

# DECONSTRUCT THE FEAR: WHAT YOUR PROSPECT'S OBJECTIONS REALLY MEAN

OBJECTIONS AREN'T THE TRUTH.  
THEY'RE SMOKESCREENS FOR HIDDEN FEARS.

PROSPECT'S OBJECTIONS

## INSTRUCTIONS:

Prospects rarely say what they mean. "It's too expensive" usually isn't about money. "I need to think about it" isn't about time.

Behind every objection is a fear: fear of wasting money, fear of making the wrong choice, fear of looking stupid. If you can uncover the **real fear** behind the words, you'll know exactly how to respond.

This worksheet helps you break down your top objections (from Day 1) into what's really going on under the surface.

## THE GUIDE:

<b>STEP 1:</b> Write the Objection  Fill in the blank: The objection I'm focusing on is: "_____."  Example: "It's too expensive."	<b>STEP 2:</b> Categorize It  Multiple choice: This objection sounds like it's about...  <input type="checkbox"/> Price <input type="checkbox"/> Timing <input type="checkbox"/> Trust <input type="checkbox"/> Authority	<b>STEP 3:</b> Ask: What's the Real Fear?  Fill in the blank: The hidden fear behind this is: _____.  Example: "I'm scared I'll waste money and it won't work."	<b>STEP 4:</b> Map the Emotional State  Fill in the blank: When they say this, they're really feeling _____.  Example: "Uncertain and anxious about risk."	<b>STEP 5:</b> Consider Their Past Experience  Fill in the blank: They've probably tried _____ before, and it didn't work.  Example: "Another marketing coach who overpromised and underdelivered."
<b>STEP 6:</b> Identify the Risk Perception  Fill in the blank: The risk they're imagining is _____.  Example: "Paying me money and being left in the same position."	<b>STEP 7:</b> What They're Not Saying  Fill in the blank: What they won't say out loud is _____.  Example: "I don't fully trust you yet."	<b>STEP 8:</b> Translate Into a Core Belief  Fill in the blank: The belief underneath is: "If I do this, then _____ will happen."  Example: "If I hire you, then I'll waste money and look foolish."	<b>STEP 9:</b> Identify What Would Remove the Fear  Fill in the blank: To overcome this fear, they'd need _____.  Example: "Proof that this works, and a safety net if it doesn't."	<b>STEP 10:</b> Write the Core Insight  Fill in the blank: The real problem isn't [objection]. The real problem is [fear].  Example: "The real problem isn't price. The real problem is fear of wasting money again."

## Why It's Important:

Objections are surface-level excuses. By peeling them back, you uncover the **real barrier** stopping your prospect from saying yes. Once you know the fear, you can build a script (tomorrow's work) that speaks to it directly.

You've uncovered the fear behind the objection.

Tomorrow, we'll **flip it into a script** that makes the objection your closing tool instead of a deal killer.

Want me to help you build objection-flip scripts that close more deals? Book a free strategy session here:

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