



*The Secret Link Between  
Testimonials & Objections*



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# The Concept of Fear

If a customer wasn't interested in your product or service, here's what they would do. They'd simply walk away. Never looking at your offering, never talking about it, and certainly not asking any questions. It's only when they're interested that their brains go into a churn.

That's when the fear pops to the surface. That's when they think up all the objections that could possibly prevent them from buying the product or service. But are they really backing away from the deal? No they're not.

Not any more than you'd back away from buying a new phone, or a new computer, or trying a new restaurant. It's not like you want to back away. It's just that you want to be convinced. You want to be sure that you're taking a reasonably good decision, and that you won't end up with a Spanish omelette on your face. :)

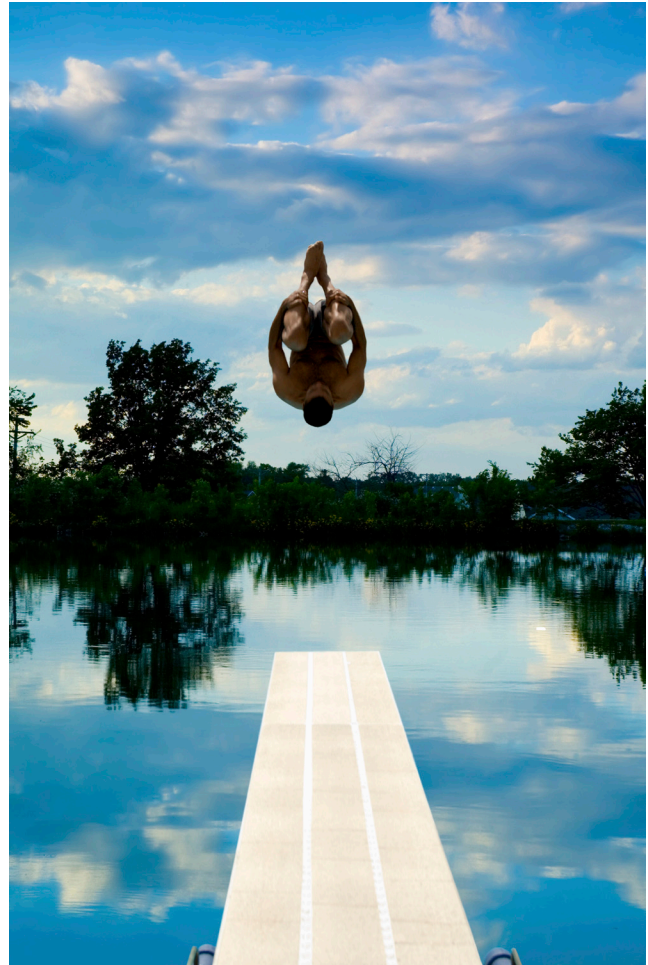
Fear is the factor.

Fear is what may cause the decision to be postponed.

Fear of taking the wrong decision. Fear of ending up feeling like a fool. That fear is a sign for you that the customer is indeed ready.

And that it's your job to treat objections with the respect they deserve. Because objections are the first big sign that the customer is interested. It's now up to you to make sure that you remove, or at least reduce the fear. And you have a wonderful secret friend in testimonials.

What's the secret link between objections and testimonials? You're about to find out.



Is the water too cold? Is the pool deep enough? Will I look like a fool? The fear races through our heads like a typhoon. And the fear only exists, because we're ready to buy into a product or service. Or idea.



# My MacBook Pro Story

## Is your business ready to walk away from \$2000?

How about \$25,000?

Or \$500,000

Or \$50,000,000?

Most businesses walk away from a lot of business every year, because they don't understand the power of objections. If you treat objections as the enemy, you stand to lose tons of customers. And without exaggeration, tons of revenue as well. In fact, I'll illustrate this point with a simple personal story.

In the northern summer of 2008, I decided to buy my MacBook Pro in California (In New Zealand, summer is in December).



No, this isn't the model I own. I own the MacBook Pro model that existed in the summer of 2008. But someday soon I'll have this model. Or the one after this one.

## So yes, onto the story.

It wasn't like I was afraid of the Mac. Quite the contrary. I was pretty excited with what I'd seen. I was eager to own a Mac. But I had my objections.

I already owned five PCs.

I already had loads of PC-based software.

I wasn't sure how the Mac would work with my existing computer network. I wondered what kind of learning curve I'd have (It's not like I have oodles of time to spare). And why would I want to spend \$2000 on a Mac, when a PC was available for about half that price?

## I still wanted the Mac.

Despite the objections I had in my brain. I sure could afford it, so that wasn't a problem. But the nagging objections persisted.

I'd spend several hours watching videos about the Mac on the Apple.com site.

I'd ask loads of questions in the forum at 5000bc.com (and get loads of answers too).

And when I travelled to California, I'd spend hours at the Valley Fair, Apple Store. So many hours in fact, that my wife and her sister would finish their shopping, and I'd still be in the store.

## The more I wanted the product, the greater the risk I felt.

And of course, the more Apple.com had to reduce, even defuse the objections.

Obviously they—in combination with some rabid Mac fans—did the job, because today I own a MacBook Pro. I own lots of new Mac-based software. I no longer use my PC laptop. And yes, it all works flawlessly on my network. And no, it's not a big learning curve. And yes, we're moving all our computers from PC to Mac over the next two-three years.

