

# 5-STEP

## FUNNEL COPY FIX

Review from Monday-Thursday's content.

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### Day 5: Crush Objections

People tend to freeze right before they push the Buy Now button. Why? Because the "what ifs" pop up. Today I'm going to show you how to break down the big three sales objections so nothing is standing in the way of the purchase.

#### Don't let the "What ifs" win.

There's one statement that does more to stand in the way of your ideal clients and customers hitting the Buy Now button than anything else. It's just two little words. You wouldn't think that two words could cause so much trouble, but they can. What are they?

"What if."

Anytime those two words "what if" pops up (and it will pop up), the potential is there to start losing clients and customers right out of the funnel. If the "what ifs" aren't addressed, they don't cease to exist. The "what ifs" live on in the minds of the target audience whether you choose to address them or not.

So let's choose to, right?

Today I'm going to talk about how to take care of the "what ifs" with sales conversion copy. I'll start off by explaining what a "what if" really is. Then I'll show you how to look for the gaps in the copy, see "what ifs" coming and address them before they even come up.

And then I'm going to give you the top four "what ifs" that most offers suffer from and teach you how to break them down and knock them over with sales conversion copy so that they're not standing in the way of the Buy Now button. You ready? Okay, awesome.

#### What Is a "What If"?

A "what if" is really just an objection to sale. When you're talking about sales copy and offers, an objection is anything that the target audience might come up with that might keep them from buying. It might be something that they're:

- Concerned about

- Afraid of
- Challenged by
- Uncertain of

Anything that's standing in the way of the sale is considered an objection, and as copywriters it's our job to take care of those. It's our job to address them, poke holes in them and get rid of them so that our clients can say more, serve more and sell more.

So I always like to think that copywriters have to be kind of like three people all in one. First, you kind of have to be a **mind reader**. You have to really study and dig deep and understand what the audience is thinking, which is why I included the Target Market Mastery Guide as one of your bonuses for this challenge. Second, you have to be a **storyteller**. You want to catch their attention and engage and move them in the direction that you want them to go, and I showed you how to do this in Tuesday's lesson on storytelling.

But when it comes to objections, we need to put a third hat on. Being a mind reader and a storyteller aren't enough when it comes to breaking down objections. **You have to be a lawyer.**

That's where dealing with objections comes in. Picture yourself standing in a courtroom in your power suit. Your client sits at the defendant's table behind you, and the lawyer for the prosecution stands up and yells, "OBJECTION!" What do you do?

As a lawyer, it's your job to be able to respond appropriately and defend your position. As a copywriter, you have the same role. You have to know what to say to defend the offer you're writing for in a way that will shut down those objections and have the judge (the buyer) ruling on your side.

## Why It's Important to Address Objections

So let's talk a little bit about why it's so important to address the objections. So have you ever had something bother you - maybe a nagging concern or question? You didn't know the answer, so you decided to go to someone for help. *They'll have the answer*, you tell yourself. *They'll be able to help*.

They give you an answer all right, but it's not the one you expected. They tell you to just stop thinking about it. *Just don't worry about it*, is their advice. Was that helpful?

So you try someone else ... and they just ignored your question. They refused to answer and just pretended that it didn't exist. Was that helpful? Not really, right?

Here's the thing. Objections exist whether you acknowledge them or not. Not acknowledging them is a huge problem because it only allows those fears and anxieties and questions to build and get bigger. **The longer you let it go, the less and less the audience feels as though the person behind the offer really cares about them.**

Just because you don't address something or give it attention doesn't mean it doesn't exist. The objections are still going to be out there. If you don't address these objections with truth in the sales copy, the target audience will make up their own answers, and chances are you're not gonna like what they come up with.

Listen to this, one of the laws of physics developed by Sir Isaac Newton is that objects at rest tend to remain at rest. People are like that. They'll stick with familiar pain of the problem or issue that they're having, even if there's a solution out there. Why? Because they know what the familiar pain is like. It's not new to them.

