Initial Contact Script - > Instagram or Whatsapp - > Hi, how are you? Intention: I am an expert in online sales with traffic management, and I am selecting some companies for free consultancy on digital strategy and digital marketing. I will only select three companies here in [CITY NAME], and I have a spot for you on day X, at time Y. Can I speak with the company owner to schedule a time for the free consultancy? Possible responses: No response: move on to the next one Already have an agency: Do you already do paid traffic? //// I have analyzed the company and its digital presence and noticed the absence of paid traffic campaigns. Is there a specific reason for this? Would you be interested in the free consultancy? I am sure we can join forces and deliver even more to your clients. I will talk to him here and pass on the contact. So, [Name], I have some points for improvement that will bring excellent benefits to the company. I will mention 2 here, and on the call, I will present the rest with solutions. Message to the owner: Good morning, Mr. José. [Name] gave me your contact through [WhatsApp or Instagram]. I am an expert in leveraging markets through social media and ads, and your company stood out in my market research. I see that you have great potential to be involved in paid traffic/digital marketing strategies. In addition, I have found some problems that can be easily solved and will directly impact your profit. Can we schedule a call for me to present these solutions to you? I am currently offering a free consultancy program here in [CITY], and I only have 2 spots left. Can we schedule for day X at time Y? Excellent, Mr. José. I will see you on day X at time Y. I will send the link here 5 minutes before the call. Good morning, Mr. José. Just confirming our meeting tomorrow at time Y.