## And here's the really interesting part.

If Apple.com hadn't done the ground work to reduce my objections, I wouldn't own a MacBook Pro. I wouldn't be considering replacing all the computers in my network. I wouldn't be the Apple evangelist from hell, telling every one (including you) how it's well worth it to move over to the Mac. In a lifetime of purchases, I could spend well over \$25,000 or more. And yet, it's not hard to visualise a scenario where my objections were not answered. Where I walked away and bought yet another (ugh!) PC bloated with a million programs.

If you don't resolve your client's objections, it's not like they'll take the money and put it in the bank. No way! They'll simply find another business that answers their objections. And that 'other business' will do well, and you'll see customers walking away for no reason at all.

## That's not what we want to see happening, do we?

So we have to make sure we defuse objections. And defuse them well. So let's get this show on the road.

# Get a Mac

Why you'll love a Mac Which Mac are you? Frequently Asked Questions

## Can a Mac run Windows and Microsoft Office?

Yes. Microsoft Office is available for the Mac, and Word, PowerPoint, and Excel files created on a Mac are fully compatible with Windows. Most other popular applications are available for the Mac, too. But if you need to use Windows-only applications, you have a few options: Boot Camp comes with every new Mac, and it lets you run Windows natively — as if your Mac were a PC. If you want to run Mac OS X and Windows side by side, you can use Desktop for Mac or VMware Fusion. Install one of these applications, along with the Windows operating system, and you can run the occasional Windows program right next to your Mac applications, without having to restart.

## Will my PC devices (cameras, printers, hard drives) work with a Mac?

A Mac has hundreds of drivers for peripherals preinstalled. Just connect your device and, in most cases, you're good to go. And a Mac is smart enough to know what to do when you plug in your digital camera: It opens iPhoto and asks if you want to import your recent photos.

## Can I join Windows networks?

Yes. If you have a network at home or at work, whether wired or wireless, a Mac will fit right in. You can share files with any computer on your network, browse the web, and get your work or home email.

## What about Wi-Fi?

All new Mac computers are Wi-Fi capable. Available wireless networks automatically show up. Just select the network you want to join, enter a password if necessary, and you're connected.

## Is a Mac reliable?

When you buy a PC, you're buying hardware from one company and an operating system and software from other companies. Not so with a Mac. Because Apple builds both the computer and the software that comes with it, they're literally made for each other. This means that a Mac rarely freezes or crashes. Occasionally an application might quit, but it won't affect the rest of your system. And Mac OS X resists most viruses, so you can do anything — without worrying about losing everything.

## What kind of support can I expect?

Every Mac comes with service and support that's consistently voted the best in the business. If you have a problem in the first year of owning your new Mac, you can take it to an Apple Retail Store to get it fixed or figured out. And if you purchase the AppleCare Protection Plan, you extend your service and support to up to three years. The Apple Retail Store also offers services like ProCare, which gives you priority support, and One to One, which provides personal training on your Mac. Each service costs \$99 a year.

## Are Mac computers secure?

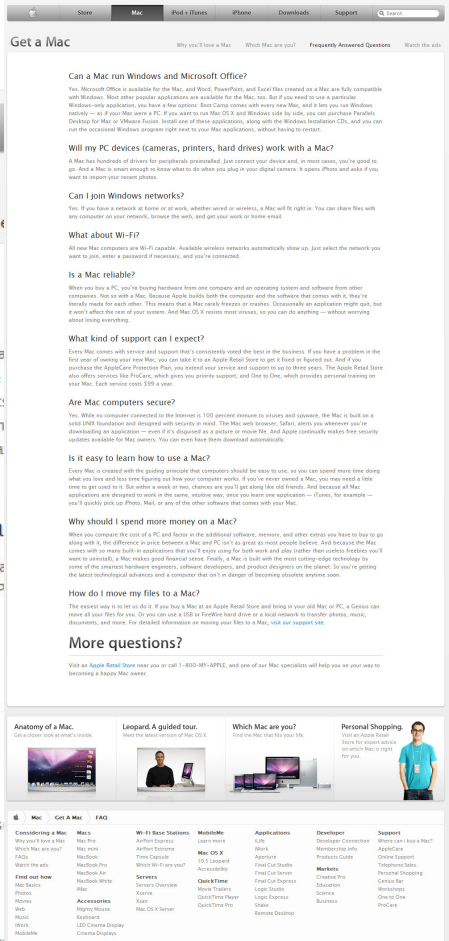
Yes. While no computer connected to the Internet is 100 percent immune to viruses and spyware, the Mac is built on a solid UNIX foundation and designed with security in mind. The Mac web browser, Safari, alerts you whenever you're downloading an application — even if it's disguised as a picture or movie file. And Apple continually makes free security updates available for Mac owners. You can even have them download automatically.

## Is it easy to learn how to use a Mac?

Every Mac is created with the guiding principle that computers should be easy to use, so you can spend more time doing what you love and less time figuring out how your computer works. If you've never owned a Mac, you may need a little time to get used to it. But within a week or two, chances are you'll get along like old friends. And because all Mac applications are designed to work in the same, intuitive way, once you learn one application — iTunes, for example — you'll quickly pick up iPhoto, Mail, or any of the other software that comes with your Mac.

