 2 — B-STATE

Examples:

- “A sellable, high-ticket offer.”
- “A client acquisition system.”
- “A clear message that converts.”

Write-In:

1.
2.

SECTION 3 — C-PRICE IT

Value: $ ____________

Price: $ _____________

- ☐ $297
- ☐ $497
- ☐ $997
  Absorb?
- ☐ Yes
- ☐ No

SECTION 4 — NAME IT

Examples:

- *The High-Ticket Offer Audit*
- *The Client Attraction Blueprint*
- *The Message-To-Market Fit Session*

Name:
THE ____

SECTION 5 — STACK VALUE

Outcomes:

- ☐ Offers
- ☐ Messaging
- ☐ Lead Flow
- ☐ Conversion

Things:

- ☐ Blueprint
- ☐ Script
- ☐ Funnel Map
- ☐ Recording

Feelings:

- ☐ Confidence
- ☐ Authority

SECTION 6 — DELIVERABLES

1.
2.

SECTION 7 — PROMISE

“After the **(Name)**, you will walk away with…

____

✅ SECTION 3 — COACHING SCRIPTS (COACH-FACING ONLY)

Script #1: When They Ask for a Free Proposal

"Absolutely — I can outline what your project needs.
But I don't create free proposals.

The first step is a **Paid Diagnostic Session**, where I audit your situation, define the real problem, outline the strategy, and map out the steps. This ensures you get clarity before you invest in me actually doing the bigger, more expensive job of."

Script #2: When They Ask for "Just the Price"

"I can give you pricing as soon as I understand the actual problem, not before.
Otherwise I risk giving you a number that doesn't match your needs or goals."

Script #3: When They Want Free Ideas

"I only give strategic recommendations inside a paid diagnostic. Strategy is the product." Make sure to make it clear that tactics, projects and puzzle-piece planning is what causing your problems and that in order to fix just that, requires a full and complete paid diagnostic session

Script #4: When They Ask You to Customize

"I don't customize pricing or structure.
I customize *implementation*, not the value."

Script #5: The 45-Second Close

"Here's what happens next:
We schedule the diagnostic, you get clarity and a clear plan, and you'll know exactly what you need to do — with or without me." Are you "OK" with this? Don't say another word, wait for there response.

✅ SECTION 4 — QUOTES & INSIGHTS

Power Quotes (Inspired by The Lead Accelerator Framework)

- “If you’re writing free proposals, you’re already losing the sale.”
- “Strategy is not a pre-sale freebie — strategy *is* the product.”
- “Proposals convince nobody; clarity and authority close.”
- “Stop trying to win clients with documents. Win them with leadership.”
- “Clients don’t buy proposals — they buy confidence and boldness, unless they lack in those two things themselves.”
- “The moment you customize, you compromise your expert authority.”
- “Your proposal isn’t the pre-work. Your proposal IS the diagnostic work.”
- “You aren't being hired for deliverables, or puzzle-piece projects; you're being hired for direction.”
- “No free proposals. No free strategy. No free picking your brains EVER.”

Core Insights

- Free proposals teach clients that your strategy has no value.
- The more you deliver before payment, the less clients respect you, because they don’t value you for whatever reason, make them work or fire them immediately.
- Proposals aren’t persuading; they’re enabling indecision.
- A paid diagnostic filters quality clients from time-wasters.
- Authority comes from structure, not flexibility.
- Standardized offers close faster and scale better.
- You must stop auditioning for clients.

We are grateful to you if you have completed this training. Please refer others who may need our training to our landing page at: https://www.dodmleadaccelerator.com/