

THE WHY STACK

OUR MISSION
TO HELP SOLOPRENEURS SCALE WITH SYSTEMS.



AVOIDANCE (FACE THE PRESENT™)

EX. I NEED TO THINK ABOUT IT

So when you say you're going to think about it, you're not going to go home and sit on your rocking chair and make a decision, are you?

You're probably going to get on your phone after this call, return your text messages, check your email and social media and carry on with your day...

And then in 5 days from now, when you're [Roadblock] you're going to realize that you should have made that decision.

You don't need time. You need information. Let me help you with that.

Do you believe this product will work for you?

Do you like me/us? (jokingly/sarcastic)

Do you have the funds?

Can we both agree that you need to make an informed decision?

Well, how can you make the decision without doing it?

Remind them about your guarantee.

1