

The Buyer Psychology Cheat Sheet

When someone hesitates, it's never really about the price. It's about one of five deep psychological blocks. Once you can **name the block**, you can **dissolve it** — calmly, honestly, and in a way that feels good to both of you.

MENTAL BLOCK

Fear of Failure

01

"What if I invest and it doesn't work?"

- They're not doubting you — they're doubting themselves. Reframe the risk.

WHAT TO SAY

"I completely understand that feeling. Here's what I want you to know — I'm with you for 6 months. You're not doing this alone. The only way this doesn't work is if you never start. And right now, not starting is the only guaranteed way to stay stuck."

MENTAL BLOCK

Imposter Syndrome

02

"Who am I to sell this? Nobody knows me."

- They feel unqualified. Remind them — they don't need authority, they need a story.

WHAT TO SAY

"Nobody knew who I was when I started either. Your story IS your credibility. The moms and teachers who need this aren't looking for a celebrity — they're looking for someone just like them who figured it out. That's you."

MENTAL BLOCK

Spouse / Partner Resistance

03

"I need to talk to my husband / wife first."

- This is often real — but it can also be a soft no in disguise. Handle it with respect.

WHAT TO SAY

"Of course — this is a family decision and I respect that completely. Can I ask — is it the investment amount, or is it more about the time commitment? That way I can make sure you have the right information to share with them."

MENTAL BLOCK

Money Scarcity Mindset

04

"I just don't have \$3,000 right now."

- They're thinking of it as an expense. Help them see it as an investment with a return.

WHAT TO SAY

"I hear you. Let me put it this way — you only need ONE client to make your money back. One. Everything after that is profit. The question isn't 'can I afford this' — it's 'can I afford to keep doing what I'm doing now?'"

MENTAL BLOCK

Timing Objection

05

"This isn't the right time. Maybe next month."

- "Next month" almost never comes. Create gentle urgency without pressure.

WHAT TO SAY

"I totally get it — life is busy. But I want to be honest with you: I only take a few clients at a time so I can actually coach them well. I can't guarantee a spot will be open next month. What would it take for the timing to feel right today?"

Remember: You're not manipulating anyone. You're removing the fear that's standing between them and something that could genuinely change their life. That's not a sales tactic — that's a service.