



CIGMA MEDIA Video
Audio
Voiceover

info@cigmamedia.com | phone: +1 858.484.0220

Cold Call Scripts

This is a cold-call script intended to drive your prospect to the Cigma Media website and to introduce yourself as someone who can help them with their marketing by using video.

There are two versions of the script here. The first version promotes the free eBook “50 Online Video Ideas for Small Business.” The second version promotes our webinar/training event “Using Video to Build Your Business.”

This script should NOT be read verbatim. It is more important to create a personal relationship with the person you are calling, than to “get the words right.”

The script that follows contains all the information needed to establish an introduction to Cigma Media, and it is written in a conversational style. Rather than simply reading the script, I’d strongly recommend that you personalize your conversation and adjust the wording to fit your personality and speaking style. The last thing you want to do is to sound stiff or robotic. If you have a spouse or friend who is willing to role-play with you, you can go through some mock conversations to get sense of how to deal with objections as they come up before you start making real phone calls.

If you know the basic material, you’ll do fine.

All forms of marketing are essentially a “numbers game.” The more calls you make the more likely you will be to get the “yes” you are looking for. If you are concerned about getting a positive response, you will likely get lots of rejections. If you have fun and approach each call with an attitude of helping the business you are calling, you will likely get a much better response.





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PROMOTING EBOOK WITH DRIVE TO WEBSITE:

“Hello, my name is _____, I am not selling anything. I’m an Associate Producer with Cigma Media and I have a gift for the owner of your business that will help them bring in more customers. Is the owner in?”

(If they are not or cannot come to the phone, get the owners name and a good time to call back.)

(If they are the owner): **“So glad I caught you. I’m contacting businesses in the (Name of City) area to introduce Cigma Media and to show how we can help bring more customers through your doors, increase sales, build your brand and improve Internet search rankings. Everything is in an eBook that normally costs \$27, and I’d like to send it to you totally free.”**

“Are you interested?”

(If they want more information, tell them about the eBook and how video can be used to build their business.)

(If they say “no,” say:) **“Thanks for your time, have a great day. ”**

(Don’t worry about the “no’s.” There are some business owners who simply are not interested in doing anything new or different, and there are plenty of business owners who will be interested in learning how to use video to build their business.)

(If they say “yes”, say:) **“Wonderful. In order to send you your free eBook, I’d like to send you an email with a link. What’s your best email address so it gets only to you? (Write down their email address.)**

“Great. I’ll send you a link right away. When you get to the website, just fill out the form to get your free eBook. I would like to follow up and call you after you’ve



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viewed the short video on the website. May I call you back tomorrow about this same time? What is the best number to get to you directly?

(Get their info, send the email and schedule the time to follow up.)

“NAME, it’s been a pleasure. I look forward to speaking with you tomorrow.”

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SCRIPT FOR EMAIL FOLLOW-UP: (Send this after you have talked on the phone.)

Email subject line: NAME, here’s your link **(Put their name in the subject line of your email.)**

NAME **(Put their name at the top of your email body.)**

It was a pleasure speaking with you today. I know you will find a lot of interesting ideas on how to use video to build your business in our Cigma Media eBook “50 Online Video Ideas for Small Business.” As I mentioned during our phone call, this eBook normally sells for \$27, but I’d like you to have it as my gift just for visiting our website. I know you’re going to love some of the ideas you’ll find inside.

Please click this link and fill in the form to download your free copy: **(PUT YOUR CIGMA MEDIA AP SHORT LINK URL HERE – use &p=www.cigmamedia.com)**

As we discussed, I will call you back after you’ve viewed the video and had a chance to see some of our work on other pages of the website, or you can call me back right away if you have any questions. I think you’ll find the “Ready-to-Go,” “Annual Plans,” and “Portfolio” pages especially interesting.



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You might also like to know that I am a professional voice actor and, if you should you decide to have Cigma Media produce your video commercial, I will personally help coordinate your production and be your voiceover spokesperson. Customer service is very important to me and I work closely with my clients to make sure they are satisfied.

I look forward to talking with you again soon.

Have a great day.