## Why should I spend more money on a Mac?

When you compare the cost of a PC and factor in the additional software, memory, and other extras you have to buy to go along with it, the difference in price between a Mac and PC isn't as great as most people believe. And because the Mac comes with so many built-in applications that you'll enjoy using for both work and play (rather than useless freebies you'll want to uninstall), a Mac makes good financial sense. Finally, a Mac is built with the most cutting-edge technology by



Some people call it Frequently Asked Questions. Some call it objections. Whatever you call it, make sure you answer the questions. Because if you don't answer the questions, the customer feels uncertain. And an uncertain customer doesn't take decisions easily. As you can clearly see in this example above, Apple.com takes a lot of trouble to list the objections and then answer them in detail.

# Listing the Objections

In order to defuse objections, you first need to have a list.

And the list for every product is going to be different. Sometimes radically different. Sometimes marginally different. But there will indeed be a difference. Let's take an example. Let's say you were buying into the Brain Audit. Or the Brain Audit workshop. Would you have exactly the same objections?

No you wouldn't.

The Brain Audit would bring up objections pertaining to the contents of the book itself. It would bring up objections regarding delivery. The workshop on the other hand would bring up objections such as distance, travel costs, time away from work and other such objections. And yes, I recognise that we're not comparing 'apples with apples'. That indeed a book and a workshop are two completely different beasts, even if they share a common name and agenda.

But even if you were comparing one book with another, or one workshop with another, you'd still have objections that varied. So yes, the travel costs, time away from work and distance may still be an issue, but other issues will crop up as well. Every product/service will have slight tweaks that you will do well to list and defuse.

## And here's how you go about it. You ask:

- 1) Clients and prospective customers.
- 2) Friends, relatives or those around you, including staff.
- 3) Active and safe online forums.

Clients and prospective customers are often more than happy to come up with objections. And clients who've just bought into a product/service are probably your best candidates, because they'll have a whole bunch of reasons why they were unsure about going ahead with the purchase. Prospective customers too form a good source of objections. Finally, we have existing clients. Their objections will differ a bit, as they've already used your product or service for a while, so their expectations will be different. However, all this ongoing research (and it should be ongoing) makes a big difference to the way you see your product/service, and the way you position it in the market. So as a first step, make sure you corner your customers and clients.

The screenshot shows the 5000bc forum interface. At the top, there's a green header with the logo and navigation links. Below that, a user profile for 'admin' is visible, showing a message count and a list of navigation buttons. The main content area displays a list of forum topics under the heading 'Child Boards'. The topics include 'Member Announcements', 'Website Masterclass', and 'Taking Action'. Below the topics, there's a pagination bar and a table of recent posts.

Subject	Started by	Replies	Views	Last post
Topics for 2009 « 12 »	admin	29	299	18 January, 2009, 06:43 PM by admin
Remind Sean List « 123 »	admin	30	674	18 December, 2008, 08:38 PM by admin
Tagging Posts	Andrew	8	86	27 September, 2008, 12:28 AM by Andrew

Active online forums are easily the best place to 'test your product or service'. All you have to do is list your product or service and request the members of the forum to bring up their objections.

Within a day or two, you should have a massive list. And you can then counter those objections, again asking members of the forum if you've adequately answered their questions.

It's important that you choose active forums, and forums without maniacs and hot-heads running wild. Choosing an active, safe forum will get you results and dramatically reduce the time you spend in 'dreaming up' the objections.



Friends and relatives don't seem to be a logical source for objections, but you'll be surprised how much they can contribute. Unless your product or service is highly technical, most people around you will have a good idea of what stop them, or at least slow them down from buying your product or service. And don't forget your staff. They're often dealing with clients and are a very good source of information. Order in some sushi, some sake, sit round the table, and you'll have a page filled with objections. Not all objections will be top-level objections, and invariably some objections will repeat themselves. You should end up with about 6-7 big objections that definitely need answering.

The third source is easy to dismiss, but is a really is a method I use a lot. It's a forum or discussion board on-line. Forums and discussion boards feed off each other. One person's answer leads to the next, and before you know it, you've got not only the questions/objections, but can also test if you've defused the objections well. And for this reason alone it's more effective, because it's a discussion that's being tossed around by several people from different walks of life. And because they're not chained to 'brainstorming' over that sushi and sake, they can jump in at any point and add to the conversation.

Just be sure to pick a forum that doesn't have nut-heads in it. There are some pretty fruity forums out there, and it's easy to be burned and decide never to go forums ever again. There's nothing wrong with the concept of forums. It's just that like in real life, you need to pick the places you're going to visit. Find a forum that's safe, and most importantly filled with active members. You can quickly tell if the forum is active, by looking at the date on the posts. This will ensure you'll get prompt replies.

And of course, once you've got your list, it's time to go about defusing those objections. And notice all this text above? What would you notice? Text or would a visual be more likely to get your attention? Without a doubt visuals get more attention. But then text picks up the attention and does its job of defusing the objection to completion.

Let's see an example and then head over to the really cool and secret link between objections and testimonials. And you'll see something that's obvious, but you're not using it at all. Well shush, it's a secret!

