

DEALING WITH RESISTANCE CHEAT SHEET

THIS IS NEVER GOING TO WORK

People who say this run a risk when they reject a successful solution, not an idea. Show them tangible results rather than talking about ideas

WE'VE ALREADY TRIED THIS BEFORE

Get them on board ASAP – likely, they have tried something similar before but hit a brick wall. Possibly, they are fellow rebels

THIS IS NOT ACCORDING TO THE RULES

Involve these people early on and ask them to make the limitations more specific. With your creativity, you will always find a win-win

THESE ARE MY CONTACTS

Work around them for now. As soon as you start to have success, they will jump on board (FOMO!)

WE WILL NEVER EARN MONEY WITH THIS

These people are afraid to take the risk. Find out what specific information they need and provide it

THIS IS NOT HOW WE DO THINGS AROUND HERE

Don't try to convince these people with data and information. Instead, find someone they listen to and who also believes in you. They can help and act as a 'bridge'

THIS IS A GREAT IDEA!

Don't let them trick you into buying more time! Ask specific questions about the actions they'll take and check if they do

how this exercise works

step 1

did you bump into resistance?

→ if no, then enjoy life

→ if yes, then go to step 2

step 2

reflect on the resistance you experience and discover which of these seven excuses apply to your situation

step 3

read the tactic how to deal with that person and go for it!



read this article to learn more about these tactics