

Call Booking Success

[Excerpt From: <https://samuelng.com/irresistible-digital-presence>]

Call Booking Set Up

Setting up will take you less than an hour even if you haven't done it before. Creating your website would take longer. Do this first and start booking calls with potential clients. You can do it while your website is in progress.

Here's a quick overview of setting up your booking system:

- Sign up with your business email address instead of your personal email address.
- Sync it with your calendar.
- Integrate it with your meeting platform.
- Create the meeting type that you want.
- Write a brief description of the meeting.
- Select the duration of the meetings.
- Choose the time slots that you want to meet.
- Embed the call booking app on your website.
- If you don't have a website yet, add the link to your social media bio link page.

Pay for your app instead of using the free version:

- You get more meeting types with different durations.
- The system will help you send email reminders. (1 day ahead and 1 hour ahead.)
- You can sync with multiple calendars. (Business and personal.)
- You can take payments.
- More integrations with other apps, such as a CRM or email marketing app.
- There is less of the app's branding and more of yours.

The meetings you'll need:

- Networking meetings are for you to get to know a peer. There could be a collaboration.
- Discovery meetings are for your potential clients to find out about your services. This will help them make an informed decision.
- Free consultation meetings are like showing a sample of what you can do for them.
- Onboarding meetings are for you to serve your clients.
- Interviews are for hiring team members.

Call Booking System

Do you use discovery calls to enroll clients? This is how you can make your calls successful. You can make it a pleasant experience for yourself and the people you meet with.

Prepare:

- Plan your call to finish 5 or 10 minutes earlier so you'll have time to answer questions.
- Practice with a peer so you'll sound more natural and confident.

Call Description:

- On the call booking page, tell people what the call is about.
- People need to know what to expect on a call.

Offer Fewer Slots:

- Do not offer too many slots because you'll look like you have too much time.
- Offer fewer slots and mention that they can contact you if they can't find a slot.
- If too many people are asking you for other slots, you can change your time slots.

Low Cognitive Load:

- Make your time slots easy to remember. Set them at intervals of 30 minutes.
- 3pm or 3.30pm is easier to remember than 3.15pm or 3.45pm.
- Set email reminders. (This is for paid apps only.)

Call Slots:

- For a 20-min call, you can take a 10-min break before the next one.
- For a 40-min call, you can take a 20-min break before the next one.
- For a 50-min call, you can take a 10-min break before the next one.
- For a 90-min call, you can take a 30-min break before the next one.

Call Planning:

- When you arrange your time this way, it'll be easier for you to plan your schedule.
- Do not schedule too many back-to-back meetings even if you take breaks in between. Too many calls in a row can be mentally exhausting even if you love what you do.

Time Zone:

- Make sure others can see your schedule in their time zone.
- Ask someone in a different time zone to check for you.
- Most apps can do this by default. You still want to make sure it's correct.

Call Invitation:

- Invite people to chat with you.
- Add your call booking link to your social media posts and link in bio.
- Add it to your podcast or video show notes and blog posts.
- Add it to your email newsletters and your email signature.
- Start promoting your services and you'll enroll more clients.

Call Booking App

[SavvyCal](#): This is a call booking app with a beautiful and interactive interface that allows the scheduler to overlay their calendar. Your audience will love the personalized scheduling experience. You won't get these advanced features from their competitors.

[TidyCal](#): If you prefer something simple with email reminders, you'll like this. This is a lifetime deal, so you only have to pay once.

Book More Calls

If you're not getting enough discovery calls, consider offering free consults. Let people know it's a free consultation and you won't sell them anything. Remind them it's a sample of the work you do for your clients.

Get them to send their questions before the call. On the call, answer their question. You can ask questions to qualify them. If they're a good match, invite them to book a discovery call. If you have a good program description page, send them there. They might just enroll and pay without doing a discovery call!

Do a short session of about 20 minutes because this is a free call. Limit the number of sessions per week because you have other priorities. Plan your call to last between 12 to 15 minutes so you'll have an additional 5 minutes.

After giving value, ask if they want to find out more about working with you. If they're not ready, you have given them some value so they're happy. If they want to find out more, guide them to book a discovery call on the spot.

That's how you book more discovery calls that lead to more clients!

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