

# WEB SCRIPT

The ultimate words that lands you high paying web design clients even if you're a beginner!



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First...

**I want to make a clear disclaimer!**

Everything in this short ebook is what I've used and have proven to work for me and some of my students.

There is no guarantee that the scripts listed in this ebook may work for you.

So take everything here as an experiment, work with it and see for yourself what works and what doesn't.

Having said that, let's move on.



# WHAT EXACTLY IS A PROSPECTING SCRIPT?

It's simple.

A prospecting script is a piece of words written majorly by a professional salesperson as a template...

...so as for new salespeople to know how and what to say to a potential client.



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# WHY DO YOU NEED A SCRIPT?



With a script, it's far more easier for anybody to message or call a potential client without running out of words.

Moreso, scripts make it easier for you to build a system for reaching out to prospects.

# **DO YOUR RESEARCH BEFORE YOU USE IT.**

You see, the script may be easily and readily available to you but that does not guarantee your win.

Trust me, spending just a few minutes upfront to research a potential client before you message or call them will make you wildly more successful.

So do it!

Since you're already on Instagram or any other platform you're using to prospect, check out each prospect's profile to personalize your approach.



**You'll want to know:**

- **What the company does**
- **What the prospect does specifically**
- **If you've helped a similar company in the past**
- **One "big fact" about them (maybe a big project they are up to)**

# THE 5 SCRIPTS I USE FOR PROSPECTING A WEB DESIGN CLIENT



**1.**

**SCRIPT FOR  
PROSPECTING NEW  
PROSPECTS (GIVING  
VALUE IMMEDIATELY)**





Hello [PROSPECT NAME] and a happy Tuesday (Use the day you're calling or sending the message)!

I just wanted to reach out because I stumbled upon your [instagram page or any platform you find the prospect] today and noticed you might be missing out on [sales, brand visibility, or any problem you want to solve etc.].

For example, [point out problems, or easy-to-fix issues, and give out solutions that demonstrate your expertise].

I only reach out to businesses that have a lot of potential for [Great Website, SEO or Logo, etc.] and could perform really well with just a bit more work.

I've helped companies like yours double, triple, or quadruple their [sales, clients, awareness] ([link to some of your work]) and would love to work on [PROSPECT COMPANY NAME].

I know it will be of your interest...Maybe we can have a conversation on how to take [PROSPECT COMPANY] forward...

Does that sound fair enough?

# 2.

**SCRIPT FOR  
PROSPECTING NEW  
PROSPECTS  
(RELUCTANT VALUE)**



Hello [PROSPECT NAME],

I recently came across [PROSPECT COMPANY] and found myself impressed by the work you are doing.

[PROJECT NAME] is particularly impressive. [[this line is not important]]

I would love to help you expand your business with a sales generating website that is as spectacular as everything else you do.

If that sounds interesting to you...

let's discuss how I can help you  
take your business to the next  
level.

Looking forward to your reply.

**3.**

**SCRIPT FOR PROSPECTS  
THAT HAS A WEBSITE  
BEFORE BUT YOU WANT  
TO REDESIGN IT**



Hi [PROSPECT NAME],

I recently discovered [COMPANY NAME] and I'm deeply impressed with your work, especially [PROJECT NAME].

I discovered your website is lacking some functionality that will turn it into a money-making machine.

I would love to help you rework your website to be as spectacular as everything else you do.

I know that taking your business to the next level is what you desire and with a sales generating website your business will be on the right track.

If you're interested in seeing projects I've done for other people like you, let me know...

Looking forward to your reply.



**4.**

**SCRIPT FOR PROSPECTS  
YOU'VE WORKED WITH  
THEIR FRIENDS BEFORE  
(REFERRAL BIAS)**



Hi [PROSPECT NAME],

[PAST CLIENT NAME] and I are seeing great results with [PAST CLIENT COMPANY]'s online marketing system we created recently and when talking about who else would benefit, your name came up.

Meanwhile, congratulations on [ANY PROSPECT'S ACHIEVEMENT].

What you're doing at [PROSPECT COMPANY] is really impressive.

I love that...

I'd love to show you how we've helped [PAST CLIENT NAME] generate [RESULT] and how we may be able to do the same for you.

I know this would be of your interest...

Hope to hear from you.

**5.**

**SCRIPT FOR ASKING  
FOR NEW CLIENTS  
(PROSPECTING BY  
ASKING)**



Hello [PROSPECT NAME],

I recently came across your business, [PROSPECT COMPANY] and found myself impressed by the work you are doing.

Actually, I'm looking for someone I can help to expand his/her business with a sales generating website that is as spectacular as everything else they do.

If that sounds like you or anyone you know...

Let's discuss how I can help you take your business to the next level.

Looking forward to your reply.

# PARTING WORDS

There is more to web prospecting than scripts.

Prospecting is first in the gateways of sales...

What will you say to a client when they reply you?

How will you flow along and eventually close the deal?

You need to understand that getting high paying web design client will be hard because you don't understand sales...



Sales is the life blood of any business and for web design, it's the same.

You need to learn how to sell.

That's how to stay in business and continuously keep getting high-paying clients.

There's no magic anywhere, you just need to sell.

If you find this ebook helpFULL or you want to learn more on web design monetisation...

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