



To: **White Label Partners**
Re: **FAQs & Objection Cheat Sheet**
From: **Sarah Newnham**

Dear White Label Partners,

Please find following **FAQs & Objection Cheat Sheet**, designed to help you navigate common prospect questions and sales objections with confidence.

These answers are scripted to be "copy-paste" ready for emails or used verbatim during sales calls.

If you have any questions or require any additional guidance, please do not hesitate to reach out to our team!

Many thanks,
Sarah

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“This seems expensive compared to a freelancer.”

The Philosophy: Value vs. Cost. You get a team, not a person.

The Script:

"I completely understand that budget is a factor. The key difference here is that you aren't hiring a single person; you're gaining access to a full team of specialists—strategists, copywriters, designers, and developers. A freelancer might be cheaper hourly, but they rarely have the breadth of skills to execute a full strategy. We provide the output of an entire marketing department for less than the cost of one junior employee."

“How does 'unlimited marketing' actually work?”

The Philosophy: It's about active capacity, not infinite instant output.

The Script:

"Think of it like a production line. You can add as many requests to your queue as you like—unlimited requests. We then work through them one by one. As soon as we deliver a task and you approve it, we immediately pull the next one from the queue. This keeps your momentum going constantly without you worrying about hourly caps or overage fees."

“Can I just dump 50 tasks on you at once?”

The Philosophy: Setting realistic expectations on throughput.

The Script:

"You absolutely can! You can load up your queue with as many tasks as you like. We will tackle them one-by-one. This is actually a great way to work because it means we always have a backlog of tasks ready to go, ensuring zero downtime in your marketing efforts."

“What if I want to pause the service?”

The Philosophy: We are flexible, but momentum matters.

The Script:

"Our packages are billed monthly, offering you the flexibility to adjust, pause or cancel anytime. However, I always advise clients that marketing is a momentum game—stopping and starting often hurts results (especially with SEO), so if you need to scale back, we can look at adjusting your plan rather than stopping completely."

“Can I change services later? (e.g., Switch from SEO to Ads)”

The Philosophy: Agility is our strength.

The Script:

"Absolutely. That's the beauty of our agile model. If you feel that your website is up to date and you'd now like to begin SEO, we can pivot our focus. We review the strategy with you, so we're always applying our resources where they will get the best return for you. However, we do recommend that you stick with your marketing service for at least three continuous months, so that you can reap the rewards from them.

“Who is actually doing the work?”

The Philosophy: Focus on the 'We' (Your Agency). Keep the white label invisible.

The Script:

"Everything is managed by our dedicated team. You'll have a primary account manager (me) who oversees the strategy, supported by our specialists in design, copy, and technical development. We don't handball your strategy to random third parties; we maintain strict quality control on everything that goes out the door."

“How long until I see results?”

The Philosophy: Honesty builds trust. Differentiate between 'Live' and 'ROI'.

The Script:

"That depends on the channel. With **Paid Ads**, we can have traffic flowing to your site within days of launch. With **SEO and Content**, it is a longer-term investment, typically taking 3 to 6 months to see significant organic traction. Our goal is to balance quick wins with long-term asset building so you see value at every stage."

“Do I own the work you create?”

The Philosophy: Client ownership is non-negotiable.

The Script:

"Yes, 100%. Once a task is completed and paid for, you own all the assets—the website code, the graphics, the copy, and the ad accounts. If we ever part ways, you retain full ownership and take everything with you."

End.