APPOINTMENT SETTING SAMPLE SCRIPT

"You'll see on the response form that you have my actual schedule over the next two weeks. I've listed my available appointment times for you, and I've made these available to accommodate everyone from tonight's session because, beyond the next two weeks, our schedule fills rapidly with existing client appointments and meetings with additional people wanting to get in from events like this. So, I'm going to ask you to circle your first, second and third preferred dates and times you think might work – placing a one, two and three by those, accordingly. Now folks, I understand a few of you might be thinking, 'I don't have my calendar with me – there's no way I can be sure this will work,' but I'm going to ask you to do this anyway. Because here's what I know: If we don't have a starting point here tonight, there's a good chance we will never meet, and if I know anything about the topics covered here tonight, it's that you cannot procrastinate about them. They're simply too important."

"I understand some of you may not have your calendars with you, and that's perfectly okay I still want you to circle your preferred times to meet, and what will happen next is we'll gather these forms in just a few minutes for a fun drawing. Then, [NAME], my assistant, is going to take all of these forms and quickly get you into confirmed appointment times and hand you an appointment card. Then, if you get home tonight or look at it tomorrow morning and find out, 'Oh, this won't work – I've got a conflict,' that's not a problem at all because you'll get a call from our office by 10 a.m. tomorrow to confirm everything still works for you as planned. If we need to adjust? No problem, we'll do that in the morning."