



MY 5 STEP BEACHBODY INVITING FORMULA

ASHLEYSHAW.CA



THE SCIENCE OF OVERCOMING OBJECTIONS

Objections can be frustrating and overwhelming!

As an entrepreneur, you don't have a choice. It's either ask and risk facing another rejection, or don't ask and **risk losing your business.**

Putting time and effort into people who ultimately say no gets exhausting! You can eliminate MUCH of this by honing in on attracting the **RIGHT** audience, but in the meantime, overcoming objections is just part of the process.

Did you know there's a psychology behind getting a "yes" **EVERY TIME?**

It's important to think about *the right questions* to ask the person **BEFORE** they come up, because it's all about getting micro-commitments along the way.

Overcoming objections starts before you get them!

I want you to think of objections differently.

It's not that they're objecting to the idea; **it's more of a barrier in their mind.**

They've probably been stuck for a while and don't know how to get unstuck, so when someone thinks they don't have time, money or spouse support, for example, this probably means they don't know where in their schedule or budget they can reallocate or rearrange, or the difference **YOU** and your community can make.



THE SCIENCE OF OVERCOMING OBJECTIONS

They might not have many people around them prioritizing fitness and health, so they're lacking important social motivators and budgeting examples to follow.

EXAMPLE: When they say "I don't have the money," I want you to hear "I don't have the skills yet to reallocate the money I'm spending on XYZ." Or "I don't have time" = "I don't know how to make a 20-minute workout really count."

Questions to Have Ready:

These are some of my favorite questions to include in a NATURAL conversation, whenever possible! Having this information beforehand will be very important.

- What is your #1 fitness goal?
- How much do you want to lose/gain/etc?
- Why is this your goal?
- How long have you had this goal?
- Do you know how to achieve this goal?
- How much money have you spent on this goal?
- What has worked for you in the past?
- What didn't work for you in the past?
- How much time per week can you commit?
- Does your spouse support you?
- How important is this goal to you on a scale of 1-10?

Now that you have a roadmap of some important questions to ask first, here is an example script for inviting:



NON “HEY GURL HUSTLE” INVITING SCRIPT

Hey {FIRSTNAME}!

{THANK THEM}

Thanks SO much for your LOVE & SUPPORT on my post! I'm SO excited for Pumpkin Spice Season/vacation/Christmas, etc!!

{COMPLIMENT}

I love your Instagram and all the stories you share about your family. Looks like you guys are super active and live a very healthy lifestyle!

{SHOW COMMONALITY}

I see you're from California! My aunt is out in Dixon! I haven't been there in YEARS!

{ASK A QUESTION}

Were you born and raised there?

CUSTOMER RESPONDS: (Yes - been out here for the last 30 years!)

NEXT MESSAGE WHEN THEY RESPOND:

Amazing! I've moved around a ton these past few years so I really try to keep in touch with my fitness peeps and community, which is super important to me. I love connecting with like-minded fitness enthusiasts for accountability and support :)

{BUILD UPON COMMONALITY}

{ASK ABOUT PAST EXERCISE HISTORY}

How long have you been working out?

CUSTOMER RESPONDS: (For about 5 years)



NON “HEY GURL HUSTLE” INVITING SCRIPT

{ASK ABOUT TIME OBJECTION}

How many days per week can you commit to working out? (2, 3, 4, 5 or 6?)

CUSTOMER RESPONDS: (3-4)

{PROVIDE SOLUTIONS}

Okay great! Thanks for all the info! I think you'd love this new program I'm doing. It's only 4 days per week (**which you can do from home!) and it includes guidelines for eating- plus a cheat day! The program lasts only 8 weeks, so you'll stay motivated and have a support group to keep you accountable and make it fun. Have you heard of my free accountability groups before?

CUSTOMER RESPONDS: (Interesting! No, I haven't.)

NEXT MESSAGE WHEN THEY RESPOND:

{ASK FOR THE COMMITMENT}

Oh gosh, they'll be perfect for you! I've never experienced anything quite like it (and I've tried EVERYTHING)! The right community was what turned it all around for me. Let's get you plugged in there right away so you can see what I'm talking about! Would you like to check it out? 😊



THE 5 STEPS OF A NON-SALESY INVITE

1

CHOOSE YOUR MANTRA

2

BUILD COMMONALITIES

3

DEFINE GOALS & TIMEFRAME

4

PROVIDE SOLUTIONS

5

ASK FOR THE COMMITMENT





WHAT HAPPENS IF YOU GET OBJECTIONS?

