**Cold Calling Scripts and Responses**

If the idea of cold calling fills you with dread, realize one thing – once you make the initial few calls, it becomes easy. It’s a good idea to have a script pre-written so when you do make the call, it’s as easy as can be. (I cover this again a bit later on with a different script. Experiment and see what works best)

First up, you should ask for the marketing department or ask for the person responsible for written media. Then, when you get the correct person, try the script below.

**An ideal script would go something like**:

‘Good morning/afternoon. My name is [your name] and I am a freelance writer who specializes in writing for businesses and local organizations. I am just getting in touch with local companies to ask if you have any need for a good writer to help write your sales and marketing material.

I can write press releases, marketing material, newsletters, reports, web content and a whole host of other things. Is this something you would be interested in?’

If they so no or aren’t sure, ask: “Who might be the best person to talk with?"

And then take it from there.

Another version could be (using a consultation)

‘Hi, my name is [your name] and I’m a commercial freelance writer.  What I do is help struggling (name of profession or niche e.g. sports clubs) generate more leads and sales by writing high-impact marketing materials such as brochures, webcopy newsletters etc for them.

The reason why I’m calling is that I emailed you a few days ago saying I’d be in touch, and I noticed that your website is lacking (mention problems). As such, I’m offering you a free marketing consultation to assess your needs. Is this something that you would be interested in?’

A good, steady and confident voice is all that is needed to really make you sound as if you know what you are doing. Always ask for an email address and a name and contact number and make a note of it.

The likely story here is that most people will happily give you details to get you off the phone. Now, I know what you are thinking – why bother cold calling then? Once you have names and an email, your next step is to send out a general email all about your business and what you do.

ALWAYS focus on the benefits to the CUSTOMER (your potential clients) and not on why you are so brilliant. No one is interested in how good you think you are. They are only interested in what’s in it for them.

For example, your benefits to the customer could be:

* Writing material which they simply don’t have the time or the expertise to do themselves
* Help them be more productive by doing the writing tasks they need doing, without having to hire a full time member of staff
* Help clients boost their bottom line by writing high-impact marketing materials

 Whatever it is that you are offering, ensure that it is of benefit to the customer and that the customer needs it to make their business work.

**What to Say When Calling:**

***agencies, graphic design firms, marketing companies:***

May I speak to the creative director? (or assistant creative director)

***larger corporations:***

May I speak with the MARCOM or marketing department?

***smaller companies:***

May I speak with the marketing director?

*(If you're unsure who to ask for):*

May I speak to the person in charge of hiring copywriters? OR

May I speak to the person in charge of marketing?

NB- many small businesses don’t know what a copywriter is, so you might be better off using the last one.



***How To Respond When They Aren’t Interested:***

WE DON'T USE FREELANCE WRITERS

Do you have any clients or colleagues who could use a good freelance writer, as I pay a referral fee for every client you recommend?

When you do a ring a referral which is passed onto you, simply tell them you were recommended by (name of person recommending you)

I'M NOT THE RIGHT PERSON

I do apologize, are you able to tell me who I should be speaking to?

THEY'RE NOT AVAILABLE RIGHT NOW

No problem, When is a better time to check back with them? And who should I

ask for? *Always make a note of contact details*

I'M THE RIGHT PERSON/THAT WOULD BE ME

Great! I’d love the opportunity to connect with you and assess your needs, and am offering a free consultation to establish your requirements. When would be a good time to book you in?

WHAT HAVE YOU WORKED ON? WHAT ARE YOUR SPECIALTIES?

I’m an incredibly versatile writer and can write *marketing brochures, newsletters, web content, reports etc. I am currently working on (mention project and company) – what kind of project do you have in mind?*

DO YOU HAVE ANY SAMPLES OF YOUR WORK?

Certainly. I can send you my portfolio details via email – all my samples are on my website.

DO YOU HAVE ANY SAMPLES OF YOUR WORK? *(if you have a website)*

Yes I do, if you give me your email address I can email you my online portfolio which is available on my website…

WE'RE NOT INTERESTED.

No problem, I appreciate your time. Might I mail or email you my resume and a

business card *(or the link to your site)* for your files?

NO! (and they are rude to you)

I do apologize, have a nice day. Goodbye.