

Preemptive Rebuttal

Run a fast self-SWOT, find the objection you least want raised, and build the preemptive rebuttal that raises it yourself — before anyone else can.

Self-SWOT: Weaknesses & Threats

Weaknesses

Where is your case genuinely thin? What evidence do you lack, or what's the complicated part you'd rather not explain?

Threats

What's the strongest external counter — the opposing study, the cost, the well-funded opposition's best line?

The Strongest Objection

Pick it

Of everything above, name the single objection you least want raised against you.

Preemptive rebuttal

Write two or three sentences you'd add to your OWN case that raise this objection plainly and answer it, generously, before anyone else can.

What NOT to Preempt

One objection to leave alone

Name one real objection you decided NOT to raise yourself.

Why

Say why raising it would do more harm than good — would it plant a doubt the room wasn't already thinking?

Before you use it

I can actually answer this objection well, not just acknowledge it

This objection is likely to come up anyway — I'm not planting one that wasn't coming

I raised it generously; I didn't minimize it before answering