

ColdCall
SIMULATOR

Pick up the phone and dial

Nobody's coming to find you. The people who'd buy have never heard of you, and no post is going to fix that. One call does. Practise here, get feedback, practise again. Then call a real prospect.



Robert Ward

ColdCallSimulator.com

It won’t sell itself.

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Why I wrote this

Open any feed you like and count how much of it was actually written by a person who meant it.

You won't get far. LinkedIn is full of posts that were typed into a box marked "write a LinkedIn post about" and published without a second look. TikTok and Reels are stuffed with faces that don't exist saying things nobody thought. Whole accounts now run on autopilot, a script and a voice clone and a queue, pushing out fifty videos a day that took nobody an afternoon. I could do it myself. I know exactly how. Multiply that by everyone else who also knows how, and you get what we've got: an ocean of content, most of it nobody asked for, getting worse at holding anyone's attention by the week, because everyone can tell.

Meanwhile there's a phone on your desk. It rings maybe less than it used to. You could pick it up and dial one specific human being who might actually

want what you sell, and you probably haven't done that in months, because somewhere along the way you decided it doesn't work.

I want to argue with that, and then I want to fix it, because it's the second part that actually matters.

I've built software for a living for a long time. Most of that time, somebody else did the selling. Then I started building things that needed selling directly, by me, and I found out I was rusty in a very specific way. Not rusty at talking to people. Rusty at the first ten seconds of a call where a stranger hasn't decided yet whether to hang up on me. That's a muscle, and mine had gone soft.

So I built a phone that rings with an AI prospect on the line, in one of four moods I don't get to pick, who brushes me off the way real people brush people off, and hangs up on me when I've earned it. After every call I get a score out of 100, the outcome, my own worst line quoted back at me, and four short

paragraphs telling me what to fix. I used it on myself before I let myself loose on real prospects, the same as anyone training for anything. Then I wrote down what actually worked, in the order it worked, and that's this book.

A word on why the first four chapters aren't about the app at all. If I open with "here's an app, go practise," half of you close the book, because you've already decided cold calling doesn't work and no amount of practising a broken thing sounds appealing. So we deal with that first. Why the phone still works. Why almost nobody's using it. Why the reason you think it doesn't work is not the real reason. Once that's settled, the drills matter, and you'll actually do them.

Your first three calls are free, once, ever. Each one is scored out of 100 and can run up to five minutes. Chapter 11 tells you honestly what that buys and what it doesn't. The drills in this book are reps, and

reps after the first three run on a pack of calls. I'd rather tell you that on page four than let you find out on page forty.

Robert Ward

Before you start

This book is not a script. I'm not going to hand you a paragraph to read down the phone, because the person on the other end can hear a script from four words in and it costs you more than silence would.

It's a way of thinking about the call, chapter by chapter, and a drill at the end of most chapters that you run in the call room before you read on. Do them in order. Chapter 6 doesn't make sense yet if you haven't sat through chapter 5's version of getting brushed off.

Five levels wait for you in the call room. You choose the level, every time, before you dial. What you don't choose is the mood of the person who picks up inside

that level, and that's on purpose. A real prospect doesn't ask your permission to be in a bad mood either.

Beginner. A coach on the line with you. He listens in, and when a line needs work he says hold on, gives you a better one, and you go again. If you've never cold called, start here. You can have him on any of the full calls below too: tick Coach on the level's card.

Warm-up. Busy but fair. They'll listen, and they'll agree to a meeting if you ask for it cleanly. If you've made calls before, start here.

Real world. You've picked the level. The mood is still a surprise, one of eight: curt, rushed and busy, suspicious, a gatekeeper, politely not interested, curious, friendly, openly irritated. You find out which the moment they pick up, not before.

Hard. Hostile from the first word. Wins are rare here and they're earned, not given.

Brush-off drill. Five brush-offs, one after another, no full call attached. You answer each one and move straight to the next. Nothing but the handling gets scored. Use this when you want fast reps on the one skill that decides most calls.

