

Why People Buy... And How To Get More Of Them To Buy From You

“Let’s get right down to the heart of the matter. The power, the force, the overwhelming urge to own that makes advertising work, comes from the market itself, and not from the copy. Copy cannot create desire for a product. It can only take the hopes, dreams, fears and desires that already exist in the hearts of millions of people, and focus those already existing desires on to a particular product. This is the copywriter’s task: not to create this mass desire – but to channel and direct it.”

Eugene Schwartz

The Controlling Force That Directs Your Prospect’s Actions

Two controlling forces direct everything your prospect does. Every action taken is an action to move them away from pain... or towards pleasure. Pain and pleasure govern everything human beings do.

Your objective is to incite action; to get your prospect to place an order. To do this, you need to be aware of the forces of pain and pleasure currently dominating his thought processes and affecting his life.

Every action taken is based on the basic biological need to avoid pain... and/or a desire to gain pleasure. No one buys life insurance for the pleasure of paying large monthly premiums for the next 25 years. They buy insurance to minimize the pain and suffering of their surviving loved ones.

What fundamental force fuels the sales of homes, accessories, cars, clothing, movies, books, CD’s and millions of other products? It’s the pleasure... or rather the *perceived pleasure* that ownership of these things bring.

Become aware of the underlying impact of pain and pleasure. These forces are silently at work driving the decisions of your prospects and customers.

‘Pain’ and ‘Pleasure’ will continue to be a major force in your customer’s life in the years ahead. Your ability to anticipate future specifics of pain and pleasure can have a dramatic effect on your business. If you can tap into this power at its most basic level, not just now, but down the road as well -- you’ll touch a nerve with your audience and gain a receptive ear for your message.

“A good ad should be like a good sermon: it must not only comfort the afflicted, it also must afflict the comfortable.”

Bernice Fitz-Gibbon

What is your prospect and customer thinking about? What problem, worry, anxiety, or fear is foremost on their mind? How does your product reduce or eliminate this problem? Understanding your market’s greatest problem is a primary step to offering the optimum solution and profiting like never before.

What does your prospect or customer most desire? What is it that he or she would love to have, see, do, visit, enjoy, or profit from? Uncover this primary *want* and you’ve just discovered the way to get the undivided attention of those you wish to serve.

The best strategy to use really depends on your product and market. If you’re marketing a product that reduces eye-strain for computer users, you have a problem, or pain to solve. If you’re selling vacation packages to Las Vegas, the motive for your audience is pure fun and games.

Your mission is to tap into your prospect’s natural desire to avoid pain and to gain pleasure. But while you’re at it, you must understand that your prospect is apprehensive about the decision to buy and needs all the re-assurance you can provide.

According to Robert Collier, one of the all-time great copywriters, these are the 6 major motives for human action:

- Love
- Gain or Greed
- Duty
- Pride
- Self-Indulgence
- Self-Preservation

Joe Karbo, author of *The Lazy Man’s Way To Riches* composed this list of 4 major motivators:

- Immortality
- Recognition
- Romance
- Reward

Refer to either list. Which motive(s) drives your prospect? Choose the dominant appeal that's most likely to get the attention of your prospects -- and keep them interested and actively involved so they continue reading and ultimately buy.

Health foods, supplements, safety equipment, and insurance are obvious markets for the **Self-Preservation** or **Immortality** angle. For a financial planner, stockbroker, business trainer, or restaurant franchisor, the promise of **Gain** or financial **Reward** is likely the strongest carrot one could dangle for these specific targets. Dating services use the lure of **Love** and **Romance** to attract new clients. Beauty treatments, massage services, vacation packages and ice cream parlors could successfully appeal to the desire for **Self-Indulgence**.

Now let's take this one step further.

Beyond the major motives for action are specific reasons people read every word of your message and ultimately buy your product.

Following are 103 emotional appeals to help you identify the best specific approach to use in your sales letter.

This list represents a wide range of reasons why prospects respond to individual appeals. These are the specific things prospects want – to move them towards pleasure and take them away from pain.