If the audience isn't given reasons to overcome the objections they have, they'll just keep going with the same old same old even though it's not offering them a solution. So it's absolutely vital to address the objections people have. It's going to improve the results of the campaigns when you reach out and begin to put those pieces together for the audience.

And if you don't address objections in sales copy? Well ... nothing will happen.

There will be a small segment of really hot buyers who will purchase no matter what because they've already grown to know, like and trust the person behind the offer. They would have bought anyway. But you won't make headway with the warm and cold audiences, and your sales conversions will not increase. Most importantly, you're missing an opportunity to show the audience that you really care about them and that they can trust you.

## **The Four Big Objections**

There are four big objections that most campaigns deal with. It doesn't matter what you're selling or who you are. These four objections tend to apply across the board to anything that someone is looking at purchasing or investing in. And those four main questions have the "what if" statement in them. So you'll know when it comes up that oh, this is one of those objections. The four main objections are:

- What if I can't afford it?
- What if I don't have time for it?
- What if I can't do it?
- What if it doesn't work?

So we're going to break down each of these four objections. And I'm going to give you some strategies that you can use to deal with them in the sales copy so that instead of:

- Sitting and mulling over the what ifs
- Or wandering away and never thinking about the offer again
- Or staying in their pain and not getting the solution that they need

... the audience will be able to move past them with your help and be able to bridge to those new solutions.

## **Objection 1: What if I can't afford it?**

So let's go ahead with the first one. What if I can't afford it? This is probably one of the most common objections, right up there with whether or not what if I don't have time for it? And you know, it's no wonder price is a big pain point. There are a couple different ways that you can deal with price objections, and we're going to go over them both.

Let's use the example of someone who's selling an online course. Let's say you're selling a course that will teach someone how to become a medical transcriptionist, and the course costs \$997. That's a fairly big chunk of change.

Although there's a lot of value in the course, it can seem like a lot of money to someone who's just getting started. You have to come prepared with a well thought out answer. So there are several different types of strategies you can use to address the cost factor.

### **Strategy 1: The Cost of Missed Opportunity**

The cost of missed opportunity reminds them how they're gaining a valuable set of skills that they didn't have before. If they continue on the path that they're on without this set of skills and without the ability to generate income as a medical transcriptionist, they're not just losing the \$997 that they would if they invested. They're losing everything that could have been their revenue in the future if they had those skills.

So let's say let's say they move on. They decide "Nope, I'll be fine. I'll find another way to learn medical transcription" and they don't opt in. Well as a medical transcriptionist, you can earn let's say \$40 an hour. How many hours would it have taken for them to meet their investment in the course? Not that many, right? Anything beyond that is gravy. Anything that they earned beyond that initial investment in the course is theirs to keep and no one can take that from them. No one can take those skills and that knowledge from them.

Addressing that cost of missed opportunity is so powerful, because it helps take them from that immediate feeling of, "I don't know if I want to part with \$997" to "Look what I would be missing if I don't."

### **Strategy 2: The Cost of the Alternatives**

Another way you can deal with price objections is to remind them of the cost of the alternatives. So rarely is there ever one solution for an issue. They could learn how to be a medical transcriptionist. They could go take a course at a community college. They could learn it on another online course. They could learn in person from a high-ticket trainer or mentor.

Time to do your research. Go into the market and check it out. What does a program like this cost if you take classes at a community college or a four year university? What if you decided to go back to school? How much would that cost? What are the other online programs out there?

What do they cost and what features are offered? This is your opportunity to help them understand that this offer is the best value.

Let's say that the only other option nearby for them would be to take a course at the community college. Not only is that going to be something that's going to cost money, but it's going to take a lot of time. They're going to have to get in their car and physically drive to the community college. They're going to have to give up evenings with their families to take this course. They're not going to be able to take it at home. And it's going to be even more expensive than the online course.

You want to be aware of those things so that you can remind them that \$997 is an investment, yes, but it's a smart one because just consider the alternatives.

### **Strategy 3: Cost of Everyday Extras**

The third way to deal with price objections is by talking about the cost of everyday extras. The truth is people find a way to spend on the things that matter to them. If this matters enough to them, they will find a way ... but we can help make it easier for them.