The response process is Repeat, Remove, Reason, Reaffirm Commitment.

You can use this same process for ALL objections! Just tweak the language accordingly.

Let's crack the code for some of the most common objections you'll receive:

“I don't have time...”

REPEAT: “Totally get it! You feel like you don't have time with the kids,” etc.

{This confirms that you understand their concern!}

REMOVE: “Is this the only thing stopping you from starting out on your goal of _____?”

{You're getting all objections on the table.}

REASON: “I understand how you feel. Other moms I've worked with have felt that way before too! Getting into a new lifestyle can feel time-consuming and most moms find when they can find 20 minutes to workout for themselves, they have more energy and it just takes some momentum to get started! And with more energy, they're able to get up 20 minutes earlier.”

{Use “Feel / Felt / Found” in your response as it builds understanding}



WHAT HAPPENS IF YOU GET OBJECTIONS?

RE-AFFIRM COMMITMENT: “So knowing it will take a little investment to get that energy but it will end up giving you more time back in your life, which program sounds better for you? The one with Shaun T or Chalene?”

{Ask for the commitment. You want to use an option close here and make 2 suggestions}



WHAT HAPPENS IF YOU GET OBJECTIONS?

“I don't have the money...”

When handling this objection, it's VERY important that you have plenty of information about their lifestyle from the beginning of your conversation. You will want to know what extra “fun” activities are pulling from their potential fitness budget!

REPEAT: “Totally get it! You want to be sure you can afford it.”

REMOVE: “Is this the only thing stopping you from starting out on your goal of _____?”

REASON: “It can feel intimidating when you don't know where to pull from your budget. Many people found that switching from eating [or drinking] out to cooking saved them a surprising amount of money!”

RE-AFFIRM COMMITMENT: “Which program sounds better for you? The one with Shaun T or Chalene?”



WHAT HAPPENS IF YOU GET OBJECTIONS?

“I need to talk to my spouse...”

This can be a tricky one to navigate. They typically mean their husband or wife is the person they run things by and receive emotional support from. It's VERY important that you work on building trust right from the start, in order to have enough rapport before suggesting that YOU are ready to be that person who is fully in their corner and committed to helping them.

REPEAT: “Very understandable. You want your partner to be on the same page.”

REMOVE: “Is this the only thing stopping you from starting out on your goal of _____?”

REASON: “It can feel intimidating or tough starting out on a new venture and lacking support. I struggled with feeling alone for ages before I found the right people! I want you to know that I am here to be in your corner, every step of the way. Others have found that the right community and encouragement was the game-changer for them, and I'm passionate about providing that!”

RE-AFFIRM COMMITMENT: “So which program sounds like a better fit for you? The one with Shaun T or Chalene?”



WHAT HAPPENS IF YOU GET OBJECTIONS?

“I don’t feel motivated/Not sure I can commit...”

This often means, “I don’t know if I’ll like it, or if the support and accountability will really keep me motivated, or if your coaching style is working for me.” They’re lacking information on how it’s all going to work, and the WHY behind it.

REPEAT: “I get it! I imagine you really want to make sure this is going to be right for you.”

REMOVE: “Is this the only thing stopping you from starting out on your goal of _____?”

REASON: “Many people say they felt unsure about whether or not the commitment would be worth it, or if this would be the right fit. I struggled for YEARS figuring out what would FINALLY light that fire inside me to get me to my goals. (Honestly, starting and stopping was really disheartening and I wondered if I’d ever reach my goals.) I happened to stumble upon someone similar to me, who committed to walking with me every step of the way. I was skeptical, but I took a chance and it changed my life! It’s actually why I’m here now! I changed my whole career path and decided to do this for others. There’s just nothing like the empowerment and personal transformation that happens. (I’m sure you can tell I’m passionate about it!) :)”

RE-AFFIRM COMMITMENT: “You also have a money-back guarantee to really make sure this is right for you so based on that, which program sounds like a better fit for you? The one with Shaun T or Chalene?”



Now that you have the tools, you GOT this!!

You can totally be great at helping people without having to be salesy!

And if you loved this, there is so much more where that came from!!

Definitely keep an eye on your email as we'll be sending more "best of the best" of our training, tutorials & cheatsheets!

In Sweat & Inviting Faith,

Ash

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