103 Specific Pain/ Pleasure Reasons Why Anyone Would Be Interested In Buying Your Product

- To make money
- To save money
- To achieve comfort
- To enjoy health
- To live longer
- To be popular
- To satisfy curiosity
- To gain pleasure or enhance enjoyment
- To feel clean
- To be praised and admired
- To be in style
- To satisfy an appetite

- To own beautiful possessions
- To attract the opposite sex
- To be an individual, independent
- To emulate others
- To take advantage of opportunities
- To get a surprise
- To be successful
- To make work easier
- To gain prestige
- To be sociable
- To express creativity
- To be efficient or more efficient
- To protect oneself and family
- To protect the future of one's family
- To be a good parent
- To be liked
- To be loved
- To express a personality
- To be in fashion
- To fulfill a fantasy
- To be up-to-date with the latest trend
- To own attractive things
- To collect valuable things
- To satisfy the ego
- To be "first" at something
- To enjoy exotic tastes
- To live in a clean environment
- To be strong and healthy
- To renew vigor and energy
- To find new and rare things
- To be more beautiful or attractive

- To win the affection of others
- To satisfy sexual desires
- To bring back pleasant memories
- To be lucky
- To feel important
- To gain knowledge
- To improve ones own appearance
- To be recognized as an authority
- To enhance leisure
- To do things well
- To get a better job
- To be your own boss
- To gain social acceptance
- To keep up with others
- To appreciate beauty
- To be proud of possessions
- To resist the domination of others
- To relieve boredom
- To gain self-respect
- To win acclaim
- To win advancement
- To seek adventure
- To satisfy ambition
- To be among the leaders
- To gain confidence
- To get on the bandwagon
- To get something for nothing
- To gain self-assurance
- To have safety in buying something else
- To protect reputation
- To "one-up" others

- To relax
- To replace the obsolete
- To add fun or spice to life
- To be in style
- To conserve natural resources
- To protect the environment
- To make others happy
- To find love
- To feel intelligent
- To be benevolent
- To be part of a group
- To prepare for the future
- To feel wanted, appreciated and valuable

- To work less
- To save time
- To have security in old age
- To overcome obstacles
- To avoid shortages
- To avoid criticism
- To avoid loneliness
- To take their mind off their troubles
- To avoid personal injury
- To avoid damages
- To avoid physical pain
- To avoid loss of reputation
- To avoid loss of money
- To avoid trouble
- To prevent unemployment
- To avoid embarrassment
- To get rid of aches and pains

- To escape drudgery
- To gain freedom from worry
- To escape shame
- To avoid effort
- To protect possessions

People Buy When Offered A ‘Magic’ Solution

Imagine the perfect solution to your prospect’s dilemma. If you could offer magic to your customer, what would that ‘magic’ entail? What ideal scenario can you envision that would make your customer’s life easier, hassle-free, or better in some way?

Your mission is to find utopia... and present your product as the next best thing. You want to get as close to ‘magic’ as you can without being ridiculous or absurd. Deliver the ultimate solution – something close to magical, even miraculous – without crossing the line. Paint a glorious picture of what is achievable, while maintaining believability.

The idea here is to add a dose of rationale and logic to your sales presentation while injecting as much magical appeal into it as possible.

Get your prospect’s mindset away from the harsh reality of present circumstances and into a place of ‘magic’... where their specific problems are solved forever and their dreams are fulfilled in style.

Magical solutions take your prospect out of pain and into pleasure. They produce results that seem effortless... solid gains without risk or investment... instant solutions without the hassles.

Simply do this (whatever your product entails) and ‘magic’ happens.

There’s the hard way... and then there’s ‘magic’. They’re at opposite ends of the scale. One method involves effort, energy, time, sweat, money, or risk. The other is simply a remote control device that instantly takes buyers where they want to go at the push of a button.

The closer you get to the side of ‘magic’, the more appeal your offer has and the easier it is to close the sale. That is... as long as the magical solution remains on the side of the believable.

Here’s an example...

To the frustrated repeat dieter who has tried everything yet now finds himself heavier than before, the magic solution would have to be in stark contrast to any other he's tried. Another radical diet plan seems like the same old approach many have suggested before. A healthier diet combined with regular exercise seems to work. But anything that requires persistent effort and discipline isn't likely to have much appeal in the marketplace. On the other hand, special beverages, pills and equipment that supposedly does the exercising for you, would have plenty of 'magic' appeal. It's an instant, easy solution that doesn't require any work or risk.

Now let's say that you've written a book for the weight loss market... but your methods are hardly revolutionary -- and require some basic lifestyle changes. How can you add magic to your product?

Here are a few ways to add 'magic' to a weight loss information product:

- Make it incredibly easy to get started with your program
- Break it down into baby-steps that require very little effort
- Focus on one lifestyle change at a time
- Give buyers positive actions they can take while still sitting on the couch
- Show them how they can actually lose weight and enjoy their favorite desserts
- Give them fun, fast and simple ways to shed excess pounds without knowing it
- Suggest foods that speed up the body's metabolism such as hot peppers
- Suggest "negative calorie" foods like celery that burn up more calories than they take on through chewing and digestion

Now, if your weight loss book was already complete, these ideas could just as easily be applied to bonus products offered as part of the package. Add magical appeal to your products and sales will soar.