**Why do I have to choose one specialised guided course? Why can't I have all four?**

It's a good question.

The truth is: It's impossible to absorb and implement all four skills. In past years (from 2005-2008) we ran higher-priced courses with all four skills included. And participants found it very hard to keep up with all the four skills + the overview + the self-audit.

This is counter-productive both for you as the student. It's counter-productive for me as a mentor and teacher. It just leads to information-overload, which is frankly undesirable.



*This picture above doesn't represent a buffet (as you can tell). It's a specialised meal quite unlike a buffet. Buffets are mostly counter-productive. We never enjoy ourselves because we 'over-eat' and feel sick. Information-buffets create the same sickening feeling. We start out feeling great, then feel miserable.*

*And interestingly, we go to restaurants more often than we go to buffets. There's a reason why we do that. It's because at the end of the day, a well-designed meal is way better than sheer bulk that we can never consume.*

You'll find that the 'Almost-Godfather' offer is a complete meal.

It has the appetiser.  
It has the main meal.  
It has the dessert.

And yes, some little add-on bonuses that round up the perfect meal.

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On the left is the objection defused with both a visual (and a caption) and the right hand side has no visual, certainly no caption, and tell me—truly tell me—which one gets your attention?

Now admittedly you won't be able to defuse every single objection with a visual, or with a video, or audio, because that would be overkill. But you'll surely get the chance to dramatically highlight one of the big objections. And you should take your chance and use visuals, videos or audios in combination with text to defuse the really big objections.

# The Secret Link

So we're well and truly on our way to reducing, defusing, exploding those objections. But zee customer. He not take zee decision quickly. So what does one do? C'est ce que l'on fait. You call up the sooper-doooper power of testimonials.

And there's a very good reason why we call on the power of testimonials.

Testimonials, as you already know, are third party proof. It's not you saying that your stuff is good. It's someone else saying it's good. But as you also know, most testimonials are unbelievable, because they only give you a one-sided picture. If only a testimonial gave you a two-sided picture, it would be magnifique.

## So what am I babbling on about?

What I'm saying is that you need to link your testimonial to the objection. If the customer's objections for buying a Mac are:

- 1) Why should I buy the Mac when I can get a PC for half the price?
- 2) Will I be able to get the PCs and Macs to talk to each other on my network?
- 3) Will there be a steep learning curve?

Then the testimonials should speak of:

- 1) How Mr. X was all ready to buy a PC, and bought a Mac. And here's what he found.
- 2) How Ms. Y, who's no whiz at networks was able to network her Macs and PCs in under fifteen minutes.
- 3) How Msieu Z who hates downtime found that there was little or no learning curve at all.

## You see what's happening?

The objections are being defused once by the text and visuals. Then the objections are being defused for the second time by the testimonials.

## In essence, you're reducing the fear that the customer feels more than once.

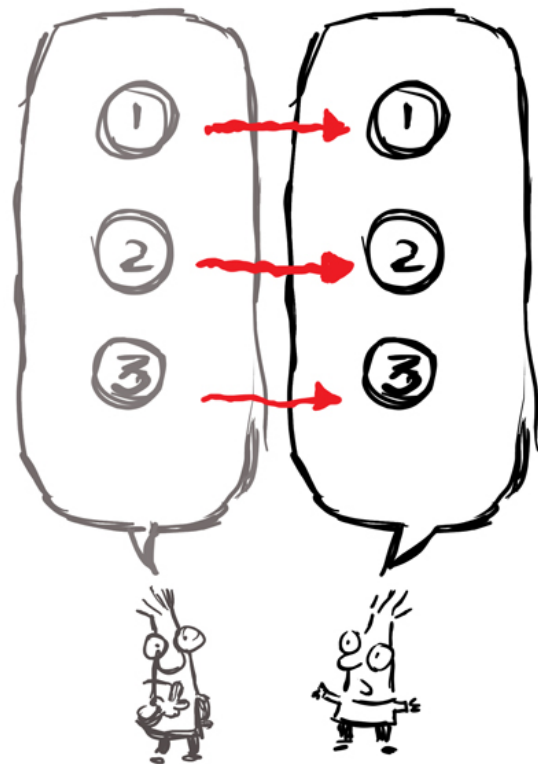
And yes, I know you may think it's sneaky. The customer doesn't think so. They've already decided to buy the product or the service. What they want is their fear removed. They want to know that yes the price is high, but it's worth it. They want to know that they can network their computers easily. They want to know that there's a little or no learning curve at all. And they want you to tell them all of that stuff on your sales page.

## But you're not.

You're not listing all the objections. You're not defusing all the objections. And your testimonials are goody-two shoes testimonials that have no link at all to the actual objections.

And if your testimonials did have a link to the objections, then your page would (ideally) look like this:

- 1) You'd have six-seven objections.
- 2) You'd defuse six-seven objections.
- 3) You'd have six-seven testimonials specifically referring to those five-six objections. And defusing those objections with the personal story of the customer.



The testimonial needs to have a direct link to the objection. If the objection talks about 'a steep learning curve', the testimonials needs to talk about how there was a very easy learning curve instead. That way you not only defuse the objection once, but defuse it twice over with the client's testimonial.

## What's the catch?

People often ask me why I give so much valuable information free on this website. My answer is simple. I've learned from some fantastic people, and I could never give back. This is my way of Giving Forward.

