

## Answer all objections

Summary of the previous lesson:

We are deep into the rabbit hole of psychology.

We've talked about the importance of having a tribe of our own.

We have to separate our tribe from a past they used to be a part of.

As a tribe, we have to enhance the benefit of being in our tribe and eliminate the pain in the tribe.

The way we do this is by enlarging the benefit they'll receive by joining our tribe. And we need to eliminate the pain by talking about their future.

"What if you continue along this path without our product? You'll receive a lot of pain."

What you do is that you remind them of their past experiences with products, at the same time making it clear that it's not their fault.

"Then what was the problem? The problem is that you didn't try out **this** unique mechanism"

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There are 6 objections you need to always address when writing a copy. If your copy is lacking a solution to even one of these objections, then it has a huge fault.

### 1. Not Worth It, The Upside Isn't That High

Your customer might feel that it's not worth the price, too much money, too big of a responsibility.

**Solution** = increase the stakes, elongate time

### 2. Downside Isn't That Bad

Your customer can feel that getting the product wouldn't change anything, similarly it doesn't really change anything if they don't buy the product or service

**Solution** = Increase the pain, increase the stakes of inaction, elongate time

There are 4 objections related to trust

Don't trust:

3. Company
4. Salesperson
5. Product

**Solution** = case studies and testimonials, they need proof!

Give them your company's past examples of success.

Are you writing for a new company? Easy

**Solution** = Use the philosophy of the company.

Share academic papers, articles, or newspapers about the technology that you're using. From the industry

6. Themselves (I'm different than everyone else)

**Solution** = give them an out, sell the unique mechanism

"I understand that you're different, it doesn't work for you because you're unique"

"Have you ever done anything you thought you couldn't do? You thought you'd never be able to do it but you did? This is one of them."

Portray it as them being able to succeed in anything if they put their mind to it.

I believe in you, you should believe in yourself (Be a motivational speaker)

Proof of authority always goes at the bottom of the sales journey.

Customers don't care about you, they care about proof you can provide that you can solve their problem.

Questions:

How can you convince a hesitant customer that if they don't buy a low-impact product, it will have major repercussions on their lives?

When can you talk about the history of the company?