People Buy When You Hit Their Hot Buttons

Understanding your market is the most important key to creating copy that sells. If you want to get through to people and really make a difference in their lives through your product, than you must get on the same wavelength.

You need to penetrate the prospective customer's mindset and connect with their thoughts. Making that connection is imperative to being heard. Tap into the existing thoughts, concerns, worries, or aspirations of your prospect -- and do so effectively -- and you'll instantly gain an attentive ear.

Know the specifics of your market. Delve deep into the issues facing these people on a daily basis. Become one of them through empathy and understanding. When you fully understand your market on a cellular level, it's much easier to connect and communicate effectively.

Hot buttons are triggers that clearly and decisively address the issues that are most important to prospects. Hot buttons are the benefits, advantages, and incentives that make prospects 'hot' for your product or offer.

As an example...

Lets say you owned a small roofing business, and you were in the market for accounting software. What hot buttons might appeal to you?

- Easy to use without the need for years of computer experience
- Quick installation and set up
- Technical support by telephone – 24 hours a day/7 days a week
- Simple electronic filing of sales tax, employee deductions, and income tax
- Satisfaction guarantee
- Overnight shipping via FedEx or UPS

Each individual point might be very important and appealing. And if this software package were customized specifically for roofers, it would have even more magical, hot button appeal. That's the key. This particular product could easily become the program of choice for roofers because of its specific design for the roofing industry market.

A tailor-made solution would speak in standard roofing industry terms. It would help estimate prices and accurately tabulate real costs by the job, day, week, or month. In short it would save days of toil and reams of paperwork, while substantially improving accuracy. It would truly be a tool of indispensable value to the roofing contractor.

Hot button appeals are powerful when marketers take the time to assess the real 'wants' of the marketplace – the 'wants' that no one else has bothered to address. When you give people exactly what they seek, it makes it very difficult for them to resist the powerful temptation to buy.

“Yes, I sell people things they don’t need. I can’t, however, sell them something they don’t want. Even with advertising. Even if I were of a mind to.”

John O’Toole

Emotions come into play. Hot buttons evoke emotional responses. When you touch a nerve with your proposed solution to a problem, or aid to a dream, you fuel a compelling desire to get it and to get it now. Desire expands exponentially - as one hot button is stacked upon another.

Each niche has different hot buttons that you must address if you want success. What appeals to one specific market might not appeal to another.

People Buy On Emotion

The fact that your prospect’s pain and pleasure radar is on guard continuously, presents an opportunity for you -- the marketer. Emotions rule. All you have to do is move prospects away from a state of pain and into a feeling of pleasure.

Deliver the payoff your product offers. Let them experience all the joys of ownership in their imaginations. Make it vivid. Bring it to life with sensory appeals. Allow them to see, hear, smell, taste, and touch the actual benefits your product offers. Give them every opportunity to put themselves in the picture, happily using the product. Empower prospects by facilitating the experience of ownership.

Let them see first hand how your product enhances their life in some way. What is it about your product that makes performing a specific task, easier, faster, more effective, more satisfying, or less stressful? Give them everything you’ve got – everything that can make a difference.

Everyone wants the best life possible -- it’s this universal desire to which we’re all attuned. Let them ‘feel’ the end results they’ll get when they actually own your product.

The more painful and pressing the problem, the more appeal any solution has to prospects. The stronger the appeal, the greater the number of potential customers you’ll draw to your offer.

People buy benefits -- not products. Benefits put the prospect into the picture. Benefits give relevance and usefulness to a product. Benefits are the emotional payoff the buyer gets out of the deal.

Allowing prospects to experience the perceived benefits and advantages strengthens the desire to buy. It turns wants into desires and strong cravings. When your prospect wants it badly enough, he'll find a way to overcome any obstacle -- including price -- to get it.

"You can say the right thing about a product and nobody will listen. You've got to say it in such a way that people will feel it in their gut. Because if they don't feel it, nothing will happen."

William Bernbach

People Buy When The Shopping Experience Gives Them An Emotional High

Get prospects into a mental state of pure enjoyment and your chances of making the sale shoot skyward. When people are feeling good, they want to stay in that zone of emotional pleasure. Your challenge is to get them into that feel good state – to make the online experience with you one of satisfaction and enjoyment.

Much of their shopping experience while at your website involves navigating, checking out your links, reading your sales copy and (hopefully) proceeding to the order form.

