

Scripts to use for cold calling.

Feel free to change either example below as your situations dictate. Can be used for email, letter, or phone call.

This one would be for a company you have worked at.

As a former employee of (name of company), I just wanted to take a brief moment to introduce you to my new adventure and explain why I am contacting you.

First, let me state that I have been certified by the John Maxwell Team to be a coach, trainer, and speaker - all in regards to what that organization offers.

Second, as you might know, the John Maxwell organization is the number one trainer in the world in the field of personal development in regards to leadership. We work with organizations worldwide of all sizes to bring to them the principals of leadership.

Third, I would like to meet with you to explain in more detail as to what this organization has to offer to (name of company).

You can reach me by replying to this email address, or by calling me at (your number). I will be in contact with you later this week in case I don't hear from you.

Thank you.
(Your name)
John Maxwell Team

This one for companies that you have not work at (just a little variation)

Dear.....

I am a certified coach, trainer, and speaker with the John Maxwell Team.

As you might know, the John Maxwell organization is the number one trainer in the world in the field of personal development in regards to leadership. We work with organizations worldwide of all sizes to bring to them the principals of leadership.

I would like to meet with you to explain in more detail as to what this organization has to offer to (name of company).

You can reach me by replying to this email address, or by calling me at (your number). I will be in contact with you later this week in case I don't hear from you.