



The Brand Launcher Team's 6 Favorite "Rejection Reframes"

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What are “rejection reframes”?

“Rejection reframes” are the conscious effort you put into embracing a rejection. Yes, we really do want you to embrace rejection! Because when you do, you will be able to learn from the rejection and moved past it. Here are our 6 favorite rejection reframes...

#1. “No” means “not yet”.

Marketing research by Dr. Jeffrey Lant determines that it’s the 7th sales touch that brings in the client. (Business Insider, July 12, 2011) Persistence always pays!

#2. Remember... you’re getting paid for the “no”s too!

If you hit a “No” in sales, reframe it as if you’re getting paid for each interaction rather than only the final sale. For example, if you’re making a thousand dollar sale and it takes on average 10 prospects before you close one then tell yourself - each time you get a “no” it means you’ve earned another \$100. Gee, thanks for \$100, instead of feeling frustrated that you just got told “no” again and again.

#3. Embrace all resistance with more equanimity.

Say, “If I can embrace challenges rather than fighting them, I can be calmer when life throws the inevitable curve ball”. Remember, your ego is not your amigo. Think Zen.

#4. Don’t take it personally.

When someone rejects your product or services, it’s probably not personal. They may not have the resources, time, or interest in your work at this moment. And what if you were rejected personally? What should you do? Tell your wounded emotions, “This too is for the good and this too will pass”. Practically, ask “What did I learn from this and what’s my next step?” A little bit of belief that “the world is good and that what ever happened is ultimately a good thing” can really help your ability to succeed. If this just sounds too unreal to you don’t take it on.

#5. Expect resistance.

Don't expect that everyone will love you, your product, your artwork, etc. All successful people have encountered resistance. Save your rejection letters for a smile later on. React to "No" with gratefulness - that rejection just refined your product, or your marketing, or your sales pitch! There is no such thing as a life without out struggle and resistance. The more you embrace it, the less resistance and struggle you actually experience.

#6. "No" builds your mettle muscle.

Show yourself what you're really made of! This is like building an actual muscle. The more you use it the stronger it gets and the more successful you become. And when it doesn't feel like you're made of much, find an inspirational video. Here's one of our favorites: Arthur Boorman, an overweight, disabled Vet started to practice yoga...

<https://www.youtube.com/watch?v=qX9FSZJu448>

So "Don't worry, be happy." Or as Jon heard as a child (cue the Yiddish accent)... "It could always be worse!"

Do you hear "no" more often than you want to?

Want help learning why your prospects are telling you no
and how you can turn those "no's" into "Yes"s?

Do you want guidance on growing your business?

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