

High-Value Intake Scripts

Convert More Consultations Into Ongoing Clients

CloneYourself for Psychologists

Premium Members Resource

The Psychology of Client Conversion

Converting consultations into long-term clients isn't about sales tactics—it's about helping potential clients feel understood, building trust quickly, and demonstrating the value of working with you. These scripts are designed to do exactly that while maintaining ethical standards.

Script 1: Initial Phone Screening

Use this when a potential client first reaches out:

"Hi [Name], thank you so much for reaching out. I know it takes courage to make this call, and I want you to know you've already taken an important step. I'd love to learn a little bit about what's bringing you to therapy right now, and then I can share how I might be able to help and answer any questions you have. So tell me, what's been going on that made you decide to reach out today?"

Key Elements:

- ✓ Acknowledge their courage immediately
- ✓ Create safety with warm, non-judgmental tone
- ✓ Give them permission to share
- ✓ Open-ended question that invites their story

Script 2: Structuring the Consultation

"Before we dive in, let me share how our time together will work today. I'll spend the first part listening and learning about what you're experiencing. Then I'll share my initial thoughts on what might be happening and how therapy could help. Finally, I'll answer any questions you have and we can discuss next steps together. Does that sound okay?"

Script 3: Building Perceived Value

After they share their concerns:

"Thank you for sharing that with me. What you're describing sounds really difficult, and I want you to know that what you're experiencing is very treatable. I've worked with many clients dealing with similar challenges, and what I've found is that with the right approach, significant change is absolutely possible. [Share brief relevant example/outcome without identifying details] Based on what you've told me, I believe I can help you [specific benefit they mentioned wanting]."

Script 4: Handling the 'Cost' Objection

"I completely understand. Investing in therapy is a significant decision. Let me ask you this: What is it costing you right now NOT to address this? I'm thinking about things like the impact on your relationships, your work performance, your sleep, your overall quality of life. When we add all of that up, clients often find that therapy is actually the more affordable option long-term. And here's what I've seen: clients who commit to this process typically start seeing meaningful shifts within [realistic timeframe]. What would it mean for you to feel [their stated goal] three months from now?"

Script 5: The 'I'll Think About It' Response

"Absolutely, this is an important decision and I want you to feel confident about it. Can I ask what specifically you'd like to think about? Sometimes talking through the hesitation can help bring clarity. [If they share concerns, address them] One thing I'd gently offer: I've noticed that when clients are ready enough to reach out, waiting often just prolongs the struggle. But I also trust you to know what's right for you. Would it help if I followed up with you in a few days?"

Script 6: Closing the Consultation

"Based on everything we've discussed today, I really believe we could do great work together. Here's what I recommend: I suggest we start with weekly sessions for the first [4-8 weeks]. This allows us to build momentum and really dig into the patterns we discussed. After that, we can reassess and adjust frequency based on your progress. I have availability on [offer 2-3 specific times]. Which of those works best for you?"

Pro Tip:

Always offer specific times rather than asking 'when are you available?' Making scheduling easy reduces friction and increases follow-through.