Every call, whatever the level, ends the same way. A score out of 100. An outcome in one short phrase: Appointment booked, No appointment, They hung up, Next step agreed, or No next step. Then feedback in four parts: your opening, how you handled the questions and brush-offs, whether you actually asked for the next step, and what to change next time. It's all saved in your call history, so you can go back and read your last five calls in a row and watch the pattern.

Go to **coldcallsimulator.com** and set up your profile: your company name and what you sell, in one line. Add your website too if you have one. It's

not required, but it gives the prospect on the other end something real to ask you about instead of guessing. Then come back to chapter 1.

Part one: why the phone, why now

Chapter 1. Everyone's shouting, nobody's listening

Here's a fact that should worry anyone who makes a living getting a stranger's attention: the average piece of content online now has a decent chance of having been written by a machine, for an audience of other machines that are supposed to rank it, in the hope that a human eventually skims past it on the way to something else.

You've felt this even if you've never put it in words. The feed that used to feel like people now feels like weather. Posts arrive, they say nothing anyone actually thinks, they get a handful of reflex likes from people who didn't read past the first line, and they're gone by tomorrow, replaced by more of the same

from an account that posts eleven times a day and never once replies to a comment. LinkedIn, which used to have actual opinions on it from actual people, is now mostly the same six AI-flavoured sentiments wearing different company logos. Nobody trusts it. Everybody scrolls past it. And the honest ones among us know we're adding to the pile every time we hit generate.

None of that is a complaint about technology. It's a complaint about what happens to a channel once anyone can flood it for free. When it cost effort to make something, the effort was a filter. Now the filter's gone, so the volume goes up and the value per piece goes down, and it'll keep going down as long as it's this cheap to make more of it.

While all of that's happening, there's a phone. It doesn't care how much content is in the world. It rings, or it doesn't, because you dialled a specific number belonging to a specific person who might actually want to talk to you.

Somebody, somewhere, has tried to flood this channel too. There are outfits running AI voice clones and avatar scripts down the phone at scale, and it's exactly as grim as it sounds. It's also, for anyone running an actual business, off the table. Regulators treat automated and AI-voiced calling as a serious offence, not a grey area. The ICO has fined UK firms hundreds of thousands of pounds for exactly this, avatar software giving call recipients the impression a person called them when a script did, and the wider data law behind it carries fines up to £17.5 million or four percent of global turnover. In America the FCC fined a political consultant $6 million for a single AI-cloned robocall. Nobody selling roofing or software or consulting is going to industrialise the cold call that way, not because they lack the technology, but because the fine would end the business.

That's worth sitting with for a second, because it's the other reason to learn this now. AI is changing a lot of jobs. Cold calling is one it can't legally do in the UK without consent, and automated marketing calls risk ICO fines of up to £17.5 million. Businesses still need real people who can pick up the phone and start a conversation with a stranger. Master it and you've got a skill that stays in demand, however good the machines get at everything else.

> **A skill AI can't legally take from you.**

Worth being precise about which half of the phone that applies to, because the two halves get confused. That's the outbound half, a machine ringing strangers who never asked to hear from it. The other half, a business answering its own phone when a customer who wants something rings in, is a different category entirely, and there's nothing shady

about automating that side well. I run one myself, **PhoneTwin**, which answers the phone for businesses that would otherwise miss the call or leave someone holding. Nobody's flooded with a call they didn't ask for. Someone rang in wanting an answer, and got one straight away instead of a queue. That's not the grim version. That's just a phone that works properly. This book is about the other half, the one where you're doing the ringing, and it's the half the law is protecting, not the one it's policing.

So the channel stays, in practice, exactly as scarce as it was before any of this started. A phone call still costs the one thing content doesn't and the law won't let anyone fake: a real minute of your actual voice, live, unable to be skipped or scrolled past without someone consciously deciding to hang up on you.

