

SUPERFAN PROGRAMME

Objections Worksheet

There are limiting beliefs that stop people from buying your product or service, or one you recommend as an affiliate or JV partner. These limiting beliefs are objections. And we need to hit them head on! We can use our messages with our audience to do this in a powerful way.

First of all - brainstorm!

Use your past experiences with customers and clients (if you have them). Use forums, Facebook groups, Amazon reviews, comments on Youtube videos and anywhere else your audience congregates - look out for the type of statements that centre around the objections below. Put yourself in the persons shoes and ask what objections you'd have. Then list as many as you can!

OBJECTION BRAINSTORMING QUESTION ONE - "I'm..."

It won't work for me because...

"I'm too _____"

What negative and limiting beliefs do they have about **THEMSELVES** and their ability to get the result you offer? Make a list.

OBJECTION BRAINSTORMING QUESTION TWO - "It's..."

It won't work for me because...

"It's too _____"

What negative and limiting beliefs could they have about **THE PROCESS/ APPROACH** of getting the result you offer? Make a list.

OBJECTION BRAINSTORMING QUESTION THREE - "You're..."

It won't work for me because...

"You're too _____"

What negative and limiting beliefs could they have about **YOU** and getting the result you offer? Make a list.

Hit Them Head On Via “Pure Teaching” or Systematic Story Messages

Once you've got a list of objections all written down you can now use all the skills we've covered so far to take em' down!

If there's an objection around being too old - you could provide a lightbulb moment of why your approach is ideal for older people too.

Or...

You could tell a story about an older person who did amazing things late in life then lesson link that to the fact some people think it's too late to get the result you provide - but it's never too late!

This is about crafting messages that eliminate objections to buying your audience may have - and it's SO powerful.

List the common objections in your market as well as you can now. And then keep adding to that list whenever new ones come up!