

Video & Scriptwriting / Commercial Writing

Pre-emptively address customer hesitations within commercial script — conversion optimization through objection busting.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Objection Handling, Conversion

Updated: May 2026

Why This Prompt Exists

Every customer has objections — price, trust, fit, timing, risk. If your commercial doesn't address them, the customer leaves with unanswered doubts.

You get:

- interested customers who don't buy (unanswered objections)
- price objections not handled (customer assumes too expensive)
- trust objections ignored (customer doesn't believe claims)
- fit objections unaddressed (customer thinks "not for me")
- risk objections unanswered (fear of wasting money)

But objections have predictable patterns:

- price: "too expensive," "can't afford now," "not worth it"
- trust: "how do I know it works," "reviews seem fake"
- fit: "not for my situation," "too complicated"

- timing: “not ready,” “need to think about it”
- risk: “what if it doesn’t work,” “hard to cancel”

Without objection handling, commercials leave money on the table.

This prompt pre-emptively addresses customer objections within commercials.

The Prompt

Assume the role of a direct response copywriter who handles objections.

Your task is to pre-emptively address customer hesitations within the commercial.

Generate:

1. OBJECTION INVENTORY

Objection Type	Customer Concern	Example Phrase	Severity
Price	Product costs too much	"That's expensive"	High
Trust	Don't believe claims	"Does it really work?"	High
Fit	Not for my situation	"This isn't for me"	Medium
Timing	Not ready to decide	"I'll think about it"	Medium
Risk	Might not work / can't cancel	"What if I don't like it?"	High

2. OBJECTION HANDLING FRAMEWORKS

Framework	Pattern	Example
Feel, Felt, Found	"I know how you feel. Many have felt that way. But what they found was..."	Price objection
Yes, And	"Yes, [acknowledge]. And [counterpoint]."	Fit objection
Comparison	"Compared to [alternative], this is [advantage]."	Value objection
Risk Reversal	"Try it risk-free with [guarantee]."	Risk objection
Social Proof	"[Number] of people like you already have."	Trust objection

3. OBJECTION PLACEMENT BY PHASE

Objection Type	Best Placement	Script Section	Example
Price	After desire, before CTA	Late desire or pre-CTA	"You might think it's expensive, but..."
Trust	Throughout	Interest and desire	"I know it sounds too good to be true, but..."
Fit	Early in desire	Position as "for people like you"	"If you're [audience], this is for you."
Timing	Right before CTA	Last objection before action	"You don't have to decide today, but..."
Risk	At CTA	During the call to action	"Try it risk-free for 30 days."

4. OBJECTION SCRIPT TEMPLATES

****Price Objection:****

`"You might be thinking, 'This sounds expensive.' But compare that to [alternative cost]. [Product] pays for itself in [timeframe]. Plus, [payment option]."`

****Trust Objection:****

`"I get it – you've heard promises before. That's why [product] comes with [proof point]. [Number] of [customer type] have already [result]."`

****Fit Objection:****

`"This is specifically designed for [target audience]. If you're [characteristic], this will work for you. Here's why..."`

****Timing Objection:****

`"You don't have to decide right now. But here's what happens if you wait: [cost of inaction]. Lock in [offer] today."`

****Risk Objection:****

`"Not sure? Try it completely risk-free. [Guarantee details]. If you're not satisfied, [refund policy]. No questions asked."`

5. COMPLETE SCRIPT WITH OBJECTIONS (30 seconds)

[0:00-0:05] Hook + Trust Objection

`"I know you've seen ads like this before and thought 'scam.' [BEAT] This one's different."`

[0:05-0:12] Interest + Fit Objection

`"If you're a [target audience], you've struggled with [problem]. Most solutions are [complaint]. [Product] solves it differently."`

[0:12-0:22] Desire + Price Objection

`"You might think this costs a fortune. It doesn't. For less than [price], you get [benefits]. That's [comparison value]."`

[0:22-0:30] CTA + Risk Objection + Timing

`"Try it for 30 days. If you don't love it, full refund. No questions. Click the button. That's the only risk – missing out."`

6. OBJECTION HIERARCHY (order to address)

Order	Objection	Why This Order
1	Trust	If they don't believe you, nothing else matters
2	Fit	If it's not for them, price irrelevant
3	Price	After they want it, price becomes negotiable
4	Risk	Final barrier before action
5	Timing	Last-minute hesitation

7. COMMON OBJECTION HANDLING MISTAKES

Mistake	Why It Fails	Correct Approach
Ignoring objections	Customer leaves with doubts	Address proactively
Arguing with customer	Defensive, adversarial	Acknowledge, then reframe

Too many objections	Overwhelming, seems defensive	Handle top 3 only
Objection after CTA	Too late, already lost	Handle before CTA
Generic responses	Doesn't feel personalized	Specific to product/audience

INPUTS:

Product/service:

[E.G., "Online course for learning guitar"]

Target audience:

[E.G., "Adult beginners, no musical experience"]

Primary objection from customer research:

[E.G., "I'm too old to learn an instrument"]

Secondary objections:

[E.G., "Too expensive, don't have time, might quit"]

Format:

[30 SECONDS / 60 SECONDS / 120 SECONDS]

RULES:

- Trust objection first (if they don't believe you, nothing else matters)
- Fit objection second (if not for them, price irrelevant)
- Price objection third (after they want it, price becomes negotiable)
- Risk objection fourth (final barrier before action)

- Timing objection last (last-minute hesitation)
- Handle top 3 objections only (more is overwhelming)
- Acknowledge before reframing ("I get why you'd think that, but...")
- Test objections with customer research (don't guess)

How To Use It

- Trust objection first — if they don't believe you, nothing else matters.
- Fit objection second — if it's not for them, price is irrelevant.
- Price objection third — after they want it, price becomes negotiable.
- Risk objection fourth — final barrier before action.
- Timing objection last — last-minute hesitation.
- Handle the top 3 objections only — more than that is overwhelming.
- Acknowledge before reframing — "I get why you'd think that, but..."
- Test objections with customer research — don't guess what they're worried about.

Example Input

Product/service:

"Meal delivery service for busy families"

Target audience:

"Working parents, 30-45, limited cooking time"

Primary objection:

"Fresh meal delivery is too expensive"

Secondary objections:

"Kids won't eat the food, too much packaging waste"

Format:

"30 SECONDS"

Why It Works

Most commercials ignore objections — hoping customers won't think of them. But customers do think of them, and without answers, they don't buy.

This framework improves outcomes by forcing:

- objection inventory (price, trust, fit, timing, risk)
- handling frameworks (Feel Felt Found, Yes And, Comparison, Risk Reversal, Social Proof)
- placement by phase (where in script to address each objection)
- script templates (ready-to-use objection-busting language)
- objection hierarchy (which order to address them)

Failure modes this prevents:

- Interested customers who don't buy (unanswered objections)
- Price objections not handled (customer assumes too expensive)
- Trust objections ignored (customer doesn't believe claims)
- Risk objections unanswered (fear of wasting money)

This improves on: Commercials that ignore objections. Proactive objection handling removes barriers to purchase.

Related to: CW-03 (PAS) for structure; CW-05 (USP) for differentiation.

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