FE2 ESSENTIALS

Objections and pricing page audit

FE2

fe2.biz/essentials/#objections-and-pricing

Use the reasons from your follow-up log and trial tracker. Answer each objection in plain words on your pricing page and in your emails.

Business: Filled in by: Date:

1 Your top five objections

Objection (such as price, timing, terms, not sure it's worth it)	Times heard	Our plain-language answer	On pricing page	In emails
1.			☐	☐
2.			☐	☐
3.			☐	☐
4.			☐	☐
5.			☐	☐

2 Audit your pricing page

Read it on your phone as if you'd never heard of your business. Each question should be answered in one plain sentence.

What a visitor wonders	Answered clearly on the page?	What we've heard from people	Fix, and who does it
What does it cost, and is anything paid up front?			
How long is the minimum term, if any?			
What happens after it? Does it renew, and at what price?			
What's included?			
How do I cancel or pause?			

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Test your pricing page on three people who don't know your business.

3 Three-person test

Question	Person 1	Person 2	Person 3
What do you think it costs, per week or month?			
What do you think is included?			
How long are you signing up for, and how would you cancel?			
What's confusing or missing?			

4 Changes to make

Change to the page or emails	Who does it	Checked by (finance / adviser)	Done

Price, plan and refund changes go to finance first, and ask your adviser to check how terms are worded. State the price, the term, what happens after it and how to cancel clearly, in one place, before people sign up.