

Objection Category Cheat Sheet

Every objection falls into one of five categories. Name it, then handle it.

The 5 Universal Categories

Category	Sounds Like	What's Happening	Your Move
1. Identity Defense	"You're telling me my whole life is wrong."	The listener's identity feels threatened. They're defending who they are, not debating facts.	Lead with unity. Validate their identity before introducing your perspective.
2. Futility	"One person can't make a difference."	They agree in principle but see action as pointless. Good sign — they're past denial.	Offer one concrete, achievable step. Not "change everything." One thing.
3. Inconvenience	"That sounds hard / expensive."	They're evaluating the cost of change. This is a practical objection.	Practical objection = practical answer. Lower the bar. Make the first step easy.
4. Distrust	"Those studies are funded by activists."	They don't trust the messenger, the data, or both.	Can't be solved with more data. Requires trust-building. Use personal stories, not citations.
5. Whataboutism	"What about plants? What about indigenous hunters?"	They're deflecting, not engaging. Feels like discussion, but it's avoidance.	Acknowledge briefly, then redirect: "Fair point. But the thing I'm focused on is..."

Remember: When someone objects, they're engaging. Silence is worse than objections. An objection means they're giving you a chance to respond.