> **A phone call still costs the one thing content doesn't, and the law won't let anyone fake it.**

That's not a nostalgic argument for the good old days. It's a competitive one. Attention is worth more wherever it's scarcer, and it has never been scarcer on the phone, because everyone else stopped using it right when the alternative got noisy enough to be worthless.

Do it now.

1. Open whatever platform you post on most and look at your last five posts.
2. Count how many replies came from an actual prospect, not a like, not a fellow business owner being nice.
3. Write that number down. You'll want it for chapter 3.

Chapter 2. “It doesn’t work” is a story you told yourself once

Nobody who tells you cold calling doesn’t work made more than about a dozen calls.

I mean that literally, not as an insult. Think about how this usually goes. Someone decides to try it. They make eight or nine calls in an afternoon, most of them go nowhere, two people are short with them, one tells them to lose their number, and by the last call their voice has gone flat and apologetic before the other person’s even said hello. They stop. They tell themselves and everyone else that they tried it and it doesn’t work, and that becomes a fact in their head that never gets checked again.

That’s not evidence. That’s one bad afternoon, treated by a nervous nervous system as a permanent verdict. Nobody learns to do anything difficult in a single unpractised attempt and then correctly concludes the thing is impossible. You wouldn’t hit

one bad golf shot and declare golf broken. But cold calling has an ego attached that a golf shot doesn't, because getting brushed off on the phone feels personal even when it has nothing to do with you, and a personal sting gets remembered as a fact about the world instead of a fact about one Tuesday.

Here's what I actually believe, and it's the whole spine of this book: cold calling is not a personality trait. It's a skill, the same as any other, built the exact same way every other skill gets built. Reps. A scoreboard. A reason to do the next one slightly differently. Nobody's born knowing how to handle a stranger who says "I don't take cold calls" without flinching. You learn it by hearing it enough times that it stops meaning anything, and the only honest way to hear it enough times without burning your actual prospects is to practise somewhere the stakes are zero.

> **Cold calling is not a personality trait. It's a skill.**

That's the entire pitch for the app, and I'm making it once, early, so I don't have to keep making it. A phone that rings with an AI prospect on the line lets you hear "I don't take cold calls" forty times in an afternoon with nothing at stake but your own nerve, and by the forty-first time it's just a sentence, not a verdict.

Do it now.

1. Set up your profile at **coldcallsimulator.com**: what you sell, in one line, and your website if you've got one.
2. Run one call on Warm-up. Don't aim to win it. Aim to finish it.
3. Read only the Opening part of your feedback afterwards. Two sentences. Nothing else yet.

Chapter 3. Distribution beats product every single time

Go and find a genuinely brilliant local business with an empty diary. You won't have to look hard. There are millions of them: a tradesman who does better work than anyone else on his patch, a consultant whose clients quietly outperform, a shop with a product people rave about the one time they stumble across it. None of them are short on quality. All of them are short on being known about, by the specific people who'd actually buy.

That's a distribution problem, not a product problem, and the two get confused constantly because a distribution problem feels, from the inside, exactly like nobody wants what you're selling. It isn't that. It's that nobody who'd want it has heard of it yet.

The modern answer to that problem, the one everyone reaches for first, is content. Post more. Post better. Post consistently. And I'm not against any of that, but look honestly at what it actually gets most businesses: a few hundred views on a good day, most of them people who were never going to buy anything, scrolling past on their way to somewhere else. You are one voice added to the flood from chapter 1, competing with everyone else's fifty AI videos a day, for an audience that's already learned to tune the whole channel out.

Compare that to picking up the phone and calling the one person at the one business who actually has the authority to say yes to what you sell. That's not a few hundred passive scrolls. That's a direct line to a decision maker, and it costs you nothing but the discomfort of dialling and the ten or fifteen minutes of the call. Distribution isn't really about reaching

the most people. It's about reaching the right one, and there is no channel more direct at reaching the right one than calling them.

