The Zero Resistance Toolkit

4 AI prompts to make your pitches close, your content land, and your objections dissolve.

You've been sabotaging your own influence for years. Every time you say "I developed this framework" or "Let me explain why you should," you trigger the exact response you're trying to prevent.

People nod. Then they ignore you.

These prompts fix that. They're based on influence patterns extracted from Sheryl Sandberg's communication style. She gives the same advice everyone else gives. Hers lands. Every time.

The difference: she's the channel, not the source.

What's Inside

Prompt	When to Use	What You Get
The Pitch Rewriter	Before sending a proposal or sales email	A pitch stripped of resistance triggers
The Blind Spot Audit	When content underperforms or advice doesn't land	A score showing exactly where you're undermining yourself
The Origin Story Extractor	When you need credibility without bragging	3 ready-to-use stories for bios, calls, and interviews
The Objection Dissolver	When you keep hearing the same pushback	Response scripts that dissolve resistance instead of doubling it
Quick Start	When you want to test this in 30 seconds	Instant diagnosis of any content you paste

Prompt 1: The Pitch Rewriter

What This Does

Takes your current pitch and removes the hidden phrases that make prospects defensive. Most pitches fail before the prospect even processes the offer. They fail in the first sentence, when you accidentally signal "I'm about to tell you what to do."

This prompt catches those moments and rewrites them.

When to Use

- Before sending a proposal
- Before a sales call where you need to present your approach
- When rewriting your website's "how I help" section
- When a pitch got no response and you're not sure why

How to Use

1. Copy your pitch exactly as written (don't clean it up first)
2. Paste it into the prompt where indicated
3. Review the rewrite AND the resistance trigger table
4. The table matters more than the rewrite. It shows you the patterns you'll repeat forever if you don't see them now.

The Prompt

```
<task>
Rewrite my pitch to eliminate resistance triggers using the Sandberg Influence
Framework.
</task>


<my_pitch>
[PASTE YOUR CURRENT PITCH HERE]
</my_pitch>


<framework_rules>
RULE 1: BE THE CHANNEL, NOT THE SOURCE
- Replace "I developed/discovered/created" → "My mentor taught me" or "A client
failure showed me"
- Replace "I'm an expert in" → "I learned the hard way that"


RULE 2: CONFESS FIRST
- Open with a struggle that matches their fear
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- Earn the right to advise by showing you needed advice

RULE 3: SCRIPTS OVER PRINCIPLES
- Don't tell them what to think → Tell them what to say
- Give exact words they'll use with their team/board/spouse

RULE 4: PERMISSION OVER INSTRUCTION
- Don't push them toward action → Release them from guilt about wanting it
- End with "You're allowed to..." not "You should..."
</framework_rules>

<calibration_examples>
BEFORE (triggers resistance):
"I help executives unlock their leadership potential through my proprietary
methodology
developed over 15 years of consulting with Fortune 500 companies."

AFTER (lands clean):
"A CEO I worked with told me something that changed how I think about leadership:
'I don't need more frameworks. I need permission to trust what I already know.'
That's what I try to give people now—not answers, but permission to act on what
they already see."

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BEFORE (triggers resistance):
"Our software increases team productivity by 40% using AI-powered workflow
optimization."

AFTER (lands clean):
"Our first customer said something I'll never forget: 'I knew we were wasting time.
I just couldn't justify fixing it until you showed me the math.'
Now when teams ask if they should buy this, I tell them:
'You already know you need it. This just gives you the numbers to say yes.'"

WHY THESE WORK:
- Attribution to someone else (CEO, first customer)
- Confession embedded ("changed how I think")
- Script provided ("You already know you need it...")
- Permission granted, not instruction given
</calibration_examples>

<output_format>
1. REWRITTEN PITCH
[Your new pitch using all 4 rules]

2. RESISTANCE TRIGGERS REMOVED
| Original phrase | Why it triggered resistance | Replacement |
|-----------------|-----------------------------|-------------|
| [quote from original] | [mechanism] | [new version] |
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```
3. VERIFICATION
- Does the pitch attribute insight to someone other than me? [Y/N]
- Does it open with confession/struggle? [Y/N]
- Does it include exact words the prospect can use? [Y/N]
- Does it end with permission rather than CTA? [Y/N]

If any answer is N, revise before delivering.
</output_format>
```

Prompt 2: The Blind Spot Audit

What This Does

Scores your content across four categories of influence failure. You'll see exactly where you're triggering resistance, with specific quotes from your own writing and fixes for each.