Which is why the information in the Free Tactics section, and the PsychoTactics™ newsletter, will be extremely comprehensive, but always free. I have other products and workshops that you may like to buy to increase your knowledge, but the Free Tactics will always be FREE.

If you doubt it, even for a nanosecond, here is just one of hundreds of testimonials from readers like you. This will alleviate your fear about having to browse through yet another website.

"I'm waiting for the catch. I've been waiting for weeks. But I'm beginning to conclude that there isn't one. Sean's website continues to provide me with all the valuable insights and ideas he claims it does. I'm a committed fan."

**Rupert Hiller, Advance Communications, Barcelona, Spain**

## Finally...

**As Jeffrey Eisenberg, Persuasion Specialist and author says:** "I'm busy --painfully busy, so I'm stingy with my time. There are only a handful of newsletters I bother to check; Sean D'Souza's is one of those. Sean's gift to his readers is the way he weaves valuable lessons into the fabric of entertaining articles."

**And Ken McCarthy, Internet Marketer since 1993 and organiser of The System Seminar says:**

"I only read three newsletters, Sean D'Souza's is one of them.

He's one of those very rare individuals that has something unique to say about the info marketing business.

I don't care how much you think you know about info marketing or how many of the "gurus" you've studied with, Sean has solid, on-the-money advice you probably won't hear anywhere else - and he's followed his own advice to create a business that's truly enviable."

## "I always thought I was quite good at writing articles."

**Anyway, I decided to implement everything I learnt. At the end of the day you can't argue with the figures - the Psychotactics methodology works."**

The open rate for my newsletter was at best average, and as I said, I always thought I was quite good at writing articles.

Then after going to the Psychotactics articles workshop, I decided to implement everything I learnt about structure and content -- just to see what would happen.

Since the newsletter went out I have monitoring visits to my web site and new subscribers. All of a sudden my daily average number of visits and new subscribers have shot up.

I have done nothing else other than the newsletter to generate this increase.

To add to that, I now find it much easier to and quicker to write. At the end of the day you can't argue with the figures - the Psychotactics methodology works.



Michael J Smyth  
Approachable Lawyer  
[www.approachablelawyer.com](http://www.approachablelawyer.com)  
Auckland, New Zealand

So you can see the objection in the top left graphic. It says: What's the catch? Now that sure is an objection. And notice how the objection is logically answered with an explanation. And then the testimonial comes along. Notice how closely linked the testimonial is to the objection.

Now the visitor to the website is wondering if it's worth giving their email address and other details. And whether they have the time to read yet another newsletter. Well, notice the testimonials. What are they talking about? Yup, the big objection of 'time.' Notice that both the people giving the testimonials are well known in the marketing industry and are very busy. The fact that they read the newsletter, despite being busy, is a very effective way of defusing the objection.

So this is yet another testimonial. What objection do you think it's defusing? And notice how the visual of the client makes a difference? This testimonial was for one of our best-selling courses: The Article Writing Course. You can see more of these kind of testimonials at [www.psychotactics.com](http://www.psychotactics.com) or [www.psychotactics.com/workshops](http://www.psychotactics.com/workshops)

# Using Media

You can defuse testimonials using different types of media. Ideally, you should use all the media on the same page, if you can. If you look at a Psychotactics sales page, or even some general pages, you'll find that we use almost all the media at our disposal to make a case.

So what's the media at your disposal?

- 1) Visuals.
- 2) Text.
- 3) Audio.
- 4) Video.
- 5) Testimonials (in the form of text, visuals, audio, and video).



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And yes, some little add-on bonuses that round up the perfect meal.

## So what does this perfect meal look like?

**Step One - The Overview:** Every 'Almost-Godfather Offer' will contain the Brain Alchemy Course. This is an extensive, detailed overview of strategy. This course was conducted over three days, and contains intense strategic insights. The reason for studying this overview of strategy, is that it will stop you from chasing everything in sight, and focus you on two-three things that are critical. Businesses that do exceedingly well, don't chase every new phenomenon. They work out a specific set of two-three things they need to do, and keep doing it over and over. Using these core strategy of two-three things, they then use emerging technology to keep the business extremely competitive.

D'Souza's is one of those. Sean's gift to his readers is the way he weaves valuable lessons into the fabric of entertaining articles."



**Jeff Eisenberg**  
Co-author of the #1 best-selling Wall Street Journal, New York Times, USA Today and Business Week best sellers: "Waiting For Your Cat to Bark?" and "Call to Action" New York, USA

"If you thought spending 10 minutes was hard with Sean, you should spend two days with him at a workshop. The ideas and strategy that we dealt with were totally out of the box. In fact, so out of the box that you can't even see the box anymore! Excellent stuff!"

**Richard Crouch**  
Business Development Manager  
Auckland, New Zealand



"I've always liked Sean's whacky style."

The visual on this page draws you attention. If you read the caption below the visual, it goes about systematically defusing the objection. So visuals and text work with each other. Just don't forget the rule: If there's a visual, there needs to be a caption. It doesn't matter if you've already defused the objection with text. The caption needs to exist alongside or under visual.



### Cleanskin Pinot Noir Limited Release 2004

This parcel is sourced from several wineries. An absolute surplus of production, it has won several awards.