> **Distribution isn't about reaching the most people. It's about reaching the right one.**

I'm not telling you to abandon content. I'm telling you it's not a substitute for this, and treating it like one is how good businesses with good products stay quiet, patient, and broke.

Do it now.

No drill yet, just the number from chapter 1's exercise. Compare it to how many actual conversations ten focused phone calls would get you this week. You already know the answer, which is exactly why chapter 1 asked you to write it down.

Chapter 4. Ask, don’t audition

Chapter 3 made the business case for asking a decision maker directly instead of hoping content finds them. Here’s the case underneath that one, and I think it’s the truer of the two: the actual reason most people choose content over a phone call isn’t strategy. It’s nerve. Posting is safe because nobody’s watching you do it and nobody can say no to your face. Dialling a stranger is neither, and that’s the whole reason it works better and the whole reason people avoid it.

You’ll know exactly what I mean if I put it this way. Everyone remembers someone from school or from nights out who, at whatever age it was for you, just walked up to someone they liked and asked them out. Plainly, no line rehearsed for a week beforehand, no waiting to be noticed. Sometimes they got a no, and it stung for a day, and then they asked the next person anyway. Everyone else, the rest of us, spent the whole night by the drinks table rehearsing an

opening line that never got said, and went home to imagine the version of the evening where we'd said it. That imaginary version cost nothing and got us precisely nowhere, same as the version we actually lived.

Cold calling is the same trade, just wearing a suit. Building an audience and waiting to be noticed is the rehearsed opening line: comfortable, because nobody can reject a post that never quite reached the right person. Picking up the phone and asking a real decision maker for two minutes is walking over and asking: uncomfortable for about four seconds, then it's over, and you dial the next number either way.

> **Cold calling is the same trade, just wearing a suit.**

The people who are good at this were not born less nervous than you. They just decided the four seconds of discomfort were a better deal than the months of

silence, and they made that decision enough times that it stopped being a decision and started being what they do. That's learnable. It's the whole reason the rest of this book exists.

Do it now.

1. One call on Warm-up, no notes, nothing scripted word for word.
2. Say what you sell in your own words, the way you'd actually say it out loud, not the way it sounds written down.
3. Don't check the score. Just notice that you asked.

Part two: what actually happens on the call

Chapter 5. Every call ends in one of about five places

The thing that makes cold calling feel frightening from the outside is that it feels unpredictable, like each call could go anywhere and you have no way to prepare for all of it.

It can't, and you don't need to. Nearly every cold call that doesn't turn into a meeting ends in one of a handful of places. Not interested. Too busy right now. We're already sorted, thanks. Send me an email. Or, less often than you'd think, a flat no and the line goes dead. That's most of it. I built the brush-off drill in the app from a list of twenty-two real lines, because twenty-two genuinely covers most

of what you'll actually hear, and once you've sat through all twenty-two a few times, the fear of the infinite unknown quietly goes away, because it turns out the unknown was never infinite.

> **It gets finite, which is a different and far more useful thing.**

That's not me promising it gets easy. It's me promising it gets finite, which is a different and far more useful thing. A finite list of five outcomes and twenty-two brush-offs can be practised. An infinite unpredictable wall of possible rejection cannot.

Do it now.

1. Run the Brush-off drill once, all five in a row, no full call attached.
2. When it's done, read all five handling marks together, not one at a time.

3. Notice which brush-off you handled worst. That's this week's thing to fix, not a character flaw.

Chapter 6. “Busy” is a toll booth, not a wall

If there’s one mistake that costs more calls than anything else in this book, it’s this one, so I’m giving it its own chapter.

Someone answers and says they’re busy, or in a meeting, or they’ve got two minutes. The instinct, every time, is panic: cram the whole pitch into whatever window they just gave you, talk faster, say everything at once in case this is the only chance you get. It is almost always the wrong move, and it’s the wrong move because “busy” was never a wall. It was a toll booth. They’re not refusing to talk to you. They’re telling you the price of talking to you just went up, and your job is to pay it, not to sprint past it.

