

What is fear? What is rejection?

Rejection = Death (to your primitive mind)

- Not getting what we need and want
- Not being included, accepted, loved

Reframing Rejection

NO = this is not a fit for me right now.

(the conditions of MY life don't allow me to take advantage of this offer)

- Not the right timing
- I don't have the financial resources
- I don't have a "bleeding neck" today
- My need is not apparent
- I can't justify this decision

Script to Use In This Situation

"I get it - if it's just not the right time for you, is it okay with you if we stay connected?"

"I'm always sending my clients great free stuff, is it okay if I include you in that? What is your greatest interest or need?" ([description of their need, desire, pain-point](#))

"Great! One last question - I'm always on the lookout for women who [description of your avatar](#). Does any of that remind you of anyone you know?"