**Tasting notes**

Case RRP \$551.88  
**\$275.88**  
**Save \$276!**

What are cleanskins ?

Cleanskins are unbranded wines. When wineries have excess stock, they approach retailers to move this product at a greatly reduced rate versus their branded product. As long as the source is not disclosed. This allows the vineyard to protect its brand value in the market.

We then sell this product direct to you without the dreaded middlemen becoming involved. Our promise is that you would pay twice the amount if this same product had its label on it.

The great thing about wine is it is subjective. If you do not agree with our call or believe we are not keeping our promise on a wine we will refund immediately.

### Stony Bay Gimblett

Stony Bay is the expert in the world of wine. Wines, pioneers of the Gimblett Gravels region. The fruit of the vine is the heart of the matter.

This text only roll-over-pop-up explanation does a great job of removing the objection. It also slides in a strong risk reversal in the explanation. And yes, they do take the risk. I have indeed returned an entire case of wine (and since then bought many more, without returning any cases—or bottles for that matter).

## ADVERTISEMENT

# Double glaze your current home

*"We'd like double glazing, but our house is old."*

There's a solution to this old problem. And it's quite simple.

Retro-fit double glazing lets you enjoy the warmth and comfort of a new insulated home, by replacing your existing glass.

Metro GlassTech has been providing the Retro-fit service in many different kinds of homes around New Zealand for several years.

If you have aluminium-framed windows, a Retro-fit may be as simple as replacing the existing exterior glass beads with the manufacturer's double-glazing beads.

Where that's not possible, Metro GlassTech uses its own exclusive multi-fit double-glazing retaining bead and where necessary fits new opening sashes.

The new beads and sashes are powder-coated or anodised to closely match the colour of your existing window frame.

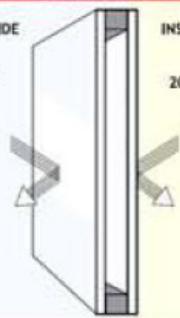
If you have timber joinery a special Retro-fit adaptor is used or the joinery is altered to accept the double glazing. The work is quick and unobtrusive. Metro GlassTech will measure your windows, the new units will be made at one of our factories and a date set for installation.

Unless you look closely you will probably never notice the change - except the temperature inside your

### INSULATED GLASS UNITS

OUTSIDE

0°C



INSIDE

20°C

GlassTech Double Glazing is designed with comfort in mind. Heat escapes through a single pane, as glass is a poor insulator. GlassTech Double Glazing provides insulation as the layer of air or Argon Gas sealed between the two panes is a very good insulator.

### ADVERTISEMENT

#### Double glaze your current home

*"We'd like double glazing, but our house is old."*

There's a solution to this old problem. And it's quite simple. Retro-fit double glazing lets you enjoy the warmth and comfort of a new insulated home, by replacing your existing glass.

Metro GlassTech has been providing the Retro-fit service in many different kinds of homes around New Zealand for several years.

If you have aluminium-framed windows, a Retro-fit may be as simple as replacing the existing exterior glass beads with the manufacturer's double-glazing beads.

Where that's not possible, Metro GlassTech uses its own exclusive multi-fit double-glazing retaining bead and where necessary fits new opening sashes.

The new beads and sashes are powder-coated or anodised to closely match the colour of your existing window frame.

If you have timber joinery a special Retro-fit adaptor is used or the joinery is altered to accept the double glazing. The work is quick and unobtrusive. Metro GlassTech will measure your windows, the new units will be made at one of our factories and a date set for installation.

Unless you look closely you will probably never notice the change - except the temperature inside your home. The difference is considerable and your investment certain.

#### BENEFITS OF GLASSTECH DOUBLE GLAZING

- Helps keep heat out and warmth in to save energy costs
- Reduces condensation
- Reduces noise for a calmer, quieter home
- Discourages intruders for security and peace of mind
- Improves your aesthetic enjoyment by providing many different glass choices
- Helps conserve energy and reduce emissions for a greener planet
- Can be retro-fitted into most existing window openings
- Allows more wall area to be glazed
- Reduces the need for expensive, view-blocking drapes
- Enhances resale value

#### Can my home be double-glazed?

Almost certainly yes, and without replacing your existing window.

There are many reasons why you may not be able to fit double glazing into your existing window. Metro GlassTech's Retro-fit service is designed to overcome these obstacles. The work is quick and unobtrusive. Metro GlassTech will measure your windows, the new units will be made at one of our factories and a date set for installation.

Unless you look closely you will probably never notice the change - except the temperature inside your home. The difference is considerable and your investment certain.

#### What to do next

Just contact Metro GlassTech to arrange a personal, complimentary inspection and quotation. We'll visit your home to assess the situation and provide you with a detailed quotation. We'll also provide you with a list of the different glass choices available. Your Metro Representative or Window Installation Specialist will call you to book the date for your double glazing.

#### GlassTech double glazing makes a house a home

Great in summer, warmer in winter. High thermal performance. Excellent sound control. Glass in your glass. Can't resist extra glass.

www.metroglasstech.co.nz

0800 800 800 • 0800 800 800 • 0800 800 800

A zoomed up version of this advertisement shows you the biggest objection is not price, but the fact that the house is old. And of course, the company offers a retro-fit system to double glaze your home. Notice how the graphic shows the temperature at 0 degrees centigrade outside (32 F) and 20 degrees inside (68 F).