The app has a rule underneath every call that I think is the single most useful mechanic in the whole thing, so I’ll spell it out plainly. The first time you

meet a brush-off by briefly agreeing with it and then asking one honest, short question, not a pitch, not a list of features, just a real question, you earn a straight answer back. The prospect opens up, a little. Meet a second brush-off by arguing with it, ignoring it, talking over it, or answering with a feature list instead of a question, and the call ends. That's it. That's the whole mechanic, and it maps exactly onto how real people actually behave when a stranger calls them.

So when someone says "I've got two minutes," you don't try to fit ten minutes of pitch into two. Here's what that actually sounds like. The wrong move: "Great, well we're a company that helps businesses like yours…" and by the time you've said "company" they've already gone somewhere else in their head. The right move: "Fair enough, two minutes, that's plenty. Quick one: when someone gets in touch through your website right now, what actually happens to that enquiry?" One question. About their

world, not your pitch. Whatever they say back, you've learned more in that answer than your ten-minute version would ever have told you, and you're still on the phone, because you paid the toll instead of trying to talk your way past it.

> **You bought the toll. You didn't crash the gate.**

You bought the toll. You didn't crash the gate.

Do it now.

1. Two calls on Real world.
2. After each one, find the first brush-off in the transcript and check whether you asked a question or argued with it.
3. Ignore the score entirely this time. That's the only thing you're looking for.

Chapter 7. The gatekeeper wants something specific, not a pitch

Eight moods wait on Real world, and picking up the wrong opening line for the one you've actually got burns the call before it's begun. You won't know which one answers until they do, which is the whole point, so the job here is recognising fast and adjusting faster.

Curt wants the point, immediately, no warm-up. Rushed and busy wants a reason worth the interruption. Suspicious wants proof, quickly, that you actually know something real about their business, not a generic line that could apply to anyone. A gatekeeper who asks what it's regarding wants something specific and credible enough to pass on to whoever actually decides, and a vague answer gets you filed under "will call back," which means never. Politely not interested wants to hear a

genuine gap in what they already have, not a better version of the same thing. Openly irritated wants, more than anything, to discover you're not the caller they were braced for.

None of these are scripts you memorise word for word. They're what each mood is actually asking for underneath what they said, and the skill is hearing it in the first four or five words and adjusting your next sentence to match, instead of running the same opening regardless of who picked up.

> **The skill is hearing it in the first four or five words, and adjusting fast.**

Do it now.

1. Three calls on Real world.
2. After each one, before you read the feedback, guess which of the eight moods you think you had.

3. Check yourself against the transcript. You'll be wrong at least once. That's the lesson, not the failure.

Chapter 8. Hostile is winnable, it's just rare

Hard mode exists because some calls, in real life, are hostile from the very first word, for reasons that have nothing to do with you: a bad day, three cold callers before you, a genuinely awful experience with someone in your line of work last year. It happens, and pretending it doesn't is worse preparation than facing it deliberately, somewhere it costs nothing.

The target on Hard is not a good score. Let go of that expectation entirely. The target is staying level when someone's short with you from the first syllable, and getting one genuine exchange, one real moment of contact, out of a call that started with the door already half shut. The same toll booth rule from chapter 6 still applies here. It's just a steeper toll, and you'll fail to pay it more often than you succeed, which is exactly what makes succeeding at it, occasionally, worth something.

> **The target is staying level when someone's short with you from the first syllable.**

If you've never run a Hard call and you're nervous about it, that's a completely reasonable feeling and also the exact reason to run one now, while nothing real is at stake, instead of the first time it happens to you live with an actual prospect and real money on the table.

Do it now.

1. One call on Hard.
2. Win condition: the outcome line reads as anything other than "They hung up" inside the first ten seconds.
3. Read your weakest moment afterwards. On Hard it's almost always the point you got defensive. Notice it, don't dwell on it.

