

OBJECTIONS	NOTES						
I can get same results on my own	HUGE USP (tied to "Big Idea"), core benefit, master list of benefits, explain impossibility of "alone", time is money						
It costs too much / too expensive	VALUE, hammer values and upside, future pace huge results, bargain / deal language, price compare, investing in self / future / others						
I don't think it really works	PROOF, testimonials, details, product summary, photos / charts / graphs, independent 3rd party data / results, emotional news						
I don't think it will work for me	GUARANTEE, testimonials, examples, simple for anyone, "because..."						
Too complicated	SIMPLFY, provide simple steps, future pace results, "even if you just...", "even if you miss...", "easy enough for...", spell out details						
I don't know you	TESTIMONIALS, transparency, facts, credentials, experience, awards, charts, results, "I'm a lot like you..."						
Better alternatives out there	UNIQUE, why one of a kind... speed of results, ease of use						
This sounds like a scam	FACTS, damaging admission, researched content, supporting materials						
I've heard this all before	UNIQUE features and benefits						
You don't understand my problem	EMPATHY, explain their problems, explain how you solve						
What if I get it and it doesn't work	GUARANTEE, risk reversal, explain transformation / future results now						
Sounds boring	MAGIC LANGUAGE, mini-mechanisms / magic bullets / mild "blind" copy, focus on benefits (not drill - not holes - but shelves on wall)						
I don't need all that stuff	ISOLATE, "only need one small piece...", revisit Big Idea 2-3x, clarify the USP 2-3x						
I need to ask my wife (higher power)	SCARCITY (quantity or time), case studies / proof, guarantee						
Help after I buy?	SUPPORT, team, phone number, forum, real-time, regular updates, beginner to advanced, age of I.D., track record, testimonials						
Too simple for me! ("I already knew that!")	PROPRIETARY, explain the "new", inject fresh language, use Magic Words, blind something, join community, play to ego						
Will this keep working?	HISTORY, track record, fresh / new, always updated, future pacing, past-into-future, "Yes, because..."						
What's the first step?	SOFT LANDING, explain feelings of starting, future pace, describe having advantages now						
Too good to be true!	AGREEMENT, results, testimonials, case studies, rags to riches, "what if it's not...", "That's what everyone says...", proof						
Why haven't heard about this before?	BRAND NEW, proprietary, "because...", beta testing, out of embargo, current event, back against the wall						
Why do I need to respond now?	SCARCITY (quantity or time), case studies / proof, guarantee						