In traditional retailing, there's the whole experience of going to a particular shop... experiencing the ambience... seeing exciting new items for the first time... and browsing around until the 'perfect' product is found. Sensory involvement comes into play. Smart merchants create selling environments that evoke good feelings through sight, sounds, scents, and tasty free samples.

Online, you don't have the benefit of creating an appealing physical environment – yours is a virtual store, existing only in cyberspace. But what you do have are words... and the careful use of words alone can create positive feelings that drive sales. Words are your most valuable tools.

Words command attention and build interest. Words influence and persuade. Words make you money.

Sure, you could use music files and flashy graphics on your website, but these distract and annoy prospects more than they help enhance their experience. Not only that... these files take time to download, particularly on slower computers. Your visitor is left staring at a blank or half-filled screen, waiting for it to fully load. How long will it take until these frustrated folks flee, never to return again?

Shape your prospect's environment with picture words that trigger glorious visuals and powerful, positive emotions. Create an emotional high for prospects as they envision themselves enjoying or profiting from the promised benefits.

Your success in selling online is directly dependant on your ability to take whatever it is you offer and transform it into positive energy and pleasurable feelings experienced by your prospect. Get them to experience an emotional high and they'll be much more willing to spend money at your site.

Why?

Prospects buy simply because they want to hold on to these enjoyable thoughts and feelings. The obvious way to do that is to acquire the product – the same product whose descriptive copy set off these feelings in the first place.

People Justify Buying With Logical Reasoning

People buy on emotion... and justify with logic. Of course, some purchases require little or no 'justification'. If you're selling a low cost product like a how-to book and the price is within the realm of a 'pocket change' expense -- logic may not factor into the buying decision at all. But if you were selling a \$5000 personal development seminar, you'd be well advised to add plenty of logic into your sales argument. After all... There's much more at stake. Prospects will want to think about it longer.

There are logical reasons and there are emotional reasons. Emotional reasons are crucial to stimulating interest and fueling a strong desire to buy. Logical reasons assure the buyer that the decision to purchase is a sound one.

Emotional reasons are benefit-related... like the feeling of pride and accomplishment you get to experience firsthand while driving the new sports car awarded to you -- for having reached your first year's sales target as a new distributor.

"Soon after a hard decision something inevitably occurs to cast doubt."

R. Fitzhenry

Logical reasons are based on cold, hard reality and straightforward facts. The business opportunity that offers the car is a 100% legitimate business -- therefore the entire registration fee is a tax-deductible expense, so the actual net cost to you is zero.

Now, combine emotional reasons with logical reasons...

“Get started in your own profitable business today! Follow our simple, but proven plan and you too could be driving your very own shiny new bright red Mazda Miata in 8 months or less -- just like Jeanne Smith and Joe Howe did!

Get started today -- all it takes is a modest investment of \$99. Plus, the official receipt you get makes your business investment 100% tax-deductible, so your actual cost is ZERO! Think about it -- virtually unlimited earning capability... with the legal tax deductions only a business owner can claim. What are you waiting for?”

Logical arguments make perfect sense in the clear light of day. It’s back-up support for emotionally charged benefits. Logical reasons for buying are rationalizations that reassure customers that their decision to purchase is a sound one.

Not providing logical reasons for buying can actually increase customer returns. Prospects buy when they’re ‘in heat’ for your promised benefits. After the excitement and anticipation of these benefits starts to fade, questions begin to arise. The newly converted buyer soon begins second-guessing himself and starts to question the validity of his purchase. It could be the result of self-analysis, or...as is often the case, the effect of comments, questions, or concerns voiced by another – often a spouse, or business partner.

People Buy Unique Advantage And Special Benefits

What is it about your offer that makes it truly unique? You’ve got to have something that sets you apart. Without an individual advantage, you won’t stand out from the crowd. Your widget will be perceived as being pretty much like every other widget in the marketplace. There’s no differentiation – no distinguishing factors to make you the overwhelming favorite.

Strive to create a “wow!” response from prospects as they discover your site and your solution. Let them revel in the rare find they’ve uncovered as they come across the solution they’ve long been seeking. Make your benefits special and more desirable.

Provide an unusual advantage – something that makes your offer more valuable than any other option available -- online or offline. Add a new twist to your product. Make it do more in less time or with greater ease. Give it additional perceived value and make this value a major selling point. Add an exclusive feature – something that’s only available from one source -- you.

But just adding uniqueness to your product isn't enough. Your exclusive advantage must be something that makes a noticeable difference to the prospect – not to you.

If it doesn't grab prospects as clearly being advantageous or more beneficial than other options, find something else that has more appeal. Make the advantage obvious and clearly discernable -- something that will give prospects an edge or a greater return on their financial investment.