YOUR NAME

Cigma Media Associate Producer

YOUR PHONE NUMBER

YOUR EMAIL ADDRESS

YOUR VO WEBSITE – My professional voiceover website



(Your email signature can include the Cigma Media button box image, if you like. You will need to link the image to the Cigma Media website by using your AP Affiliate link. The end of the link should be `&p=cigmamedia.com` or you can create a new Short Link URL using bit.ly, bit.do, tinyurl.com, etc.)



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PROMOTING WEBINAR:

“Hello, my name is _____, I am not selling anything. I’m an Associate Producer with Cigma Media and I have a gift for the owner of your business that will help them bring in more customers. Is the owner in?”

(If they are not or cannot come to the phone, get the owners name and a good time to call back.)

(If they are the owner): **“So glad I caught you. I’m contacting businesses in the (Name of City) area to invite them to a webinar training event that will show how to bring more customers through the doors, increase sales, build their brand and improve Internet search rankings. This webinar normally costs \$197, and I’d like to give you a ticket totally free.”**

“Are you interested?”

(If they want more information, tell them about the webinar and how video can be used to build their business.)

(If they say “no,” say:) **“Thanks for your time, have a great day. ”**

(Don’t worry about the “no’s.” There are some business owners who simply are not interested in doing anything new or different, and there are plenty of business owners who will be interested in learning how to use video to build their business.)

(If they say “yes”, say:) **“Wonderful. Our webinar is titled “Using Video to Build Your Business,” and in order to get you signed up for free, I’d like to send you an email with a link. What’s your best email address so it gets only to you?”**

(Write down their email address.)



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“Great. I’ll send you a link right away. When you get to the website, just fill out the form to reserve your spot on the webinar. I would like to follow up and call you after you’ve viewed the short video on the website. May I call you back tomorrow about this same time? What is the best number to get to you directly?”

(Get their info, send the email and schedule the time to follow up.)

“NAME, it’s been a pleasure. I look forward to speaking with you tomorrow.”

|||||

SCRIPT FOR EMAIL FOLLOW-UP: (Send this after you have talked on the phone.)

Email subject line: NAME, here’s your link **(Put their name in the subject line of your email.)**

NAME **(Put their name at the top of your email body.)**

It was a pleasure speaking with you today. I’m very excited about our Cigma Media webinar “Using Video to Build Your Business.” I know you’re going to love it. As I mentioned on the phone, tickets for the webinar are normally \$197, but yours is free just for watching the video on this page: **(PUT YOUR CIGMA MEDIA AP LINK HERE. NOTE: I’D SUGGEST USING YOUR SHORT LINK URL. REPLACE THE LAST PART OF YOUR AFFILIATE LINK WITH &p=voiceacting.com/cmwebinar1)**

As a bonus gift, I’d also like to give you a free eBook titled “50 Online Video Ideas for Small Business.” This eBook normally sells for \$27, but I’d like you to have it as my gift just for visiting our website. I know you’re going to love some of the ideas you’ll find inside.

Please click this link and fill in the form to download your free copy: **(PUT YOUR CIGMA MEDIA AP LINK HERE. THE END OF THIS LINK MUST BE &p=cigmamedia.com)**.



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There's also a link on the page where you'll sign up for the webinar, or just click on Home in the menu bar.

As we discussed, I will call you back after you've viewed the video and had a chance to see some of our work on other pages of the website, or you can call me back right away if you have any questions. I think you'll find the "Ready-to-Go," "Annual Plans," and "Portfolio" pages especially interesting.

You might also like to know that I am a professional voice actor and, if you should you decide to have Cigma Media produce your video commercial, I will personally help coordinate your production and be your voiceover spokesperson. Customer service is very important to me and I work closely with my clients to make sure they are satisfied.

I look forward to talking with you again soon.

Have a great day.

YOUR NAME

Cigma Media Associate Producer

YOUR PHONE NUMBER

YOUR EMAIL ADDRESS

YOUR VO WEBSITE – My professional voiceover website



(Your email signature can include the Cigma Media button box image, if you like. You will need to link the image to the Cigma Media website by using your AP Affiliate Link URL. The end of the link should be `&p=cigmamedia.com` or you can create a new Short Link URL using bit.ly, bit.do, tinyurl.com, etc.)