Most people run this once and feel sick. That's the point. You can't unsee it. And you'll stop doing it.

When to Use

- A post got crickets and you don't know why
- An email got no reply
- You gave advice and watched someone nod, then do the opposite
- You want to audit your website copy before it goes live
- You suspect you're "too salesy" but can't pinpoint where

How to Use

1. Paste any content: email, LinkedIn post, website copy, transcript of yourself talking
2. Review the scores. Anything below 7 is costing you.
3. Study the "worst offender" quotes. These are your habits.
4. Use the before/after rewrites as templates for fixing similar patterns elsewhere.

The Prompt

```
<task>
Audit my content for influence blind spots—places I'm unknowingly triggering
resistance.
</task>


<my_content>
[PASTE CONTENT, PITCH, EMAIL, OR TRANSCRIPT HERE]
</my_content>


<audit_categories>
1. CREDIT HOARDING
Look for: "I discovered" / "I developed" / "My framework" / "I realized"
These signal: "I'm smarter than you" → triggers reactance


2. EXPERTISE-FIRST FRAMING
Look for: Credentials before vulnerability / Authority before struggle
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These signal: "Listen to me because I'm important" → arms cross

3. PRINCIPLE VS SCRIPT RATIO
Look for: "Be more X" / "Focus on Y" / "Think about Z"
These require: Translation before action → most people won't translate

4. INSTRUCTION VS PERMISSION
Look for: "You should" / "You need to" / "Make sure you"
These threaten: Autonomy → automatic pushback
</audit_categories>

<scoring_calibration>
9-10: Almost none of this pattern present
7-8: Occasional instances, minor issue
5-6: Frequent instances, noticeable drag on persuasion
3-4: Pattern dominates, significant resistance likely
1-2: Nearly every sentence triggers this response
</scoring_calibration>

<output_format>
BLIND SPOT SCORES:

| Category | Score | Worst Offender |
|----------|-------|----------------|
| Credit Hoarding | /10 | "[exact quote]" |
| Expertise-First | /10 | "[exact quote]" |
| Principle vs Script | /10 | "[exact quote]" |
| Instruction vs Permission | /10 | "[exact quote]" |

BEFORE/AFTER REWRITES (3 worst):

1. ORIGINAL: "[quote]"
   PROBLEM: [why this triggers resistance]
   REWRITE: "[fixed version]"

2. [repeat]

3. [repeat]

OVERALL RESISTANCE RISK: [Low/Medium/High]
</output_format>
```

Prompt 3: The Origin Story Extractor

What This Does

Pulls "who taught me" stories out of your experience that you can use anywhere you need credibility. These replace the bio paragraph that lists your credentials and makes everyone's eyes glaze over.

You walk away with three stories, each matched to a specific context: your About page, sales conversations, and the opening minutes of client calls.

When to Use

- Rewriting your bio or About page
- Preparing for a podcast interview
- Before a sales call where you need to establish trust fast
- When you're tired of listing credentials that don't seem to land
- When someone asks "why should I listen to you?" and you don't have a good answer

How to Use

1. Describe your area of expertise
2. Answer the interview questions one at a time. Take your time. The best stories surface when you sit with the questions.
3. Review the three stories. Pick the one that makes you slightly uncomfortable. That's usually the one that lands hardest.
4. Test one in your next call or post. Watch what happens.

