

“YEAH, BUT...” BUSTERS

First, understand that there are two types of objections: **universal objections** and **product objections**.

Universal objections are the ones that we typically all have as buyers.

- I don't have time.
- I don't have the money.
- I have to talk to my partner.
- I'm already in another program.

So, of course, we want to address those in your sales copy.

But the one that's probably more important are the **product objections**.

These are ones you're going to have to flush out yourself.

External Resistance	Internal Resistance
<p>Money</p> <p>I'm worried I won't be able to afford the product, or program. Will it be too expensive?</p>	<p>Ability</p> <p>I'm scared that I won't be able to implement this even if I try my best.</p>
<p>Time</p> <p>I'm concerned I won't have enough time to implement with everything else I have going on already. Can I make this work with everything else in my life?</p>	<p>Confusion</p> <p>This is new to me. Where do I start, and can I do this in my “unique»»»” situation?</p>
<p>Timing</p> <p>I've got a lot on my plate. Why is this something I should do now as opposed to later?</p>	<p>Fear</p> <p>I'm afraid I might look silly in front of others, or even myself. What if I fail?</p>
<p>Environment</p> <p>I don't know if I have the right support around me to do this? Am I ready and set up to do this?</p>	<p>Confidence</p> <p>I'm not sure if I can really solve this problem as I've tried this before. Will it work for me even if I've tried and failed before?</p>
	<p>Trust</p> <p>I'm still getting to know you. Why should I believe you?</p>

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Your turn!

Use this worksheet below to write out your responses to these universal objections.

External Resistance	Internal Resistance
Money	Ability
Time	Confusion
Timing	Fear
Environment	Confidence
	Trust