

Discovery Call Script Pack

Use on your first call with a new client. Read the opener, ask the questions in order, and write notes in the spaces.

Opener (first 60 seconds)

"Thanks for taking the time. In the next 20 minutes I want to understand your goal, what you have tried, and whether I am the right person to help. Then I will tell you honestly what I would do next - no pressure either way."

Q1. What made you look for help with this now?

Notes: _____

Q2. What does success look like in 3 months?

Notes: _____

Q3. Who is this for - who is your ideal customer?

Notes: _____

Q4. What have you tried before, and what happened?

Notes: _____

Q5. What is your budget range for solving this?

Notes: _____

Q6. When do you need this live or delivered?

Notes: _____

Q7. Who else decides on this, and how do you approve work?

Notes: _____

Q8. What worries you most about hiring a freelancer?

Notes: _____

Q9. What would make you say yes today?

Notes: _____

Q10. Is there anything I have not asked that matters?

Notes: _____

Close

"Based on what you said, the next step is [proposal / paid audit / start date]. I will send that by [day]. Does that sound right?"

After the call - score it

- ☐ Goal is clear
- ☐ Budget range known
- ☐ Deadline known
- ☐ Decision maker identified
- ☐ Next step and date agreed