**I Can’t Afford It Objection Email**

Hi [First Name]

I wanted to check in with you really quickly this morning because your chance to join [Program Name] is wrapping up soon. If you've been meaning to join us, here's the link [insert link]!

I know that right now, you're excited about the program and finally doing [ultimate result/transformation] without [thing they are avoiding like the plague] so you can [what they desire and crave instead].

But I also know that it's a meaningful investment and money might be on your mind, so I wanted to address that here.

[ADDRESS $$ OBJECTION HERE]

My example: I personally believe that we can afford anything we desire and are willing to work for. I do hope that you agree. And I know that sounds good in theory but when you look at your bank account and credit card and don’t see the resources you can get discouraged. I have certainly felt the same way. I remember back in 2010 when I has $2,034.19 in my checking account and my best next step’s deposit was $2,000 and while I knew it was my best next step, I paused because giving my last $2,000 without a clear how to keep moving could bankrupt me, again. Interestingly, I found that by deciding to choose my faith in me over my fear in the unknown, I set myself on a trajectory to shift my financial destiny. In less than a week, I made the ENTIRE investment when a new client paid in full. Ever since then, I have always believed two things:

1. God will honor your yes and rearrange the Universe to show up for you
2. God will give you more while you’re moving than He will if you stand still in fear.

I want you to ask yourself if standing still is worth what will happen if you move in the direction of your goal? If you are felling called to my support and [Program Name] know that you’ll get what you need to shift your financial destiny when you show up fully and do the work. If you know that you know that this is part of your next step, think about what is possible when you just say yes and show up fully. We get started right away and you’ll immediately have access to [something that will help them make money fast] For example: one of my favorite strategies that won’t require complicated funnels, FB ads or long hours.

Part of the reason we created a payment plan option is to be able to support everyone ready to rise up to their next level everything. As a reminder, you can get started with the payment plan for just a payment of [$X]. Additional payments will be drawn every 30 days. Our average attendee has recouped their ENTIRE investment in [timeframe they recoup investment where applicable] 30 days or less in working with us.

If you're ready to join us and get started [First Name], here's the link to join us!

If you have any questions, or want to discuss your personal situation, please reach out to me directly via DM on FB at [FB user name] or IG [IG user name]. I'm here to help."