



Beginner Agency Blueprint

Closing Scripts

Closing Scripts Guide – Turning Interest Into Income

Closing Isn't Pushing, It's Clarifying

If someone's still talking to you after the first message, they're curious.

That means your job now isn't to "sell harder"...

It's to show up clear, confident, and calm.

You help them see the path forward. No hype. No pressure. Just results.

Email Templates That Get The Deal Done

Use these when someone replies to your offer, shows interest, but hasn't committed yet.

Template 1: Warm Nudge After Audit

Subject: Quick recap + next step

"Hey [Name],

Just wrapped up the quick audit I promised; your Google listing and reviews are definitely leaving money on the table.

Want to jump on a 15-minute call this week?

I'll show you exactly what to fix and how I'd help get you found more often.

Let me know what works for you."

Template 2: They're on the fence

Subject: Is it the timing or the offer?

"Hey [Name],

Totally get it if now's not the right time. Just curious; was it the price, the service, or something else that didn't feel right?

If it helps, I've got a lighter version of the offer that still gets results.

Want to hear about it?"

Template 3: Time-sensitive offer

Subject: One slot left for this week

"Hey [Name],

Quick heads-up...

I've got one open spot for a new local campaign this week.

If you're ready to get things rolling, I'd love to lock you in.

Just reply yes and I'll handle the rest."

Phone Closing That Doesn't Feel Gross

Keep it simple. Use questions, not pitches.

Intro

"Hey [Name], thanks for jumping on. Just to make sure we're on the same page ...what got you interested in this in the first place?"

Let them talk. Then go here:

Clarify their pain

“So sounds like the issue is mostly that people aren’t finding you online or they are but not calling. Is that right?”

Paint the win

“If we could fix that in the next 30 days, get you showing up, boost reviews, drive a few more calls a week; would that make a real difference?”

Present the offer

“Here’s what I’d do: optimize your listing, set up review requests, and track everything so you know it’s working. It’s \$[x]/month, all in. Want to give it a shot?”

Close

“I’ve got space to start this week; want me to send over the invoice and kick it off?”

This is not complicated stuff. Most people avoid the phone because they don’t know what to say or are afraid of making a mistake. Good! Make mistakes...

You and I have been making mistakes our whole lives. Why should now be any different?

The point here is that mistakes happen and will always occur **if you are trying**.

Every mistake means you are learning and getting better at this.

You can avoid the phone completely if you want, however, the phone is the fastest road to a check...

Using AI To Tighten The Close

Let AI prep your closing language so you're never scrambling for words.

Prompt examples:

1. "Write a follow-up email for a client who received a free audit but hasn't replied. Keep it helpful, low-pressure, and focused on results."
2. "Give me a phone call script to walk a med spa owner through my offer. Focus on boosting their Google visibility and increasing calls."
3. "Create three short responses to a potential client who says they're 'thinking about it.' One casual, one confident, one with a time-sensitive offer."
4. "Write a proposal summary in plain language for a roofing company. Include what I'll do, the timeline, and the price—less than 200 words."

AI helps you keep the tone right, the message clear, and your time focused where it matters ...on closing, not typing.

Closing Is A Service, Not A Sales Trick

You're not convincing people.

You're showing them the cost of doing nothing and making it easy to say yes to a better result.

Do that well, and you'll never need a pushy close.