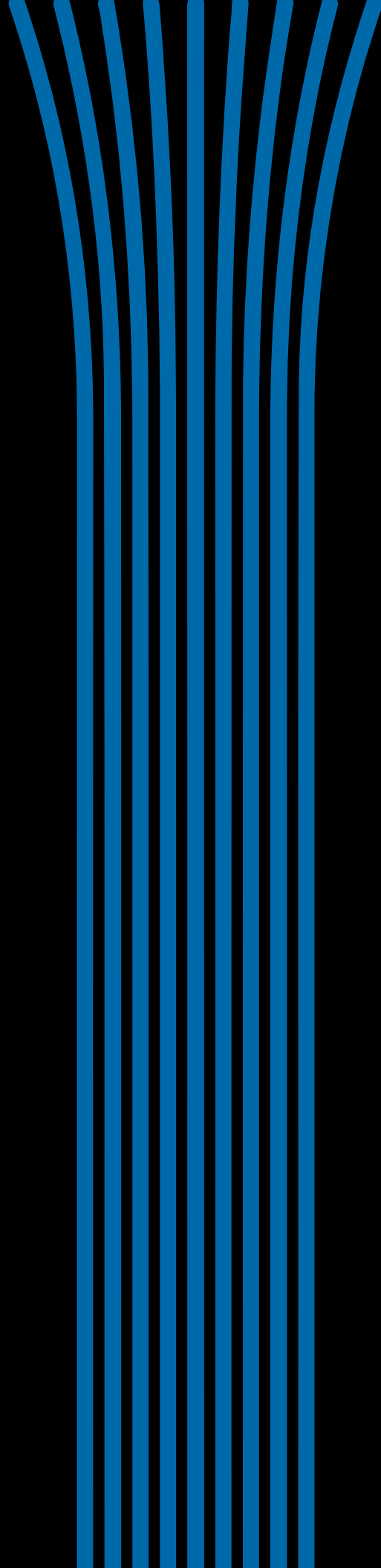




THE PRE-SELL PLAYBOOK

This playbook breaks down our no-nonsense approach to preselling, giving you an edge over the competition and setting the stage for explosive growth.





IGNITE THE BUZZ: THE ULTIMATE PRESELLING PLAYBOOK

Welcome to The Ultimate Preselling Playbook – your definitive guide to mastering the art of preselling. At Rockstarr & Moon, we believe that a powerful pre-call strategy can make or break your marketing success. That's why we're here to arm you with every tool, tactic, and insider secret you need to turn cold leads into blazing-hot prospects.

This playbook breaks down our no-nonsense approach to preselling, giving you an edge over the competition and setting the stage for explosive growth.

From crafting compelling outreach messages to creating high-energy pre-call experiences, every step is designed to maximize engagement and drive results. You'll learn how to make a memorable first impression, prepare your prospects for impactful conversations, and maintain momentum with strategic follow-ups.

INTRO EMAIL

Once a prospect books a call with you, it's time to set the stage for an unforgettable first impression. We recommend sending an automated email that does more than just confirm the appointment—it lays the groundwork for a relationship built on excitement and anticipation.

IMPORTANT: This is a separate email from the call invite that comes through with the meeting invitation. It is typically sent one hour after the meeting invite is sent.

Example:

Subject: Read before your call (important)...

Body:

Hey <FIRST NAME> - just saw you booked a call with me on <DATE>...

I prepared a homework video for you to go through before your call...



Not only will this help us hit the ground running so that you can extract as much value and insight from the call as possible...

< INSERT COMPELLING STATEMENT HERE BASED ON THEIR PAIN POINT >.

It'll also give you the inside scoop on what other agencies aren't telling you.

Click here to gain access → < LANDING PAGE >

See you on the call.

THE LANDING PAGE

To make the most out of your pre-call video landing page, it should be designed to captivate your prospect's attention, deliver key information succinctly, and leave them eager for the upcoming call. Here's a breakdown of what should be included:

COMPELLING HEADLINE

This headline should immediately convey the value and excitement of what's to come.

ENGAGING INTRO TEXT

Briefly welcome the prospect and set the stage for the video.

HIGH-ENERGY VIDEO

The video is the centerpiece of the page. The next section covers which elements should be included.

KEY TAKEAWAYS

Summarize the main points from the video in bullet form for quick reference.



SOCIAL PROOF

Include logos of notable clients, short testimonials, or success metrics.

THE VIDEO

This is your moment to make a powerful first impression and connect with your prospect on a deeper level. Your video should be a dynamic, high-energy introduction that reflects the passion and edge of your business.

Remember, this is more than just an introduction—it's your chance to captivate and engage. Ensure your message is positive and authentic and demonstrates why a call with you is not just worthwhile but essential. This is where you set the stage for a meaningful and impactful conversation.

INTRODUCTION

Briefly introduce yourself and your company's philosophy. Highlight how your approach shatters traditional marketing norms.

PAIN POINTS

Discuss the pain points that your ideal customer is facing, including what they've tried before and why working with your company is different.

CORE BENEFITS

Outline the top three benefits of partnering with your team. Be direct and honest about what the prospect can expect.

CLIENT SUCCESS STORIES

Share quick, compelling anecdotes of how you've driven success for other clients. This builds credibility and sets the expectation for results.



CALL PREVIEW

Give them a taste of what's coming in the call. Mention key discussion points to pique their interest and prepare them for a meaningful dialogue.

REMINDER EMAIL

In most cases, we expect that your prospect may not have had the opportunity (or the time) to have viewed the video right after they received the email. We recommend sending a reminder email 1 hour before the call with the link to the landing page and video.

Example:

Subject: Meeting with <YOUR NAME> starts in one hour

Copy:

<FIRST_NAME>,

Did you already complete your homework? If not, here's the link: → <LANDING PAGE>

Here is the Zoom link to join the call: <INSERT MEETING LINK>

Talk soon.

IT'S YOUR TURN

NEXT STEPS

By crafting compelling outreach messages, designing engaging pre-call experiences, and executing strategic follow-ups, you can transform cold leads into enthusiastic partners eager to achieve remarkable results with your business.



Remember, every interaction is a golden opportunity to showcase your passion, expertise, and unwavering commitment to your prospects' success. Let this playbook be your guide through each step of the preselling process, and watch as your marketing efforts reach unprecedented heights.

You have the tools—now it's time to unleash their full potential.

NEED HELP?

Need an extra push to get it done right? Reach out to the Rockstarr team. We're not just here to assist—you can rely on us to demolish the constraints of traditional marketing and inject pure, untamed energy into your company's marketing efforts.

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