Come up with some suggestions on ways that they can free up space in their budget. Can they cut back on their Starbucks habit? Can they, you know, trim their budget a little bit in order to make this possible right now? Are they willing to put something that they don't need on hold in the short term so that they can have this benefit that will generate income for them in the long term? So think in terms of ways that you can offer them information that might be helpful to them as they're thinking about whether this would be a good investment.

### **Strategy 4: Payment Plans**

I have one more suggestion for you when it comes to price. There will be some people who find it difficult to plunk down \$997 all at once. It's going to seem impossible. That's when something like a payment plan can be super helpful to them. Splitting the payment into two or three payments can be what tips them over into conversion.

Obviously, for something like a medical transcription course, we're looking at people who want to learn a skill that can generate income money might be tight for them right now, but they might be able to pay, you know, three easy payments of \$397, whereas maybe \$997 all at once would be hard. It's still a purchase for your client, even if they don't pay the whole amount all at once.

### **Objection 2: What if I don't have time for it?**

Money isn't the only objection. The second most common objection that I hear and you've probably heard a million times over is, "I don't have time for this. I don't have time for another thing. I don't have time to do that, or read that, or watch that."

This is so common. We are so busy, we just fill our lives with all kinds of things, and we're running here, there and everywhere. But don't give up! They're still with you, right? They're still

reading, and that means something about this offer has caught their attention. They are seeing the solution before them. And so we need to help them jump over that hurdle of not having enough time by showing them that they actually do have the time that they need.

### **Be Clear**

So the first thing that you can do is just be really clear. Tell them exactly how much time investment is going to take. If they're going to need to watch a half hour of videos every day for the next six weeks, just be upfront about that. Raise the expectation so that they know in advance.

Oftentimes, when people have their expectations set for them, their idea of what it is going to be is a lot higher than it actually is. They might be thinking hours and hours and hours when in reality, it's a 30 minute lesson each day, for six weeks. People can make time for that if they know that's what the expectation is. So being really clear, can really help make that time issue become a non-issue.

### **Make It Matter**

Another thing that I like to remind myself is that people make time for what matters to them. They just do. My business mentor calls it voting with your time. And I just think that's one of the most clear, insightful, powerful concepts that I've ever heard because we do that, right? We vote with our time, and that is what shows what's important to us. So we need to remind them that this is important and that it is doable and making the time will be a benefit to them that it's going to be worth it.

### **Objection 3: What if I can't do it?**

The third objection that most offers will need to confront is the idea of what if I can't do it? A lot of times we build something up in our minds, and we think "I'm not talented enough, not smart enough, I don't have the skills or resources that it would take to succeed at this."

For instance, I might think something like, "Wow, that looks like an amazing course on medical transcription, but I'm not sure I could do it. It looks hard. Aren't there a lot of medical terms? What if I don't understand them? What if I fall behind, and I can't finish? Maybe I'm just not cut out for this."

We've all been faced with something like that - something that we really wanted yet we talk ourselves out of it because we convince ourselves that we can't do it. So it's our job with our clients messaging, to make sure that we make it obvious that they can do it and that getting the results is possible for them. There are a couple of different ways that you can do this.

### **Showcase the Features**

So the first way is to show them that everything they need to have success with this offer is already inside the offer. They need to know they don't have to be a super genius. They don't have to have like a bigger than average IQ. They don't have to have tons of resources or

talents. They just need to know that the whole of what they need - all the resources, all the help that they need - is already inside the offer.

It's a powerful concept, and this is a perfect time for you to go ahead and establish what the features of the offer are. Talk about the benefits, talk about the extras, talk about the bonuses. Talk about anything that's going to make it easier for them to get the result that they want. That's going to help address these objections of can I do it or can't I?

So if you offer weekly calls, if you have a Facebook group or community that they can get involved, and if you have an extended warranty, now's the time to mention those things. Those are going to be helping hands for them. They're going to make it easier for them to trust that they can step into this and get results just like anyone else.