- My Account
- Send Money
- Request Money
- Merchant Tools
- Auction Tools

### Add a confirmed address to use Secure Cards

Address line 1

Address line 2

Why enter my credit card number?

We confirm your mailing address by comparing it to the billing address of your credit card. Your credit card will not be used for any other reason.


[Close](#)

First name

Last name DSouza

[What's this?](#)

Little things matter. And notice how Paypal defuses the objection with a pop-up.



**Anita Diamant**  
Author of *The Red Tent* and *Good Harbor* discusses Amazon Kindle

Kindle video

**James Patterson**, Bestselling author of *You've Been Warned*: "[People are going to flip over this thing.](#)"

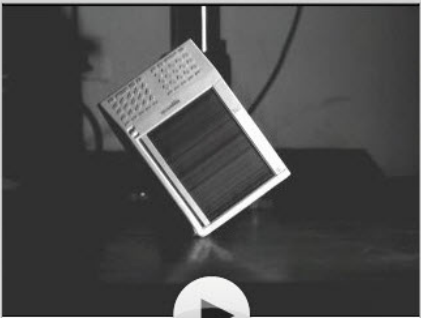
**Neil Gaiman**, Bestselling author of *Stardust*: "[It's astonishingly easy to use. It really is intuitive.](#)"

**Daniel Handler**, aka Lemony Snicket: "[There's something so powerful about the way it compiles so much to read.](#)"

**Anita Diamant**, Bestselling author of *The Red Tent*: "[The immediate appeal of this is traveling...](#)"

Using video is very effective. Though most of these testimonials start off goody-goody, they do reduce objections as they go along. It would be a much better testimonial and reduce the objections much faster, if they brought up the objection, front and centre.

### Watch a Kindle Drop Test



Kindle video

Watch a Kindle drop test. This video shows a typical drop test, with Kindle being dropped from 30 inches (76cm).

In this video, they do bring up the objection to the fore.

" I have dyslexia and Irlen syndrome, which is why I have so much difficulty reading.

Words on a page look like a waterfall to me-- a fuzzy one at that. So I could not see how an article course was going to help me write."

Our business was just starting to grow, when we hit an almighty hurdle. We realized that to grow the business further we were going to have to write articles.

Andy did not have the time to do this and, saying he has no imagination at all, it fell to me (Debbie).

Horror is the only way I can explain how I felt at having to write articles, as I had avoided reading and writing all my life. At the time of the Article Writing Course I had never (and I mean never) read any story books, not even at school (I managed to fake it at school by watching movies etc.).

#### Reading and writing to me was the worse nightmare ever

We came to realize I have dyslexia and Irlen syndrome, which is why I have so much difficulty reading. Words on a page look like a waterfall to me-- a fuzzy one at that.

So being dropped in at the deep end on this course was a huge thing for me - the hurdle I faced felt about 20 feet high. And I could not see how an article course was going to help me write.

#### How wrong can you be?

The course was interesting, and laid out in simple steps on how to write. At first I could not do it, or so I thought. With Sean's help, I kept plugging away. At times I felt like I was hitting my head against a brick wall.

With persistence (and the help of a Dictaphone), out of nowhere the hurdle that was 20 feet high started to lower. And before I knew it, I was writing articles and rewriting everything Andy had written previously.

#### The best thing of all was that I was beginning to enjoy it.

We implemented the course in several ways.

I now have articles published in magazines. I have rewritten our website and adverts, and I've written the intro to our technical book that's currently being worked on by Andy.

I also use all of the course teachings in every aspect of our lives now. Now I can take a boring technical subject (we write articles about ignitions for classic bikes), and turn it into something that everyone can understand and enjoy--which helps educate our customers better.

#### My confidence in my ability has grown

And I am now communicating with people better than ever. You do not realize how much not being able to write rules your life (it stops you doing things, and holds you back).

I also now read story books, and study the writing styles. Something I never thought I would be able to do (and enjoy). After this course I am now unstoppable. Nothing is too hard, and I am seeing the world with different eyes.

For people who say they cannot write, I would say to them: everybody can (no matter what you think). You just have to find the right teacher, and luckily we found Sean. And you must trust that you can do anything you put your mind to, because if I can do it, then you can too.

#### The Article Writing Course is unique in many ways

It's not about writing per se, it's about the structure of writing, the rules and the whys and wherefores, which to me was a godsend. It made sense, and with a bit of practice is now easy to do.

I still have trouble with my spelling, but have a wonderful husband Andy, who corrects for me.

#### My hurdle at the start was 20 feet high.

It's now non-existent, and I have Sean and the Article Writing Course to thank for that.

Thank you, Sean.



**Debbie & Andy Perkins**  
Pazon Ignitions  
New Zealand (Previously UK-Based)

" I have dyslexia and Irlen syndrome, which is why I have so much difficulty reading.

Words on a page look like a waterfall to me-- a fuzzy one at that. So I could not see how an article course was going to help me write."

