

## FIX THIS ONE THING TODAY TO TRIPLE YOUR INCOME IMMEDIATELY

### 1. One particular problem everybody needs to work on:

- you are working with humans
- with humans you get buyers' rejections
- If you can't sell you are not gonna make money no matter how good you are

### 2. Common buyers' objections

- pricing - "It is never the money" if you explain the value right the price is never the problem.
- Offer different styles of pricing
- Hey (ones they have seen the FV) What we can do is put a 50% down and if I do the work you can pay me the rest of the amount
- The more riskier (hey I will go ahead and work this entire month and give you real time value and you can go ahead and pay me)
- Performance package blueprint - Hey whatever it is I will increase your CTR anywhere between 5-15% without changing a thing. I will create adverts that will increase your CTR. (Risk reversal) You don't need to pay us a penny once I provide you with results you will pay us.
- What if I cannot do that?
- This is where volume comes in. Delivery of what you promised will come with time. Give your best shot.

### 2. Lack of need - I'll get back to you when a person is happy with the results they've got.

- Shorten the time to make this decision - FOMO, time restriction
- Nobody is going to say NO increasing their bottom line (more sales)
- The lack of need only comes when you are not showing that your service isn't affecting their bottom line
- Leading them on question who do you wanna be in 1 year / What your company do you want to look like in 5 years - 10 years

### 3. Lack of trust

- they already know they need to make changes.

- Why should they trust you?
  - When you first coming into your prospect mind they don't know anything for you and how competent you are
  - for people with 2-3 clients - Credibility is key here
  - for people without clients - that is where Pope implement risk reversal in the offer - If you provide this offer they ultimately trust you
  - First you get them as a prospect by showing them your skills
  - lack of urgency - even if you get everything right, people get postponed decision
  - Adding speed - how fast can you deliver?
  - In 48h I will get you a brand new ad that will increase your sales what do you say?
4. The sales principles and tactics are the most important in order to get the client