### **Bridge the Gap**

The second way that you can help them bridge the gap of what if I can't do it is to remind them that the most important thing is that they take the next step. All they have to do is take one step at a time. They don't have to know everything right now. You're not expecting them to know how to be a medical transcriptionist at the start. They just need to be willing and ready to learn. Sometimes we need that reminder right? Sometimes we just need the reminder that the most important thing is just being willing.

### **Share Testimonials**

And the third thing that can help put an audience's mind at ease about their ability to do it is testimonials. Testimonials are worth their weight in gold. When you can give the audience little representations of how this worked for someone else who was just like them, that is an instant security booster and instant confidence maker. "Hey, if that stay-at-home mom with four kids could get through these lessons during nap time and now she's working as a medical transcriptionist from home, able to help her family's income and still be home to raise her kids, I can do that too!" Testimonials are so powerful.

### **Objection 4: What if it doesn't work?**

Last but not least, the final objection that tends to apply to any offer in any audience is "What if it doesn't work"? There will always be a segment of the target audience that's skeptical. And I'll just own it - that's me. I've been writing sales copy and working in digital marketing long enough that I am a super hard sell. It's very hard to convince me of a claim for an offer. It's hard to convince me, and I don't easily fall into that.

You're going to have a segment of your audience that's the same way, and you have to be ready for that. They're going to need more proof. They're going to need to know that the face behind the offer is plugged in and understands where they're coming from. And one of the main reasons for this is because oftentimes they've already tried something. We talked about this in Pillar 3 on Release.

## **Know What They've Tried Before**

This isn't the first thing that they've tried to get the result that they want. They've tried something before - maybe another expert, maybe another course or maybe they've tried another way to make money from home - and it hasn't worked. Now they're skeptical. They've kind of lost our faith, and they need help knowing where to put that faith when it comes to an offer.

It's our job as a copywriter to make them feel safe. We need to show them clearly all the things that make this offer different from the others, and that means you have to be aware of what the person has tried before and why it didn't work. We talked about this in Pillar 4 of the Written Results framework on Covenant-based sales copy.

This is really where the research comes in both on the target audience and also the other programs out there in the market. You need to be able to make a smart case when it comes to being able to say, "Yes, you have tried this before and here's why it didn't work. Here's why."

## **Remove Risk by Offering a Guarantee**

Another thing that makes a difference to people when it comes to "What if this doesn't work?" is to offer a guarantee or a refund policy. Depending on the offer, something along the lines of a 30 day money back guarantee can go a LONG way to building trust and confidence. They want to know that if they get into the offer and it's not everything they thought it would be, they have a way to get their money back.

Here's the thing - most people will not take advantage of a guarantee. Even if they never go through the course, even if they never consume the content, most people won't take you up on it. Just knowing that it's there gives them the security that you believe enough in your offer, that you have faith in it enough to offer a guarantee means a lot to them. It means a lot.

A guarantee or refund policy gives them that one last little confidence boost that sometimes can send them straight to the Buy Now button thinking, "Okay. All right. I don't have to 100% commit to this. I can try it first." And then of course your stuff is going to be so good that they're never going to want to leave.

If it makes sense for the offer, encourage your client to set up a refund or a guarantee of some kind, to help them to trust. Show them how much you believe in this - you believe in it so much that you're willing to put your money where your mouth is when it comes to this offer.

So, thanks so much, guys. I know that was long. And a list of objections, it can be even longer. Those are just the main four. But when you really do your homework and know what the audience is struggling with, you can anticipate the questions and the objections that they have before they raise them. That puts your client one step ahead and giving the offer a chance to raise its conversion rate.



Not only will they be happy clients, but you're going to have more people out there with the solution that they really need. So, think about these four main objections, these four what ifs, go through some of the offers you're writing for right now. And think about where you can implement some of these strategies to knock over those what ifs so that they're no longer standing in someone's way of the solution that they need.

**Homework:** Purchase Objections Worksheet

Reminder where to find homework.

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