A comprehensive testimonial. And notice the objection that it's defusing. Debbie (who wrote this testimonial) didn't think she'd ever be able to write articles because of the disadvantages of dyslexia and Irlen Syndrome. And Debbie writes articles on the rather dry topic of motorcycle ignitions. Yet not only did the Article Writing Course help her write superb articles (yes, even if you're not interested in motorcycle ignitions, you'd still read her articles), but she also gained in confidence as a person. (Oops, that explanation turned out to be a testimonial in itself, didn't it?)



**Adam Kayce**  
Berkeley Springs, WV,  
Spiritual Guide  
[adamkayce.com](http://adamkayce.com)

"I figured the Website Masterclass would be a rehashing of older material."



"Before the Website Masterclass, I had my doubts about what I could learn. I have been on 5000BC for more than a year, read the Brain Audit - I'm even in the Protege program. So I was a little skeptical about hearing anything new; I figured it'd be a rehashing of older material.

I also didn't know how I would swing the time away - I've been so busy implementing the Protege teachings, and I was concerned that this might take me off-target.

#### I saw the intensity in Sean's eyes

Even before the Masterclass started, I knew I was in for something I'd never experienced before... because I met Sean in the lobby, and I saw an intensity in his eyes, a focus, a dedication - and you don't see that in people too often--and to that degree. It made all the pieces fall into place, though, because I could now understand how Sean & Renuka have achieved all they have in such a short time.

Then, when Sean started the Masterclass, I quickly realized that this was no rehash - this was brand-new stuff. Well, 5000 years old, but brand new to me!

**Everything from the style of the presentation, to the impeccable attention to every detail (not just the content of what we learned, but the systems in place around how we learned), and the incredible synergy that soon got created between all of the participants - it was quite honestly one of the best workshops I've ever been to - and I've been attending and teaching workshops for over ten years.**

A combination of both text as well as audio for the testimonial. Don't underestimate audio. One of our audio buttons got clicked well over 1500 times, when we were promoting a single workshop!

# Summary

- Fear comes into play the moment a customer has decided they want your product or service. If they don't feel some sort of fear, no matter how little, they're really not interested in your offering.
- Fear leads to objections. And objections are your friend. Because it's a sure sign of customer interest. Which means you'd better bring the objections to the fore and start defusing them pronto.
- The way to get moving is to first create a list of objections for your product/service. And lists are best created by talking to current and prospective customers. Or to relatives, friends. And they're best created by forums online, because not only can you create a list of objections, but also get your online friends to help you defuse them to their satisfaction. Find a good forum. An active one. A kind one.
- There is a very powerful link between testimonials and objections. And you'd do well to make use of that link when defusing objections. Your goody-goody testimonials aren't doing you a whole lot of good. Put in testimonials that directly defuse the objections, and then and only then will you have testimonials that are hard-working and effective.
- Use media. Use video. Use text. Use visuals. Use audio. Use whatever you can to create proof of the brilliance of your product or service. But always approach the media from the 'objection' perspective. Always consider how you're defusing the main objections. Media by itself can and does work. We want to make it rock! And you can't make it rock until you consider the objection first.



# Other Resources



## Is it really hard to create saleable information products?

What if you don't consider yourself a writer? Can you still create an information product that sells? And can that information product then help you get increased revenue and time? The answer lies in your ability to believe in yourself. Most of the clients I deal with don't believe they can create an info-product. And then having created a single info-product believe that they've put all they know into that product. And that they have nothing else to give.

And from experience we know that those who follow this course, and what it teaches, can create not one, but tens, even hundreds of info-products. Which of course leads to another problem? How do you get customers to buy? How do you create a distribution channel? How you do all of this without the hype and the hoopla. How?

Find out at: <http://www.psychotactics.com/homestudy-courses>

## There's one big problem with a website.

And that problem is that a website is invisible among thousands and squillions of other websites. So is it then possible to somehow have a strategy. A strategy that doesn't depend on tens of thousands of prospects. A strategy that doesn't depend on tons of advertising and all those joint ventures? And is it possible to make your website so powerful that it has followers?

That it's not a bunch of bytes online, but actually a place where customers congregate. Sounds crazy doesn't it? Well, find out for yourself the difference between just having a website, and having a website strategy that makes your business robust; makes your clients happy, and makes you a more prosperous, and far more relaxed business owner. Find out at:

<http://www.psychotactics.com/homestudy-courses>



## Why Article Writing Creates Expertise

Every business has not one, but about five hundred competitors. And no matter how unique your business is today, you will have competition lurking just around the corner. This leads us to a dilemma. How you separate yourself from the herd? How do you get customers to come to you, instead of you always having to pitch to them?

The key is the ability to get a message across to your audience in a manner that's non-threatening, educational, and entertaining at the same time. And let's face it, you're probably intimidated that you're never going to be able to do that ever. Because every time you've sat down to write, it's been one heck of a struggle. You know that article-writing is crucial, but you've tried it, and it's been frustrating and demoralising. And you don't know of a way out. Well...hint, hint (Go on take the hint and click). And judge for yourself.

<http://www.psychotactics.com/homestudy-courses>

Psychotactics



ArticleWriting

If you find anything that bugs you, please click on the bug above to send me an email. Nothing is too small or too big. And if I can, I'll be sure to fix it.  
[sean@psychotactics.com](mailto:sean@psychotactics.com)

