**StoryScripts: Appointment Booking**

**\*\*\*Tips and Tricks About Booking:\*\*\***

* Use an Instagram Shortcut Page to Showcase Your Links and A Booking Calendar - See <https://alliebjerk.com/start-here/> for an example.
* Use a calendar tool like Acuity or Calendly to book appointments and avoid the “I dunno, what time works for you?” back and forth conversation.
* Streamline the customer journey - Do you have “book now” buttons readily available?

**Show Your Work**

I’m suuuuuper excited about this thing that I’m working on and I wanted to show you behind the scenes on something really cool that I’m creating for one of my clients. This project has been a long time in the making and I can’t wait to share it with you all, let me just turn the camera around and show you really quick. *(\*\*Use the handsfree video to be able to switch the camera more easily).*

Originally, this client came to be because they wanted to create [amazing thing that you do], and you know me, I’ve always gotta go above and beyond, so we took it even further and I’ll show you my screen so you can see it.

Isn’t that cool?! If you’re interested in creating something like this for your own business, send me a DM and we can hop on a call so that I can learn more about what kind of support you’re seeking in your business.

**Testimonials**:

I just received an amazing testimonial from a client that made my whole day, and I wanted to share it with you here. This particular client of mine, named Jessica, was really struggling to pull the trigger on her [digital marketing]. She’d been trying to do it herself for awhile, and it just wasn’t working for her anymore. She was feeling overwhelmed and frustrated with the process. Have you ever felt like that? Yeah, me too. Anyway, she reached out to me for some help and we were able to increase her online sales by 400%! Isn’t that amazing? I’m so excited for her. She said: “Working with Allie was one of the best experiences I’ve had with a service provider online. I felt heard and cared for during each step of the journey, and I just can’t recommend working with her enough.” Isn’t that the sweetest? I just love Jessica. She’s excited to keep things going on her own, now, but I wanted to tell you that these same results can be yours. If you’ve ever felt overwhelmed by all the things, or just plain tired, or ready to bring in an expert, I would love to be that person for you. I do have a few client openings next month, but they’ll probably fill up by the end of the week, so if you’re interested in hiring me, let’s grab a quick connection call. I’d love to learn more about you! You can DM me straight off of this story. Talk soon!

**Make Them Feel Special**

Hey Stories Watchers! Hope you’re having a fabulous day, I’ve gotten to connect with so many amazing and like minded business owners over here on Instagram that I just wanted to pop on and say “THANK YOU” for being here with me. I’m so grateful for all of you, and as a token of my gratitude, I wanted to open up a few extra spots in my calendar to hop on free strategy calls with YOU! Usually I’m totally booked up, but I had this moment of extreme gratitude today after some reflecting, and I just want to serve on an even wider scale to make the greatest impact I can in the world. I added a few times for these strategy calls, so if you’ve been feeling stuck or ready to get some feedback on *[the thing that you do],*  send me a quick DM and we can find a time that works well for you. I’m offering strategy around [expertise 1, expertise 2, or expertise 3], these spots are extremely limited, so if you wanna be IN, then get into my inbox and we’ll set up a time to solve all of your [thing that you do] problems and get you on the right track.

**Last Minute Opening:**Hey, everyone! I just wanted to pop in really quick between client appointments today to let you know that I have a last minute opening tomorrow for a free strategy call.

I’m on a mission to help as many business owners as I can. So, when this unexpected free appointment slot opened up, I couldn’t keep it a secret!

The appointments are 15 minute strategy calls where I ask questions about your business and give you some of my best next steps and recommendations for how to hit your next desired level. I’ve had people tell me they’ve had business-altering total aha moments on these calls, people have cried with joy during these calls (no joke) and they’re just overall awesome, if I do say so myself.

I’d love to get one scheduled with you, tomorrow at 10:15 - if that works, let me know in the DMs and we’ll make it official. *(\*\*Use a countdown timer in the story for added urgency.)*

**What it’s like to work with me:**

Hey, heyyyy IG, good morning, how’s it going… hope you’re having a great day so far. I’ve had a few questions come through my inbox today about what it looks like to work together, so I just wanted to share a bit more about the kinds of things I do with/for my clients.

*[\*\*Insert elevator pitch here]*. I’m a digital marketer who specializes in creating automation strategies for experts and service providers who want to stop equating their dollars with hours and remove the ceiling from their income through launching digital info products. I work specifically with clients to map out their client journeys, and through my 12 years of experience, I’ve managed to help clients with making big money numbers like $150K in a weekend, $70K over a matter of days and more.

If you’re feeling [pain points of your clients], I’d love to hop on a call and show you more about how we can replicate these types of results in your business. All you have to do is grab my booking calendar in my bio or send me a DM and I’ll response personally to get it scheduled.