



- I CAN'T -  
**AFFORD IT**



**6-FIGURE BIZ**  
**ACADEMY**  
FOR NUTRITION PROFESSIONALS



## The Most Common Objection: “I Can’t Afford It.”

The most common objection to a potential client working with you by far is “I Can’t Afford It.”

The issue of “I can’t afford it” usually comes up when one of three issues is happening:

- 1)The potential client hasn’t really been convinced of the value and impact of your services
- 2)The potential client is in fear about spending the money and failing
- 3)The potential client truly doesn’t have the funds to hire you

Believe it or not, #3 is true the least of the time!

It’s rare that people couldn’t find the money or the means to get the money. When people really want something badly enough in life, they often find a way

I have had clients use Credit Cards, Home Equity Lines, borrow from parents or friends, sell unneeded items to raise cash, and more to be able to invest in my programs.... Why? Because their



quality of life was that important! Yes, it's a leap of faith to be sure. But those for whom fear gets in the way will be the ones who fall back on "I can't afford it."

So, how to handle this? First of all, in the complementary consultation, I've already stressed how important it is to help the potential client really feel the impact of the "pain points" and problems that they're facing, and the true cost and impact of those challenges (which are likely spilling into other areas of that person's life). If you do this correctly, you can really get the person to feel deeply that these problems simply **MUST** be solved.

Then, as I've shared, it's equally important to get them to the place where they feel the joy and freedom of what's possible – all the measurable things that will change for them when they are vibrantly well, energized, and healthy! You do have to really master this so that people will understand the value and impact of engaging with you.

When you've explored this intimately, you can ask the person "on a scale of 1-10, how important is it that you solve this issue, that you get from where you are now (be specific) to where you want to go (be specific)?"

And they'll almost always give you a "9 or a 10" at this point. So



then...when you've proposed your services, and finally what the investment is- and they then say they can't afford it - the first thing I say is:

*"Jane, can I ask you a question about that?"*

The reason I ask this is that people are very sensitive when it comes to money issues, and it's important to get their permission to proceed further. And by asking first and them saying yes, they're going to be more open to what you have to say next than if you just "steamrolled" right into it.

In any case, after they've agreed that I can ask them a question about not being able to afford the program, I say something like:

*"Gee Jane, I'm a bit confused. You said that it was a 9 out of 10 for you to solve this problem, for you to achieve ( \_\_\_\_ fill in the blank with specifics) , and now you're saying that you can't \_\_\_\_\_ afford to move forward. Yet I do have a payment plan, and we can get started for only \_\_\_\_\_."*

*Given how important this is to you, I don't see how you can afford not to make this happen. And I don't mean you have to hire me, but I do believe you need some mentorship and handholding to really make change. So your not stepping forward seems*



*inconsistent with what you say you want most, can you see why I'm confused?*

*Is there something else going on, a fear perhaps, that may be holding you back?"*

Often this initial response results in the potential client bringing forward a deeper fear or block – usually that they're not confident that they're going to achieve the results that you've been discussing, and they're afraid to spend the money and risk not getting to the end goal.

In other words, people are often very frightened to put that initial investment out there because they think, "What if I'm the one person whom this doesn't work for? What if I spend all of this money and end up not achieving the results? It's just too scary a risk to take." If they had confidence they'd get to the end goal, they'd probably find the investment worth it.

So this becomes a point where you can put on your coaching hat. You can explore why they think they'd fail. You can express how your program or way of working helps truly keep them accountable. You can share how you'll approach things in do-able steps.



You can even ask them the powerful question:

*“Jane, where else has it come up in your life that you’ve stopped short of what you really most truly want? Could this be an opportunity to break that pattern and really put yourself on the priority list?”*

The bottom line is that you enter a DEEPER conversation by not just stopping when they say they can’t afford it. You have an opportunity for intimacy, where they’ll often reveal the real reasons (fears) that are holding them back. And you have the chance to powerfully cheerlead and support them that this might finally be the time to no longer settle and grab a lifeline.

The point is that often, once you help that potential client through whatever issue is really going on, you’ll find that it’s not the money, really, at all that was the problem – and now they’re ready and happy to invest with you!