

THE SAY-THIS SHEET

25 say-this-not-that swaps for emails, DMs and sales calls, plus 3 reply scripts

Language creates perception. The same offer, said two ways, gets two different answers. These are the swaps I use in cold emails, DMs and on calls. Print it, keep it next to your keyboard, and swap one word at a time. Only ever claim a limit, a deadline or a number that is true.

THE 5 FROM THE VIDEO

Don't say	Say instead	Why
"It's cheap."	"It's affordable."	Cheap = low quality. Affordable = smart.
"It costs \$500."	"The investment is \$500."	A cost is gone. An investment returns.
"Buy now."	"I have 3 spots left this month."	Pressure pushes. A real limit pulls.
"Sign up."	"Join us."	Nobody wants a form. Everybody belongs.
"I hope we can work together."	"I'm looking forward to working together."	Hope is unsure. Looking forward is decided.

20 MORE SWAPS

#	Don't say	Say instead
6	"Let me know if you're interested."	"Want me to send over how it works?"
7	"Sorry to bother you."	"Quick one for you."
8	"Just checking in."	"Floating this back to the top."
9	"We offer a lot of services."	"We do one thing: [the result]."
10	"Our prices are competitive."	"Here is exactly what you get for [price]."
11	"I think this could help."	"This fixes [their problem]."
12	"No pressure."	"Your call. Here are two times that work."
13	"Contract"	"Agreement"
14	"Fee"	"Rate"
15	"Discount"	"Early-bird rate" (only if real)

#	Don't say	Say instead
16	"Pay"	"Take care of"
17	"Problem"	"Challenge"
18	"Cancel anytime"	"Stay as long as it is working"
19	"Trust me."	(say nothing, show proof)
20	"We're a small company."	"You deal with me directly."
21	"I'll try to get it done."	"You'll have it by Thursday."
22	"Does that make sense?"	"What questions do you have?"
23	"Are you the decision maker?"	"Who else should see this?"
24	"Can I call you?"	"Is Tuesday at 10 or Wednesday at 2 better?"
25	"Thanks so much for your time."	"Let's jump right in."

REPLY SCRIPT 1: EMAIL REPLY TO "HOW MUCH IS IT?"

EMAIL

Lead with the result, then the investment

Hi [First name], good question. For [type of business] like yours, the investment is [price] and it covers [the 2 or 3 things they get]. Most clients see [the realistic outcome] inside [time]. I have [real number] openings this month. Want me to hold one for you?

[YOUR NAME]

REPLY SCRIPT 2: DM REPLY TO "TELL ME MORE"

DM

Short, one question, two times

Hey [First name], happy to. I help [type of business] [result]. It is [price] a month and I do the work for you. Easiest is a 10 minute call. Tuesday at 10 or Wednesday at 2?

REPLY SCRIPT 3: ON A CALL, "THAT'S EXPENSIVE"

CALL

Agree, reframe, confirm

"Makes sense that you want the best value. The investment is [price] because [what it includes]. If it brings you [one realistic result], is that worth it? ... Great. Let's take care of the first month and get you started."

A FAIR NOTE

Educational only. Only claim limits, deadlines or results that are true. Results depend on your offer, your list and your follow-up. This is not legal advice.

Got the words. Need people to say them to?

- I sell ready-made business lists to pitch. Message me LIST on Facebook or Instagram.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com