



OBJECTION FLIP PLAYBOOK

Turn Every "Maybe Later" Into a Confident "Yes."

AUDIT YOUR OBJECTIONS: FIND THE ROADBLOCKS KILLING YOUR SALES

YOU CAN'T FLIP WHAT YOU CAN'T SEE.
START BY NAMING THE OBJECTIONS THAT STOP YOU COLD.

ROADBLOCKS

INSTRUCTIONS:

Every solopreneur hears the same handful of objections on sales calls. Most freeze up, wing it, or back down. The first step to mastering objections is simple: **get them out of your head and onto paper.**

Today's worksheet will help you track, categorize, and prioritize the objections you face most often — so you know exactly what you're up against.

THE GUIDE:

STEP 1: Recall Your Last 5 Calls Fill in the blank: In my last 5 calls, I heard objections about _____. <i>Example: "price, timing, trust, "already working with someone."</i>	STEP 2: List the Exact Words Fill in the blank: One prospect said: "_____." <i>Example: "I'd love to, but it's just too expensive right now."</i>	STEP 3: Spot the Pattern Fill in the blank: The objection I hear most often is _____. <i>Example: "I need to think about it."</i>	STEP 4: Categorize by Type Multiple choice: This objection is mainly about... <input type="checkbox"/> Price (too expensive, no budget) <input type="checkbox"/> Timing (not now, maybe later) <input type="checkbox"/> Trust (not sure you/this will work) <input type="checkbox"/> Authority (need partner/boss approval) <input type="checkbox"/> Other: _____	STEP 5: Frequency Check Fill in the blank: Out of 10 calls, I hear this objection about ____ times.
STEP 6: Secondary Objections Fill in the blank: Two other common objections I hear are: 1. 2.	STEP 7: Emotional Trigger Fill in the blank: When I hear this objection, I usually feel _____. <i>Example: "frustrated, defensive, nervous, powerless."</i>	STEP 8: Impact on My Close Rate Fill in the blank: If I could overcome this objection consistently, I'd close ____% more deals. <i>Example: "20% more."</i>	STEP 9: Rank Top 3 Fill in the blank: My top 3 objections in order are: 1. 2. 3.	STEP 10: Commit to Focus Fill in the blank: For this sprint, I will focus on flipping objection #1: _____.

Why It's Important:

Most entrepreneurs treat objections as random. They're not. They're patterns. Once you identify the top 2–3 roadblocks, you can build scripts that crush them every time. This step turns "surprises" into predictable situations you're prepared for.

You've identified the objections that are killing your sales.

Tomorrow, we'll **deconstruct what those objections really mean** — because the words they say aren't the real problem.

Want me to personally help you flip objections into closers? Book a free strategy session here:

square1grp.com/brainstormsession

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:

STEP 1: Write the Objection Fill in the blank: The objection I'm focusing on is: "_____." Example: "It's too expensive."	STEP 2: 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	STEP 3: 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."	STEP 4: Map the Emotional State Fill in the blank: When they say this, they're really feeling _____. Example: "Uncertain and anxious about risk."	STEP 5: 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."
STEP 6: 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."	STEP 7: 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."	STEP 8: 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."	STEP 9: 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."	STEP 10: 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:

square1grp.com/brainstormsession

TURN OBJECTIONS INTO CLOSING TOOLS

WHEN YOU KNOW THE FEAR BEHIND THE WORDS, YOU CAN FLIP IT INTO BELIEF.

CLOSING TOOLS

INSTRUCTIONS:

Yesterday, you uncovered the **real fears** hiding behind objections.

Now it's time to build **scripts** that flip those fears into confidence.

Your script isn't about arguing. It's about showing your prospect you understand them, reframing the risk, and guiding them toward "yes."

By the end of this worksheet, you'll have objection-flip scripts you can use on your next call.

THE GUIDE:

STEP 1:

Write the Objection

Fill in the blank:

The objection is:

"_____."

Example: "It's too expensive."

STEP 2:

Restate the Fear

Fill in the blank:

The fear behind it is:

"_____."

Example: "Scared of wasting money and it not working."

STEP 3:

Start With Empathy

Fill in the blank:

Script opener: "I totally get it. A lot of people feel [FEAR] before they start."

Example: "I totally get it. A lot of people feel nervous about spending money when they've been burned before."

STEP 4:

Normalize the Concern

Fill in the blank:

Script line: "Honestly, [OBJECTION] is one of the most common concerns I hear."

Example: "Honestly, budget is one of the most common concerns I hear."

STEP 5:

Reframe With Value

Fill in the blank:

Script line: "But the real question isn't [OBJECTION]. The real question is [OUTCOME]."

Example: "But the real question isn't the price. The real question is whether this will finally give you consistent clients."