Chapter 9. Ask for the meeting like you mean it

Here's a call that, by every reasonable measure, went well. The prospect warmed up. They asked a real question. They laughed once. And then it ended with "yeah, sounds interesting, send something over," and nothing happened, because nothing was ever actually asked for.

This might be the single highest-leverage sentence in the entire book, so I'll say it plainly. Most cold calls that were going fine still fail, not because the prospect said no, but because nobody asked. Not "I'll send something over." Not "let me know if you're interested." A day. A time. Said out loud, plainly, as a proposal rather than a hope. "Would Tuesday at ten work for a quick call to walk through it?" is a sentence a prospect can say yes or no to. "I'll follow up" is a sentence that requires nothing from anyone and therefore usually gets nothing back.

> **Most cold calls that were going fine still fail, because nobody asked.**

Before you dial, decide the day and time you'll propose if the call goes well. Not during the call, when the nerves are up and you'll default to the vague version out of habit. Before. Write it down if you have to. Then say it, whether or not it feels fully earned yet, because the prospect who's warmed up will tell you if it isn't, and that's useful information too.

Do it now.

1. One call, any level you like.
2. Before dialling, write down the specific day and time you'll propose.
3. Say it out loud on the call. Read whether the outcome line reflects it.

Chapter 10. Your worst line, said back to you

Every debrief in the app quotes your weakest moment on the call, word for word, exactly as you said it. The first time this happens to most people, it stings a little, the way it stings to hear your own voice on a recording. The second and third time, it stops stinging and starts being the fastest coaching you've ever had, because it's not a lecture from someone who wasn't there. It's your own actual sentence, handed back to you, next to the thing you could have said instead.

> **It's your own actual sentence, handed back to you.**

The instinct is to argue with it, to explain the context, to think "well, in fairness, they'd just interrupted me." Resist that. The context doesn't change what

you actually said, and the whole value of the exercise is looking at the sentence exactly as it landed on the other end, not as you meant it.

Open your call history from time to time and read the last five weakest moments in a row, not spread out over weeks where you've half forgotten each one. Read together, a pattern usually jumps out that doesn't show up one call at a time: you go quiet in the same spot every time, or you always over-explain the price, or you agree too fast when someone pushes back. Fix one pattern at a time. Trying to fix everything at once is how people give up by Thursday.

Do it now.

1. Open your call history and read your last five weakest moments in a row.
2. Find the one pattern that repeats.
3. Run one more call, any level, with the single goal of not doing that one thing.

Part three: keep going

Chapter 11. Three calls is a taster, not a verdict

I'll be straight with you, the way I'd want someone straight with me.

Your free calls are exactly that: three calls. It's enough to feel the shift this book has been describing, enough to hear a brush-off and find you're still standing, not enough to actually master any of it. If you make your three calls and conclude you've either fixed cold calling forever or proved it's hopeless, you've drawn a conclusion from a sample of three, the exact mistake chapter 2 was about.

> **One call is enough to feel the shift. Not enough to master it.**

After the free calls, you buy a pack of calls when you need one, and it sits on your account until you use it. You buy calls, not minutes: one call is one call, up to five minutes, because a cold call that runs longer than that has stopped being a cold call. There's no subscription ticking along whether you show up or not. That's a deliberate choice, because the whole argument of this book is that this is a skill you train the way you'd train anything else you're serious about, in short regular sessions, not a big one-off event you either pass or fail. Twenty minutes a week, dialled deliberately, keeps this sharp the same way any other practised skill stays sharp. Stop for three months and you'll feel exactly as rusty as I did at the start of this book.

If the phone matters in your business at all, and for most businesses it still quietly does, this is worth treating like training rather than a gimmick you tried once.

Chapter 12. Cold calling is more productive than it's ever been

Ask anyone who's actually done cold calling for a living what the worst part was, and most of them won't say the rejection. They'll say the admin around it.

