

Unknown checkpoint #1: My client will not agree on payment

Reason why they would not agree:

- They don't trust me
- They don't think I am capable of achieving the results
- They assume I am going to do everything for free and do not want to pay me
- They think they can do it themselves
- They can't afford it
- They are confused
- They might not like the idea presented

How can I tackle the objections?

- Make clear to them through conversation that I am trusted and that I have proven that already
- Remind them of the ad I already did for them which got 100 leads in 2 weeks with a cpc of €0.36. But because of other issues there were not so many sales as expected.
- Remind them of the fact that I already said in the beginning I will first get you results and then we can go to payment.
- Tell them we can do a test, they will create an ad with image and copy etc and I will as well. See which one performs the best
- Tell them that the payment is performance based and I will only get paid if I get them results
- Why they are confused then OODA loop on how I brought it over and get back to them.
- Ask them why they don't like it and why they think it won't work, what they would have in mind and how they got to that conclusion.