STEP 6:

Add Proof/Story

Fill in the blank:

"One client I worked with was in the same spot. They said [OBJECTION], but after [RESULT], they realized [INSIGHT]."

Example: "One client said this felt expensive, but after we filled their calendar in 30 days, they realized the cost was nothing compared to the gain."

STEP 7:

Reduce Risk

Fill in the blank:

"And to make this risk-free, I offer [GUARANTEE/RISK REVERSAL]."

Example: "And to make this risk-free, I offer a 30-day Love It or Leave It guarantee."

STEP 8:

Close With Confidence

Fill in the blank:

"So knowing that [RISK REMOVED], do you feel ready to move forward?"

STEP 9:

Draft the Full Script

Fill in the blank:

Put it together:
Empathy → Normalize → Reframe → Proof → Risk Removal → Close

(Example full script is written out with all steps combined.)

STEP 10:

Commit to Practice

Fill in the blank:

I will practice this script _____ times before my next call.

Example: "5 times out loud."

Why It's Important:

Objections don't kill deals. Weak responses do. By flipping objections into proof and confidence, you turn your biggest roadblocks into your strongest closers.

You just created your first objection-flip script.

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

square1grp.com/brainstormsession

Tomorrow, we'll **roleplay and refine it** so it sounds natural and flows smoothly on a live call.

ROLEPLAY & REFINE:

MAKE YOUR OBJECTION SCRIPTS SOUND NATURAL

SQUARE 1 GROUP

A SCRIPT ON PAPER IS WORTHLESS UNTIL IT ROLLS OFF YOUR TONGUE WITH CONFIDENCE.

OBJECTION SCRIPTS

INSTRUCTIONS:

You've built your objection-flip scripts. Now it's time to test them. The goal: practice until the words feel natural — not robotic.

This worksheet helps you roleplay objections, refine your delivery, and lock in confidence so you're ready when it matters most.

THE GUIDE:

<div>STEP 1:</div> <div>Pick One Objection</div> <div>Fill in the blank:</div> <div>The objection I'll practice today is: "_____."</div>	<div>STEP 2:</div> <div>Write the Script</div> <div>Fill in the blank:</div> <div>My script for this objection is: _____.</div> <div>(Use what you wrote on Day 3.)</div>	<div>STEP 3:</div> <div>Read It Out Loud</div> <div>Fill in the blank:</div> <div>When I read it out loud, it feels _____.</div> <div>(Example: too long, too stiff, pretty smooth.)</div>	<div>STEP 4:</div> <div>Shorten the Words</div> <div>Fill in the blank:</div> <div>I can shorten this line to: _____.</div> <div>Example: Instead of "The real question isn't price, the real question is whether this will finally give you consistent clients" → "The real question isn't price — it's whether this gets you consistent clients."</div>	<div>STEP 5:</div> <div>Add Natural Phrases</div> <div>Multiple choice:</div> <div>To make it sound natural, I'll add...</div> <div><input type="checkbox"/> Pauses</div> <div><input type="checkbox"/> Questions ("Make sense?")</div> <div><input type="checkbox"/> Everyday phrases I normally use</div>
<div>STEP 6:</div> <div>Roleplay Alone</div> <div>Fill in the blank:</div> <div>After practicing _____ times out loud, I feel _____% more confident.</div> <div>Example: 3 times → 70% more confident.</div>	<div>STEP 7:</div> <div>Roleplay With a Partner</div> <div>Fill in the blank:</div> <div>The person I'll practice with is _____.</div> <div>Example: colleague, spouse, friend.</div>	<div>STEP 8:</div> <div>Ask for Feedback</div> <div>Fill in the blank:</div> <div>Their feedback was: _____.</div> <div>Example: "You sound too fast, slow down."</div>	<div>STEP 9:</div> <div>Final Rewrite</div> <div>Fill in the blank:</div> <div>My final script for this objection is: _____.</div>	<div>STEP 10:</div> <div>Commit to Action</div> <div>Fill in the blank:</div> <div>I will use this script on my very next sales call scheduled for _____.</div>

Why It's Important:

Even the best script fails if you stumble through it. Roleplay sharpens your delivery, makes it natural, and builds the muscle memory you need to stay calm under pressure.

You've refined your objection-flip scripts into natural, confident responses.

Tomorrow, you'll get the full **Objection Flip Playbook** — all worksheets combined into a single toolkit to crush objections.

Want me to personally coach you through roleplaying objections until they flow? Book a free strategy session here:

square1grp.com/brainstormsession

Objections aren't roadblocks—they're road signs. They point you exactly where your sales conversation needs to go.

Use this playbook to:

- Audit your most common objections
- Find the fears behind them
- Flip them into strong, confident responses
- Practice until it feels effortless

Ready to turn resistance into results?
Get more tools, scripts, and sales systems at—

square1grp.com/brainstormsession