Dialling a number by hand, getting it wrong, dialling again. Scribbling a name and an email on a pad while trying to keep a conversation going with your other ear. Meaning to send the follow-up straight after the call and instead sending it four hours later, cold, once the moment's gone, if you remember to send it at all. Reaching an answerphone and either hanging up with nothing to show for the call or fumbling through a message live that comes out worse than if you'd planned it. None of that is the skill this book has been teaching you. All of it used to eat the afternoon anyway.

I built a second tool, called Dialler, because that admin was genuinely the most frustrating part of doing this for real, more frustrating most days than any brush-off. It's not the practice app this book has mostly been about. It's what you move to once you're ready to make real calls, and it strips out everything that isn't the conversation.

There's no manual dialling. A contact loads on screen, you press Call, it dials them. If they don't pick up and it rolls to their answerphone, you press Leave message and a message goes down the line straight away, no dead air while you scramble, because it was quietly recorded in your own voice the moment you pressed Call, ready before the beep even happened. If a real person answers and you want a clean way in, there's a Play opener button that says your cue card to them, in your own voice, while you stay quiet, so the first thing they hear is the line you'd actually planned rather than whatever comes out under nerves.

The bit I like most happens mid-call. When you ask for their email and they say it out loud, the app is already listening for the word and starts capturing it the second you say “email,” no button, no pause in the conversation. When the call’s over, that address is sitting there checked and ready, and Send email and Schedule meeting are one click away, a proper draft with their details already in it, not a blank compose window you have to build from nothing after you’ve mentally moved on to the next call.

None of this is a bot doing your selling for you. You’re on every call, live, saying real things to a real person who can hear the difference. That’s exactly why it’s allowed. The regulation from chapter 1 exists to stop machines ringing people who never asked, at scale, with nobody actually there. A person dialling one contact at a time, present for the whole conversation, with tools that only remove the fiddly bits around it, isn’t what that law was written to stop. It’s what the law assumes selling should look like.

Put plainly: the skill in this book has never been more valuable, because the reasons people used to give up before they got good at it, the dialling, the scribbled notes, the forgotten follow-up, are mostly gone now. What's left is the actual conversation. Which is the one thing this book, and the call room, have been training you for all along.

> **What's left is the actual conversation.**

Chapter 13. You're not selling, you're removing risk from someone's Tuesday

Here's the reframe I want you to leave with, because I think it undoes most of the fear this whole book has been arguing against.

Nobody owes you their attention. That's true and it's fine. But a business owner who's genuinely bad at guessing, in advance, whether some stranger's product is worth ten minutes of their time, is relieved, not offended, by a call that's short, clear, and easy to say no to. You are not imposing on their day. You're handing them a fast, low-cost way to find out whether something's worth their attention, which is a service, even on the calls where the answer's no.

You don't need to become a different, pushier, more naturally confident person to do this well. I haven't. What changes is much smaller and much more useful: you stop treating a brush-off as a verdict on

you, you know roughly where the conversation is likely to go before it happens, and you've said "I don't take cold calls" enough times, somewhere it cost nothing, that it's just a sentence now, not a small defeat.

Here's the joke I promised you at the start, and it's the truest thing in this book: every excuse anyone's ever given you for not cold calling, too busy, tried it once, not really my style, is stage fright wearing a business suit. Nobody's ever actually been physically prevented from dialling a number. They just didn't want to feel the four seconds of dread before someone answers. That dread doesn't go away by avoiding it. It goes away, almost entirely, by doing it enough times that your nervous system finally believes you when you tell it nothing bad is actually going to happen.

> **Every excuse for not cold calling is stage fright wearing a business suit.**

The call room is the empty audition room. Nobody's watching. Nothing's on the line. Go and be bad at it forty times, on purpose, until you're not.

Do it now.

One more call, right now, before you close this book. Any level. Your choice.



First call's on us

Your first three calls are free, no card needed, at **coldcallsimulator.com**. Beginner with a coach on the line, Warm-up, Real world, Hard, or straight into the Brush-off drill if you just want the reps. Pick a level and dial.