LESSON 14

The Call Card

Before, during and after every call.

1 · Before the call

Objective (a meeting on both calendars, not a shot to quote) · one honest reason, about them · every claim you plan to make has a source.

Objective	One honest reason	Claims + sources

2 · During the call (score yes / no)

Opener with a day and a time · permission · their words · cost in their units · no overpromise (listen for "will") · say no is a fine answer · one small step with a real day and time.

Opener	Permission	Their words	Their cost	No overpromise	No is safe	Small step

3 · After the call

Recap sent the same day. Best line they said. Every fact in the recap has a source (AI check).

Recap sent?	Best line they said	All sourced?

4 · Claim audit (one deck or email)

Source it or cut it. Opinions are fine if they're labeled. Don't assume the proof: confirm it.

Claim	Source	Keep / cut / opinion

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