The Prompt

```
<task>
Help me find "who taught me" stories that replace my credentials with credibility.
</task>

<my_expertise>
[DESCRIBE WHAT YOU HELP PEOPLE WITH]
</my_expertise>

<interview_questions>
Ask these one at a time, waiting for answers:

1. Who first taught you something important about this work?
   (A mentor, client, boss, even a competitor. Someone specific.)
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2. What did they show you that you couldn't have figured out alone?
   (Not advice they gave—something you watched them do or heard them say.)

3. What were you struggling with right before that moment?
   (The problem you had that made their lesson land.)

4. What's a second story—different person, different lesson?

5. What's a third—maybe a client who taught you something about your own work?
</interview_questions>

<story_structure>
For each story, extract:
- THE SETUP: What I was struggling with
- THE TEACHER: Who appeared (specific person)
- THE MOMENT: What they said/did (exact words if possible)
- THE SHIFT: How I saw things differently after
- THE APPLICATION: How I use this with clients now
</story_structure>

<output_format>
After collecting answers, synthesize into:

ORIGIN STORY 1: [Title]
- Use in: Bio/About page
- Story: [Full narrative, 3-5 sentences]
- The teacher: [Who gets credit]
- The moment: [Specific scene]

ORIGIN STORY 2: [Title]
- Use in: Sales conversations
- Story: [Full narrative]
- The teacher: [Who gets credit]
- The moment: [Specific scene]

ORIGIN STORY 3: [Title]
- Use in: First 5 minutes of client calls
- Story: [Full narrative]
- The teacher: [Who gets credit]
- The moment: [Specific scene]

VERIFICATION:
For each story, confirm:
- [ ] Attributes insight to someone other than me
- [ ] Includes specific moment (hand on paper, arm around shoulder, exact words)
- [ ] Shows transformation (before → after)
- [ ] Positions me as student who received, not expert who discovered
</output_format>
```

Prompt 4: The Objection Dissolver

What This Does

Takes the objection you keep hearing and gives you 2-3 response scripts that work with the resistance instead of against it.

Most objection handling makes things worse. You counter their logic. They dig in harder. This prompt shows you why your current response backfires, then gives you responses that dissolve the objection by confessing you once held the same view.

When to Use

- You keep losing deals at the same moment
- A specific objection comes up in every sales call
- You've tried answering it ten different ways and nothing sticks
- You want to prepare for a negotiation where you know what's coming

How to Use

1. Write out the exact objection, word for word if possible
2. Write out how you currently respond (be honest, not aspirational)
3. Read the diagnosis first. It shows you which trap you're falling into.
4. Pick the response variation that matches your voice. The casual, direct, and empathetic versions all work. The wrong one is the one that doesn't sound like you.

