Objection/Response to Leaders Costs

Objection:

“Leaders is too expensive for me so I’m going to pass.”

Response:

When it comes to reaching a specific audience segment, different levels of investment will yield different levels of market coverage and return on your investment.

Think of it as a spectrum.

* At a **basic investment level**, you might reach a portion of the audience, but it may take more time and effort to see significant results. This level is ideal if you're looking for gradual brand exposure or are testing the waters with a more cautious or casual approach.
* A **mid-level investment** allows for a deeper reach into the segment. You’ll likely see more engagement, faster, and with a broader section of your target audience. This is a balanced option for businesses aiming for steady growth.
* At a **higher investment level**, you're able to reach a much larger portion of the audience more quickly and with greater impact. This level maximizes your visibility and return, giving you more immediate and substantial results, but it requires a greater commitment.

The success of our Leaders program – and this is told to us by those customers that leverage it – is that you get consistent and multi-platform exposure to those actively searching your category. You are where they are looking and buying!

Ultimately, it comes down to what level of market coverage, the platforms where people buy and the return you’re looking for.

How aggressively do you want to target this segment, and what level of return would make that investment worth it for you?"