

BET ON YOURSELF

Seven Tips for Coping With Business-Related Rejection

So Your Prospect Said "No Thanks"... Now What?

Rejection will probably happen to you at some point, but there's no reason to sweat about it. Here are a few ways to handle rejection like a pro.

1. **Ask questions** – Some prospects may never return your emails once they're done with you, but most won't be nearly so cold. If you can, send a follow-up email to clarify if there were any specific reasons they decided not to work with you. Even if you get a short reply, it's better than nothing and can put your mind at ease.

2. **Make a thought list** – Make a list of any negative thoughts you had once you learned your client wasn't interested. Look them over and see if there are any negative thought patterns that may prevent you from moving past the rejection. (Do you really think you'll never find a client as good as them?)

3. **Change your mindset** – Even though it stings, you can't take it personally. This isn't a reality tv show you're trying to win. You're trying to find clients who are a good fit, not trying to serve everyone. Rather than stewing on it, change your perspective. See the rejection as a good thing — a prospect who wasn't a good fit just made room for one who is.

4. **Make a checklist** – Don't leave it to chance. Review the qualities you say you want in an ideal client. Has your criteria changed? Was that prospect who rejected really ideal for what you want from your work now? Make a checklist of characteristics your ideal clients. When a prospect pops up in your inbox, you'll be prepared. You might even reject them.

5. **Ask a mentor** – If you're facing rejection on a regular basis, you may want to take note of any consistent complaints and bring them to a mentor or to other solopreneurs in your space. They may have advice about how to handle similar situations or how to implement changes that will help.

6. **Feel frustrated** – Or get angry. Or do something physically cathartic. If you lose a big client or project, it's okay to be upset. Take it all in and then, in the immortal words of Taylor Swift, "Shake it off."

7. **Go after a big client** – Consider it the business version of a rebound relationship. Nothing feels better than nabbing a big new contract after a rejection. The last thing you want to do is wallow in a failed project. Instead, use it as momentum to go after a project you've really wanted for a long time. Don't be afraid to dream big.