The Prompt

```
<task>
Rewrite my objection response so it dissolves resistance instead of triggering
more.
</task>

<the_objection>
[PASTE THE OBJECTION YOU KEEP HEARING]
</the_objection>

<my_current_response>
[PASTE HOW YOU CURRENTLY HANDLE IT]
</my_current_response>

<diagnosis_first>
Before rewriting, diagnose why current response fails:
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COMMON RESPONSE MISTAKES:
1. "Actually..." → Signals "you're wrong" → resistance doubles
2. Leading with data/proof → Signals "let me convince you" → walls go up
3. Addressing the logic → Misses the emotion underneath → feels unheard
4. Defending your position → Confirms it's adversarial → fight mode

Identify which mistake(s) appear in my current response.
</diagnosis_first>

<rewrite_framework>
Structure the new response:

1. OPEN WITH CONFESSION
"I used to think exactly that..." or "My best client said the same thing before..."
(Earns right to disagree by showing you held the same view)

2. ATTRIBUTE THE SHIFT
"Then [specific person] told me..." or "Until I saw [specific moment]..."
(You're not arguing—you're sharing what changed YOUR mind)

3. GIVE THEM THE SCRIPT
Exact words for their internal conversation:
"The way I think about it now is..."
"What I tell myself when that worry comes up is..."
(They're not fighting you—they're borrowing your self-talk)

4. GRANT PERMISSION
"You're allowed to [want what they secretly want]"
"It's okay to [do the thing they're hesitant about]"
(Release guilt, don't add pressure)
</rewrite_framework>

<calibration_example>
OBJECTION: "We don't have budget for this right now."

BAD RESPONSE (triggers more resistance):
"Actually, this pays for itself in 3 months. Let me show you the ROI calculator."
(Why it fails: "Actually" + logic attack + pressure)

GOOD RESPONSE (dissolves resistance):
"I said the same thing to a consultant who pitched me last year.
Then my CFO asked me something that stuck:
'What's the cost of solving this problem six months from now instead of now?'
I didn't have a good answer. You might—but that's the question I'd sit with."
(Why it works: Confession + attribution + script + no pressure)
</calibration_example>

<output_format>
DIAGNOSIS:
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- Mistake(s) in current response: [identify]
- Resistance trigger: [why it backfires]

REWRITTEN RESPONSE:
[New response using all 4 elements]

VARIATIONS (pick the one matching your voice):
1. [More casual version]
2. [More direct version]
3. [More empathetic version]

VERIFICATION:
- [ ] Opens with confession, not contradiction
- [ ] Attributes shift to someone else
- [ ] Includes exact words they can borrow
- [ ] Ends with permission, not pressure
</output_format>
```

Quick Start: The 30-Second Test

What This Does

Instant diagnosis. Paste anything, get back the three worst resistance triggers with fixes.

Use this when you don't have time for a full audit but want a sanity check before hitting send.

When to Use

- You're about to send an important email
- You wrote a LinkedIn post and something feels off
- You have 2 minutes before a call and want to check your talking points
- You want to see if this framework applies to your writing before committing to the full prompts

How to Use

1. Paste anything: email, post, bio, pitch, message
2. Get back three flags with fixes
3. Make the changes or don't. At least you'll know.

The Prompt

```
<task>
Show me where this content triggers resistance, then fix the worst parts.
</task>

<my_content>
[PASTE ANYTHING: email, post, bio, pitch, message]
</my_content>

<quick_scan>
Find instances of:
1. Credit I claim that I could attribute to others
2. Expertise before vulnerability
3. Principles instead of scripts (exact words)
4. Instructions instead of permission

Flag the 3 worst sentences.
</quick_scan>

<output_format>
```

```
RESISTANCE TRIGGERS FOUND:

1. "[quote]"
   Problem: [which pattern]
   Fix: "[rewrite]"

2. "[quote]"
   Problem: [which pattern]
   Fix: "[rewrite]"

3. "[quote]"
   Problem: [which pattern]
   Fix: "[rewrite]"
</output_format>
```

How to Get the Most From These Prompts

Start with Quick Start.

Paste something you wrote recently. See what comes back. If the flags surprise you, run the full Blind Spot Audit on a longer piece.

Use the Pitch Rewriter before anything high-stakes.

Proposals, outreach emails, website copy. The resistance trigger table is the real output. Study it.

Run the Origin Story Extractor once.

You'll use those three stories for years. They replace every boring bio you've ever written.

Save the Objection Dissolver for the objection that haunts you.

The one you've heard fifty times. The one that kills deals. Fix that one, and your close rate changes.

The Framework Behind the Prompts

All four prompts apply the same principles:

Be the channel, not the source.

Attribute your insights to the people who taught you. You're passing notes, not lecturing.

Confess first.

Open with a struggle that matches their fear. Earn the right to advise by showing you needed advice.

Give scripts, not principles.

Tell them what to say, not what to think. Exact words beat abstract guidance every time.

Grant permission, not instruction.

Release people from guilt about wanting what they already want. Stop pushing. Start allowing.

Same advice. Zero resistance.

Based on influence patterns from Three Moves That Make Sheryl Sandberg Impossible to Argue With

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