



The Courage to Call Anyone Challenge Class 2 of 3

The purpose of this challenge is to increase your prospecting outreach lifetime number by 100-10,000.

We will be meeting at 11 am pacific on:

Tuesday, April 21 – The System

Wednesday, April 22 – The scripts

Thursday, April 23 – Action – The Doing

All sessions will be available at <https://hubpagereplay.com/>

There are 2 bonus sessions

Friday, April 24 at 10 am – Prospect with Eric

<https://events.ericlofholm.com/prospecting>

Saturday, April 25 at 9 am – Highlights

<https://events.ericlofholm.com/call-anyone-highlights>

There is a Facebook group - <https://www.facebook.com/groups/elichallenges>

Mantra

When I prospect, I win!

When I book the appointment, I double win!

I win no matter what!

Different Ways to Prospect

Video Custom

Video Generic

Audio Custom

Audio Generic

Written Custom

Written Generic

When inviting you can do a copy paste

Do you need to prospect more?

I am doing the “Courage to Call Anyone Challenge!” At the end of the month.

This is my free monthly community event where I will teach you how to prospect anyone.



If you would like an invite to this free event text me back.
You can attend live or via the replay.

ERIC LOFHOLM INTERNATIONAL

Are you ready to build the courage and confidence to call anyone?
Prospect anyone, including CEOs, billionaires, and celebrities

THE COURAGE TO CALL ANYONE CHALLENGE

Hosted by: Eric Lofholm

Free 3-Day Training

📅 April 21st - 23rd

🕒 11 AM PST | 2 PM EST

🗓️ 30-Minute Zoom

SIGN UP AT THE LINK BELOW!

Text Scripts

Checking in

Any update?

CORE PROMPT (Start Here)

Use this as the foundation:

Prompt:

Create a prospecting script for me.
My target audience is: [describe audience]
My offer is: [describe product/service]
The main problem I solve is: [problem]
The result I help people achieve is: [result]
The tone should be: [friendly/professional/direct]
Keep it short, conversational, and non-pushy.
Include a clear call to action to book a call.



TEXT MESSAGE / SMS PROMPTS

1. Simple Outreach

Create 5 short text message prospecting scripts to reach out to [audience] about [offer]. Make them casual, friendly, and under 2 sentences. Avoid sounding salesy. Focus on curiosity and starting a conversation.

2. Follow-Up Text

Create 5 follow-up text messages for someone who didn't respond to my initial outreach. Keep them polite, low-pressure, and value-driven.

3. Appointment Setting Text

Create 5 text messages that transition a conversation into booking a call. Include a soft call to action.

SOCIAL MEDIA DM PROMPTS

4. Cold DM

Create 5 cold DM scripts for reaching out to [audience] on social media. Focus on personalization, building rapport, and asking a simple question.

5. Value-Based DM

Create 5 DM scripts that lead with value (tip, insight, or observation) before mentioning my offer.

PHONE SCRIPT PROMPTS

6. Cold Call Script

Create a cold call script for reaching out to [audience]. Include:

- Opening line
 - Reason for the call
 - 2–3 discovery questions
 - Transition to booking a meeting
- Keep it natural and conversational.



7. Voicemail Script

Create 5 short voicemail scripts that are intriguing and increase call-backs. Keep each under 20 seconds.

So today we are going to do some prospecting.

Here is how simple this can be.

1. Invite to a group zoom
2. Follow up with someone
3. Send a message to encourage someone
4. Thank someone for a recent meeting you had
5. Follow up with a person you met at a networking event
6. Booking an appointment

Exercise: Prospect 3 people over the next 7 minutes.

Share Bonus

Social Media Share bonus – Share my post at www.facebook.com/ericlofholm about this class and receive the audiobook called Modern Persuasion Strategies just for sharing. You can also post the registration link to this class on your LinkedIn, Twitter, Instagram or Facebook to get the report. So, all you have to do is share the registration link or post it on your social media. Here is the link: <https://events.ericlofholm.com/call-anyone-challenge>

Once you have shared it send me an email to eric@ericlofholm.com and put Wednesday Share in the subject line. I will then forward you audiobook

Gold Protégé Offer

I will be promoting my course called Gold Protege this week. This course is a \$3,000+ value. It is on special during the challenge for \$497 or 12 payments of \$50. I am also offering a lifetime membership instead of a 1-year membership. Lastly, I am also offering a 1-hour coaching session with me for ordering by **Wednesday** at noon pacific. To order go to <https://elitesalestraining.com/>



You are getting 4 courses for the price of 1

- Prospecting Mastery + AI Coach
- Sales Scripting Mastery + AI Coach
- AI Training
- Sales and Social Media Training