



Chicago Healing Studio Cold Call Script

Client: Chicago Healing Studio
Agency: N/A
Media: Cold Call Script
Audience: Individuals with Arthritis, Diabetes, and/or Backaches
Message: Reiki Energy Healing Can Help You Feel Better.

Standard Script

Hello. May I speak to [name]?

Hi [name]. This is _____ from Chicago Healing Studio. We recently sent you a postcard about the benefits of Reiki energy healing, and how it can reduce stress and pain. I'm calling today to schedule a 30 minute healing session, which costs only \$10. We can get you in on [Day, Date] at [time]. Does that work for you?

“I don't need that” / “I'm not interested.” / “Energy healing is just made-up.”

Lots of people have said that same thing, but once they tried Reiki they keep coming back for more. The best way to understand how Reiki can help *you* is to try it. That's why we offer half off on your first healing session, making it just \$10. Why don't you come by on [Day, Date] at [time] and give it a try?

“I'm too busy.”

The only reason I was calling was to schedule a 30 minute healing session, which costs only \$10. Does [Day, Date] at [time] work for you?

“Send me some more information.”

The best way to understand how Reiki can help *you* is to try it. That's why we offer half off on your first healing session, making it just \$10. Why don't you come by on [Day, Date] at [time] and give it a try?

“What is Reiki?”

Reiki is a no-touch energy healing technique first developed in Japan. The Reiki practitioner provides your body and mind with extra energy to heal. Afterwards your pain and stress will be reduced, and you'll feel both relaxed and energized.

The best way to understand how Reiki can help *you* is to try it. That's why we offer half off on your first healing session, making it just \$10. Why don't you come by on [Day, Date] at [time] and give it a try?

“Is it scientifically proven?”

Past scientific studies have shown that Reiki reduces headache, backache, and arthritis pain in most, but not all, people. The National Institutes of Health is currently researching Reiki's benefits for people with fibromyalgia, cancer, AIDS, and diabetes.

The best way to understand how Reiki can help *you* is to try it. That's why we offer half off on your first healing session, making it just \$10. Why don't you come by on [Day, Date] at [time] and give it a try?

Opt out response

Ok, you can find us at chicagohealingstudio.com when you're ready to try Reiki healing.

Voicemail

Hi, this is _____ from Chicago Healing Studio calling for [name]. We recently sent you a postcard about the benefits of Reiki energy healing, and how it can reduce stress and pain. I was calling today to schedule a 30 minute healing session, which costs only \$10. You can call me back at _____ to schedule a time that works for you.