



by: **Sharon Hayes**
ConvertingFreeToPaid.com
Business & Marketing
Strategist

Notes for Live Training

We recommend printing a copy of this document to have handy for the live training.

The 7 Reasons Why I Can't Do "Free" (and you shouldn't either!)

1. The _____ it takes.
2. It takes away from _____.
3. It zaps _____.
4. Most people _____ things they get for free.
5. I'm a _____.
6. It doesn't stop _____.
7. _____, _____ and _____.

The Psychological Issues Associated with Free Requests

List at least 5 _____ / _____

- 1.
- 2.
- 3.
- 4.
- 5.

List at least 3 _____

Why People Ask You For Free Help (The real reason may shock you)

The Litmus Test (How to remove guilt when saying "no")

3 examples:

How to Generate Quality Prospects That Translate to Paid Business

Why? We want to _____ the _____ and
_____.

Your Pitch:

Your Close:

Creating Your Personal Playbook

A playbook is essentially _____.

A playbook helps reduce _____, _____, and _____.

Examples: