

Ep #174: Low Level and High Level Objections

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With Your Host

Simone Grace Seol

[Joyful Marketing](#) with Simone Grace Seol

Ep #174: Low Level and High Level Objections

Welcome to *Joyful Marketing*! I'm Simone Seol, and I teach you how to get your life coaching practice fully booked without having to pay for ads, buy Instagram followers, or complicated sales funnels. It's not rocket science and you can do it too. Listen on to find out how.

Hey everybody. I've got something really big for you today. What I'm about to teach in this episode is literally a marketing masterclass. I could package this up and sell it as a class for a lot of money. Just the content that's in this one episode.

It's dense. It's going to make you think. And I recommend you kind of slow down and pause if you need to, to take it and really think through things. But if you take it seriously, if you really grok what I'm teaching here and you implement it, you're going to be making some serious changes.

It's going to majorly up your mojo, create radically different result in your business in like, one day. Like, immediately. And I'm giving it to you for free because I really, really want you to get this and sign some clients. That's how badly I want you to market better so that more people hire you and you get to help the humans so that more humans have the lives they actually like living in, which is what we do as life coaches.

So let's go. Today, we're going to talk about the difference between low-level objections and high-level objections. Now, we speak to our clients' objections in our marketing all the time.

Now, some people don't love this language of objections. I see people wanting to find different metaphors, different ways of saying overcoming objections. It reminds them a lot of those really pushy, awful, pressure-filled sales tactics and they're like, I don't like saying objections, I'd rather say something else.

So if you feel that way, I want you to filter what I'm saying through words that work for you. So don't get tripped up on the language. Listen to the essence of what I'm saying.

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We are all speaking to people's objections and overcoming people's objections in our marketing because if nobody had objections, everybody would just buy what you're selling and obviously, people have issues, they have anxiety, they have fears, they have doubts, they have uncertainties about buying your thing.

And our job in our marketing is to dissolve, remove, to comfort, and to change those thoughts into something that supports them in making decisions that really serve them. So that's what I'm talking about when I say overcoming objections and we're constantly doing it in our marketing.

Every episode of this podcast that I publish, I'm trying to get you to believe more deeply that you can create a successful life coaching business. I'm trying to get you to believe more deeply that you are capable of doing amazing marketing and I'm giving you the skills.

I'm giving you the really high-level ideas and skills so that I'm constantly filling your confidence, I'm constantly inspiring you to a higher level of belief and skill. And that is how I overcome your objections.

You might come into this podcast thinking, "I can't, I don't know how," and then you leave listening to my podcast being like, "I do know how, I can, I believe in myself." So I think that's the highest form of overcoming objections.

When me, as somebody who is marketing, is able to fill you with desire and belief and mojo, to be like, yeah, let's go do the thing. So we're going to talk about the difference between low-level and high-level objections, and it's really useful to be able to tell when you're doing one or the other.

And if you're doing the low-level objection overcoming all the time, you want to recognize it, and you want to switch to high-level objections. You can look around that anyone who is making lots of money, serving the exact kind of clients they love serving, having an amazing time, serving in their businesses, those people are guaranteed - almost guaranteed to be thinking in terms of high-level objections.

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So let's talk about low-level objections first. When you are constantly speaking to low-level objections in your marketing, first of all, it feels awful. I'm going to define what it is in a minute but let me talk about it first.

When you're constantly speaking to low-level objections, what you get is either no clients, or a constant stream of low-level clients that leave you feeling exhausted, resentful, and frankly, hating your business a little bit.

Like you started your coaching business to help people and you're like, I don't like helping people. If that's happening, you're not having fun in your business. It could be that you are energetically connecting to low-level objections and speaking to people who are coming at you with low-level objections. We do not want to do that.

On the other hand, when you speak only to high-level objections, you only get these best-fit clients coming your way, who are ready to do the work, give you lots of money, get amazing results, and make your life amazing. So we're going to want to distinguish between low-level objections and high-level objections.

The more you get effective at ignoring the low-level objections, or at least not energetically feeding them, the more consistently and effectively you can speak to and address high-level objections, the more you'll sell to your best-fit clients.

I kind of want to repeat this because it's really important. You want to do a check right now on this episode as you're listening to me to assess what level of objections you are speaking to and energetically feeding.

And it's not just the words you say. It's not just the copy you write. It shows up in how you think, what you're thinking about in your business day in and day out, how you solve problems in your marketing, the vibe, the frequency at which you show up.

The words you say in your marketing are just a symptom of how you're thinking about what level of objections you're energetically feeding, either

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high or low. So you want to stop feeding the low-level objections energy and start feeding the high-level objections energy.

So let's get right into definitions. What the hell are low-level objections and what are high-level objections? Let's go over the low level first. Low-level objections are ones you get when someone either doesn't trust you yet, or doesn't have a great desire for what you're selling.

These are not the kind of people, these are not the kind of objections you want to be spending time on, either in your head or in your copywriting. When I see coaches really struggle to sign clients, not having fun in their businesses, for whom marketing feels like a slog, it's usually because they're speaking to low-level objectioners in their heads.

They're thinking about them, trying to change their minds, strategizing about how to win over these people who don't trust them or don't really want what they're selling all that much, and feeling constantly frustrated and despairing about all of it. None of that sounds good. We do not want to do that.

So let's talk about each one of the two types of low-level objections separately. The first kind of low-level objection, like I said, is when someone just doesn't trust you that much. Yet, they may eventually trust you more later, or they may never trust you. But at this point, there's just not a high level of trust in you as a coach now.

How you know someone doesn't trust you and your offer, one easy way to find out is if they're outright hostile. You see this sometimes. Sometimes you'll get a random person you went to high school with being like, "Well, do you know coaching is a pyramid scheme?"

Or a well-meaning friend says, "Well, you know, I'm really concerned about what you're doing. Coaches aren't even licensed. Shouldn't you leave this work for therapists who know what they're doing and have actual training?"

Or you tell your dad what you want to do and he says, "Well, life coach, that's not even a real career. You went to school to be an engineer, what

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are you doing?” That is an obvious type of lack of trust in what you do. When you see that, please, please, please for the love of God, don't spend time arguing with them.

Please don't let them take up space in your brain rent free. Don't spend time trying to win the trust of people who aren't interested in being won over, who are convinced that they're right. Don't do it in your head and most definitely don't do it in your copy.

That is not a high-quality use of your time. And get this; when you spend a lot of time problem-solving for people who don't trust you or don't trust coaching or don't trust your offer, it actively repels people who do trust you, who do trust your offer, and are ready to work with you.

Because you're talking to people who don't trust you, then how is the person who does trust you going to find you? So move on. With this one, when somebody says, “Coaching doesn't work, or coaching isn't real, or you have to be licensed, or that's not a real career,” whatever, at least it's obvious that the other person is not coming with trust.

But the second more subtle way a lack of trust in you shows up is if the other person says they're interested, they say they want to work with you maybe, but they have a million questions. It shows up like this.

I just need to know, how many calls are you offering? How much money does it break up to be per call? Do you have a certification? I would just like to see what training you have. Can I see some references? Can I speak to other clients you've worked with before? All these questions.

Somebody who has a million questions, it's a subtle sign that they don't trust you. They say they're interested but the truth is they don't trust you, they don't feel safe with you yet and they think the answer to all of these questions, all the details and all the references and all the evidence, whatever it is, seeing your entire résumé is going to help them feel safe.

What's really important to know, my friend, is that for these people, more information cannot give them a feeling of safety because the issue is that

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they don't have enough trust in you yet. And now, that is a perfectly okay place to be.

It's okay. These aren't bad people for not trusting you. They just are not the right fit for your offer yet. You want to sell to people who need what you want, who want what you have, and trust you, and like you. They want coaching. That's a baseline for any kind of marketing to work.

You don't go around selling people on your offer who don't even trust you yet. That is not a good use of your time and energy. Now, when you're first starting out coaching and you have a ton of doubt in your own self, you're trying to believe for yourself that life coaching is a helpful thing and that you can be one, that it can be a real career, it's really easy to get swept up by other people's doubts because all that does is highlight your own doubts.

And I see a lot of coaches in the very early stages of their business working really hard to overcome these doubts, and that's normal. You might have a low-level objection in your own brain, and that's normal.

I want you to know that as you gain confidence in your coaching, as you do your own work, as you get better at marketing, as you get better at working with people, your low-level objections are going to be replaced with more useful thoughts.

But I still see even coaches who've been doing it a while, who have some experience in marketing and might even be getting some results, they still get sucked into this energy of arguing with people who don't trust coaching, who don't trust you. That is 100% of the time a giant waste of your energy. Just unplug. Just don't go there. Don't feed it.

So that's the first type of low-level questions. Lots of questions. Low-level objections, when people have lots of questions, and not the kind of fun questions that you love answering.

Questions about the nitty-gritty, the details, the kind of questions that are really asking you prove to me that you know what you're doing. Whenever somebody comes to you with an energy of make your case, prove yourself

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to me, your answer should always be, “Nope, I got nothing to prove to nobody and I’m moving on.”

Don’t literally say that, but you should think it. In real life, you could say something like, “Oh, it sounds like you’re not feeling super comfortable with the idea of this. That’s totally fine and super understandable. But if you’re curious about exploring more, here are some resources I can send you that you can explore.” That’s it. You don’t even have to engage. That’s it. Or just ignore them. It’s all fine.

So here’s the second type of low-level objection and I need y’all to pay attention because this affects 95% of coaches I see out there who are not having the kind of business result that they want is the kind of objection that comes from someone who doesn’t have a great desire for what you’re selling.

This is the business equivalent of He’s Just Not That Into You. Remember that book? There’s also a movie I think, I never saw it, but I know there’s a movie, He’s Just Not That Into You.

A lot of people will actually be deceived because of the words that get said. These low-level objectioners will literally say, “Wow, I’d really love to work with you but,” or, “This seems exactly like the kind of thing that will help me but.”

And what follows the but is something like, “I don’t have the money, I can’t afford it,” or, “I don’t have the time, it’s not the right time, I’ll do it later.” My friends, I need you to stop whatever you’re doing, stop it right now and write this down in big fat letters in your notebook, in your memo pad, type it in big bold letters on your phone.

Whenever people cite money or timing or their availability of time as the reason they can’t work with you, it’s because they’re just not that into you. It’s not money. It’s not time. They’re just not that into you. They’re not burning with desire for what you have to offer.

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If you've been listening to the podcast a while, you know I love dating analogies to explain business concepts. If someone was really, really into you, they would never say, "Well, you're so great but I just don't have the time to go on dates with you."

They'd make time. If someone were really into you, they would move mountains to make the time. Do whatever it takes. If a friend told me, "Hey, I was dating this great guy and I really liked him but he said he's just too busy to prioritize a relationship," you know what I would say to that friend?

That's a big fat case of he's just not that into you and he's crazy because you're a goddess. Next. When they say I really like you but, you cannot get hung up on the I really like you part. That's a bad idea.

Because no, they really don't. If they did really like you, they'd make the time. The part that's speaking the actual truth is what comes after the but. I really like you but I don't have the time, I really like you but I got to focus on my career, I really like you but I'm making my kids a priority.

They're all code for I'm just not that into you and I'm waiting to find the person who's going to make me feel like I want to go out of my way and put aside all my other priorities. I want to make the time because you're worth it. I'm waiting for the person who's going to make me feel that way, and you're not it.

And when that happens, you never, ever, ever want to stick around trying to change their mind, trying to impress them. Do not do that. This is what we would all tell our friends.

So what I'm about to tell you is the business equivalent. Whenever someone who you thought could be a potential client says, "I really want to work with you but, I really want to buy your program but," and what comes after the but is a low-level objection, and again, how do we know?

How do we know they're just not that into you? They say not enough time, not enough money, or not the right time, can't afford it. Money is the easiest thing to blame when someone just doesn't want what you have that much.

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I can't afford it is a socially acceptable way to say not into you that much. And the strange thing is they won't be like, consciously lying to you about it. They're genuinely believing it themselves. They genuinely think to themselves, "I'd love that but don't have the money."

It's like they're lying to themselves, and that's okay. We lie to ourselves all the time because a lot of times it's easier to lie to ourselves than to take the time to get really clear and honest about what we want and to own up to our truth.

People stay with partners when they haven't been happy in 10 years because they're telling themselves, "I love them, they're good to me, there's nothing wrong with the relationship, it's all working." And people do the same with their jobs all the time too.

Like, "This job is good enough, it pays the bills, benefits are great, it's fine, I'm fine." And they keep telling themselves so they believe it. As long as they're telling themselves it's fine and as long as your client is telling themselves I don't have the money, it distracts them from the real issues at hand.

I don't have the time, I don't have the money, the first part of that sentence never matters, when they tell you I really want to, or this sounds great but. The truth is I'm just not that into working with you. I'm waiting for a coach who inspires me so powerfully, who I want to work with so badly I will get a loan, I'll dip into my savings, I'll get a part-time job just so I can come up with the money to work with them, but that's not you.

By the way, all these things happen every single day. Clients want to work with a life coach, they don't have the money, they get a loan. They borrow money, they dip into their savings, they take money out of their 401K. Clients take on part-time jobs, they make these decisions every single day to work with a coach of their dreams because they think what's on the other side is worth all of that.

This literally happens. There's a client making that decision every single day. And when someone tells you, "I'd love to but I just can't afford it at this

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time,” what they’re really saying is I’m not feeling that kind of desire to work with you. Maybe another coach, but not you.

I’m not sure your coaching is worth all that trouble, I’m not sure your coaching is worth me borrowing money, I’m not sure your coaching is worth me dipping into my savings, I’m not sure your coaching is worth me getting a part-time job. I’m still waiting for someone who makes me feel like it’s worth it. That’s what they’re really telling you.

Some of you might have to pause this just to take it in. Permission to do so. It’s the same thing with it’s not the right time or I don’t have enough time. When they say, “I’d love to do this but I just need things to calm down a little bit so I can have more time first,” what they’re saying is I’m waiting for a coach with whom I want to work so badly I will find a babysitter for a few hours, I will skip my workout, I will leave work early to make it work, I will get up earlier, I will move mountains for the coach who makes me feel like it’s worth it, and that’s not you right now.

That is what they’re really telling you. And my friends, that might feel like a bitter pill to swallow right now, both in dating and in business. It’s not fun to think they don’t want me that bad.

But the sooner you face up to the reality that some people just aren’t that into you for whatever goddamn reason, the sooner you can move on to connecting with the people who do. Because there are so many people who do.

At any given time, there’s always enough people who do want you that badly to create whatever you want, to meet your goal, to get to six figures, to get to seven figures, to get to eight figures, whatever it is. There’s always people who do want you that bad.

And as long as you’re focusing on and energetically feeding people who don’t want you that bad, you’re not addressing, you’re not talking to, you’re not connecting with the people who do want you that bad.

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Let me repeat this once again because it's that important. Lack of money or lack of time is always, always, always just a cover for I'm just not that into you, or it's a cover for you're not inspiring that great of a desire in me yet.

People will always find the money, people will always find the time for what they want bad enough. People are so resourceful. They will come up with solutions. They will stop everything to prioritize what really matters to them, what they're truly dripping with desire for.

When they're not coming up with solutions to work with you, it's just that they're not perceiving your offer to be worth it at this time. And that is fine. Like I said, there's so many other people who will think your offer is worth it, who will want to move mountains and go through inconveniences to make it work for them.

Another thing, a really important thing to say is that just because someone's giving you that low-level objection, not enough time, not enough money, it doesn't mean that they're never going to buy from you. It doesn't mean you got to write them off.

All that means is that their level of desire is low at this time. Not forever. Someone could eventually, in a manner of speaking, graduate from that level of low-level objections and they could realize, "Oh wait, hold on, that coach is amazing, wait, I really do need what they have, wait, hold on, I need to come up with this money, I can come up with this money, I can make the time, I'm going to do it."

That's what happens when their level of desire increases. This journey happens all the time. In fact, it should happen all the time if you're marketing in a way where you're constantly speaking to high-level objections, you're showing up with such powerful energy, and the level at which they perceive your coaching offer goes up and up and up and they end up wanting it more and more and more, the more they follow you, and they eventually hire you.

So there's a bit of intricacy here so I don't want you to get confused. You never want to speak to the time and money objections because they're low-

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level objections. You're never even speaking to those issues because you're never acknowledging those issues as the central problem and trying to change their minds about it because that's going to bring the frequency of your marketing down.

But if you're consistently marketing from a powerful place, talking to high-level objectors only, and I'm going to explain exactly what that means in a minute, the low-level objectors will convert themselves. They will convince themselves.

The desire will rise in them. They will want you more and more on their own and they will eventually buy from you. So you never go after them. Just let them watch their own desire for your coaching rise by you just staying in your lane, talking to people who want you now, and putting out excellent, high-frequency marketing.

So what exactly does it mean? How do you do that? I'm going to tell you right now. It's by speaking only to people with high-level objections. Here's how I define high-level objections.

High-level objections come from someone who is burning with desire for what you have, who thinks you're the most amazing thing they've ever laid their eyes on, people who are constantly talking themselves into hiring you, who are getting the money together, who are arranging their schedules.

They're talking their friends' ears off about how badly they want to be in your program, how badly they want to work with you. And they put your face on their damn vision boards. That's how bad they want you.

And they're just at the precipice of buying and they just need that one nudge to help them feel safe and empowered and excited to pull the trigger. A high-level objection comes from someone who believes in your offer, understands your offer, gets you, gets what it's about, and is salivating over it, and thinks that your offer is going to change their lives.

You see? To address high-level objections, you have to be in sufficiency. High-level objections happen only in lots of sufficiency. To speak to them,

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there has to be a baseline of thinking very highly and expansively about yourself as a coach, thinking very highly and expansively about your offer and about your clients.

You got to be having thoughts like, “I’m an amazing coach. My offer changes lives. There’s an infinite number of people who want to buy coaching from me. The people who want to buy my coaching are amazing. They’re capable of creating anything they want. They’re so resourceful. They create money for what they want. They create time for what they want, and they want me. And I’m just helping them to say yes to what they already want.”

A high-level objection comes from someone who wants your help overcoming their own objection. They want to be a yes. Any time you’re talking to someone who wants to be a yes with you, you’re speaking to them at a high level.

You see the difference here? A low-level objection comes from someone who either doesn’t want what you have, or doesn’t trust you in what you have. In order to overcome a low-level objection, you have to go against them.

You have to go against their ignorance about what coaching is and you have to educate them to overcome their ignorance. You have to go against their indifference. You have to make them want it when they’re not wanting it. You’re like, “Hello, you want to want this, right?”

You’re going against their lack of desire. You’re trying to make their desire bigger when it’s just not that big. You’re going against their limiting beliefs. Going against their assumptions that they don’t have enough time or money.

If you ever find yourself getting into an energy of trying to convince them, like argue with them, fight with them about their thoughts, prove yourself to be right, mount to sufficiently compelling case and win, like you have to win them over, like hey, coaching does work, it is worth your money, it will

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change your life, I do know what I'm doing, you can trust me, you should invest here, you can do this, do you see that energy?

That combative like, I'm going to debate with you and win energy. That's a sign that you've slipped into low-level objection thinking. When you're addressing high-level objections, you're not fighting against them or their beliefs. There's nothing to fight about because you're on the same team.

You believe the client wants to change. The clients know that they want to change. You believe that the client is a resourceful badass. The client knows that they're a resourceful badass. You believe your offer is going to change their life. The client knows that your offer is going to change their life. And you're working together to be a yes. You're working together to make this work.

And it's true, the client's going to seek coaching because there's something that they have trouble with, there's something they are having difficulty doing on their own, but your best-fit client isn't coming to you from this heavy energy of like, I don't know, please rescue me from all my doubts and fears, fix me, I don't know what's happening.

Instead, they're coming to you from an energy of I believe in myself, I believe in my dreams, I just need this push to make it real, I just need this one thing that's going to take me to the next level.

So you might be wondering, hey Simone, if they already want it and they already love you so much, why wouldn't they just buy? Why would I even have to overcome more objections? Why would those high-level objections even arise if they're already so sold on me and my offer? Why do I need to do any more work if they already love me so much?

Okay, so here's the answer. Imagine your next client saying to you, "Please help me be a yes. I am dying to be a yes, except," what comes after the except. Imagine your next client saying to you, "I've been lusting after this for so long, I know you're the one who can help me. Please help me pull the trigger on this damn thing, I want to get the show on the road. It's just that I need help with," what comes after that.

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What would you offer them that makes them feel amazing? What could you offer them that makes them feel certain and empowered to pull the trigger? Imagine your next client saying to you, "I want this so bad but my brain has all these fears. Please convince my brain that it's safe to say yes. Please help me calm down my brain, please help me get my brain onboard."

How would you do that? How would you calm the scared part of their brain? How would you coach that part of them? How would you comfort that part of them? How would you speak power to that part of them?

So here's the nuance. I said earlier anyone who cites my time or money as an issue is giving you a low-level objection. Now, here's the part where you got to put your grownup intelligent thinking cap on. Sometimes that's not true.

It's not always the time or money per se. It's the energy behind it. It just so happens that whenever people are coming from low level of trust and low level of desire, time and money just happen to be the things that they cite the most as the convenient excuse.

But that's not always the case. Depending on how they're thinking, depending on how they're coming at you, time and money could be a low-level objection, or it can be a high-level objection, and here's how to tell the difference.

You can come from an energy of well you know, sounds great, but I just don't have the money yet, I can't, I'm sorry. That's low level. Or you can come from an energy of I'm scared about the money, I have debt here that I want to pay off, I have all this stuff going on, but please, I want this, help me, help me feel safe about this, help me figure this out, I want to figure it out.

That is a money objection but it's still a high-level objection. Again, on the other side, you can come from an energy of I'm just so busy, it's just not the right time, I just can't even though it sounds great, I'll keep it in mind for later, I'll let you know later. That's a low-level objection.

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Or you can come from this energy of, hey, my brain thinks all these other things are more important, my brain thinks I don't have the time, my brain thinks I can't figure it out with the life I have right now, but I know things can't go on like this, I want to be coached by you, help me figure this out please, help me figure out time.

See, the difference is low-level objectioners are in womp-womp energy, they feel a little sorry for themselves, and they either shut you out as a possibility, or they want to fight with you about whether they can do the work, and they're just like, oh yeah, later, whatever.

And be careful again because people will tell you I want to, I want to, and you got to be like, okay, they say they want to but is the desire high or low? Is this a low level or high level?

The high-level objectioners are in desire. They are in strong desire and they are in resourceful energy. They want to move forward. They want you to help them with their objection. They want you to get all the different parts of their brain on board. They're ready to go work. They're eager for you to help them overcome their own objections.

I always think about that when I'm writing copy. I think about my clients who are burning with desire to be in Joyful Marketing. I think about clients who see themselves in the Sovereign Business Mastermind who are all scaling to a million dollars and they're just like, counting the days until they can be in that room.

I think to myself, "What can I do to affirm and further inflame their desire for what I do?" Because their desire isn't actually for my offer itself. My offer's just a vehicle. It's for who they get to become and what they can create as a result of doing this work with me.

How can I make that desire and that belief so big that it overwhelms the fear? That it's so much bigger than the fear and that it comforts the fear. I think to myself, "They want it so bad, they know they can do it, but there's a part of their brain that's like, don't change the status quo, change is bad,

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bad things are going to happen, change is scary, don't take any risk, it's dangerous."

How can I help to comfort that part of their brain? How can I help them to believe in themselves and give them the skills and the insight and the perspective to help that part of their brain feel safe so that they can make a move towards their dreams? So they can start taking action.

How can I offer them a vision that feels so amazing, so resonant, so true to the greatness of their spirits that all of the, oh no, I'm scared, sort of defense mechanism of the brain, it just can fall to the side, it just gets to be in the background but doesn't have to run the show?

These are the kinds of questions I ask myself. These are the kind of questions that dissolve high-level objections from people who trust me deeply, trust themselves and their dreams, and are eager to start the work. They're eager for me to help them.

They see me as an ally, they see my offer as an ally. They're resourceful, they want to get it moving. So I recommend you write these exact questions and prompts down.

Did you know that every one of these podcast episodes of mine come with their own transcript? Find the transcript of this episode. It's in the show notes of this episode. Just write down, take down all the high-level thoughts, all the high-level questions.

Take down all the low-level questions also, the low-level thoughts, just so you can have greater awareness about recognizing them when they come up. And when you do recognize them when they come up, don't beat yourself up. It's really normal for the human brain to go into this oh no, nobody wants what I have, nobody likes me, it's me against the world energy, I have to fight against everyone to get what I want.

Trust me, I live there about 30% of the time. And it just means I'm human. It never has to get in the way of me making millions of dollars because it just - my brain is always going to be a human brain.

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I have compassion for my own human brain, I just feel those feelings, allow all that to just be there, and I just always can choose to go back to sinking with those high-level objections, connecting to the people who are coming with desire, coming with trust, who need help with their high-level objections, who need me to speak powerfully to those so they feel safe and empowered and excited saying yes to their goals, their dreams, their desires.

Okay, I think my voice is hoarse because I just spoke with great passion for this subject. My friends, that's what I got for you today. Study this. Think deeply about this. It will change everything. Who you speak to is always going to show up.

And the people who are showing up or not showing up always gives you information about who you have been speaking to so far. Alright my friends, talk to you next week.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox you'd better get on my email list. Sign up to receive my free e-book called *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So get on that. Link in the show notes, and I'll see you in

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your inbox next time.