Creating a unique marketplace advantage shouldn't be limited to products alone. You can also boost sales by making it easier, faster, safer, smarter, or better to buy from you.

How?

Streamline the process and save people time. Do everything in your power to serve them in a quick and efficient manner. Make it a 'no-brainer' to order quickly, securely, and easily – like Amazon.com does.

People Buy When They're Offered Great Value

Few can resist outstanding value. Give your customers more 'bang for their buck'. Don't just sell a product... offer a complete package. Totally overwhelm buyers with value and word quickly spreads. Deliver more than any logical person could ever expect – that's how you shoot your sales through the roof... that's how you create a "wow!" response... and that's how your reputation spreads and you profit like crazy from additional referral sales.

The value overload approach is the exact opposite of the discount offer. Discounting is less effective as a marketing tool. Once you start discounting, it's tough to stop. When you're selling comparable products to you competition, it's easy to get pulled into the price-cutting game. But it's a dangerous game to play... one that will likely leave you wounded and bloody from the business battlefield.

There's always someone who willingly cuts prices even further until there's virtually no profit left. And without profits, you cannot survive. Best to avoid going there altogether.

A far better strategy is to pack on the extras. Give far more in 'use value' to customers than you ask from them in 'cash value'. Stack the deck decidedly in their favor. Give them much more than anyone could logically expect to get. Make your total package worth 5, 10, or 20 times what you actually charge for it.

This need not cost you a fortune – in fact, to spend a lot of money here really defeats the purpose. What you want to do is create a series of low-cost/ high-perceived value products and the best and easiest way to do this is with information products.

Information can be packaged in many forms. Information can be sold as physical products like books, booklets, fact sheets, reference guides, special reports, audio or video cassettes, and DVD's. Information can also be supplied in electronic formats like real audio, video clips, MP3's, membership websites, or downloadable PDF files.

Here's an example of an offer that's overloaded with value:

Items You Get:	Actual Market Value
1. How To Get Rich With Your Website (8 tapes & manual)	\$247.00
2. Unlimited Duplication/Marketing License to: <i>How To Get Rich With Your Website</i>	\$2,500.00
3. How To Get A Million Dollars In Free Advertising On The Internet (8 tapes & manual)	\$195.00
4. Unlimited Duplication/Marketing License to: <i>How To Get A Million Dollars In Free Advertising On The Internet</i>	\$2,500.00
5. 42 Ultimate Secrets To Making Money Online (8 tapes & manual)	\$195.00
6. Unlimited Duplication/Marketing License to: 42 Ultimate Secrets To Making Money Online	\$2500.00
7. Surefire Success Marketing tool Kit	\$997.00
8. Turn-Key Web Sites For Items #1, #3, & #5	\$1,997.00
9. Guaranteed Merchant Account Package	\$195.00
Special Bonus Product - Internet Wealth Secrets CD Rom -- Complete with Unlimited Duplication/ Marketing License:	\$997.00
TOTAL VALUE OF PACKAGE:	\$12,323.00
Your Total Investment If You Reserve Before July 31:	\$1,497

As you can see, the combination of the full package makes the offer much more enticing.

Struggling for ways to offer additional value? Consider these:

- Free telephone or personal email access to an expert (you)
- Booklet of famous, inspirational, or motivational quotes
- Free periodic service call (free annual PC tune-up, or complimentary oil changes with new car purchase)
- Booklet or report of with Frequently Asked Questions (FAQ's)
- Workshop apron provide free with woodworking tools
- Free critiques of current advertising and sales materials
- Ezine or newsletter subscription
- Gift certificates offering discounts on other products you carry
- Official membership documentation and special privileges such as access to exclusive special events and offers
- Special Report offering 101 ways to use your product
- Video tape demonstrating new kitchen device with easy recipes
- Bonus coupons offering extended memberships or upgraded packages at substantial discounts
- Checklists, Summary Cards and 'Cheat' Sheets

Whether your bonus information products are hard copy or digital versions, you can pack lots of value inside by delivering the things inquiring minds want to know. Give them an inside look and expose your trade secrets. Share helpful ideas or provide training they just can't get anywhere else –at any price. Offer tons of real and perceived value and you'll give your audience another good reason to buy from you.

It's not the actual price of your product or service that matters most, it's the value buyers get in return. It's the payoff that makes it worthy of the price.

Offer more than others do and the perceived value of your product increases accordingly. You could be selling identical name-brand

products as many other online businesses. What makes you different and gives you a clear and distinct advantage over your competitors is the extra value you add to the whole package.

Added value could mean free delivery or 24-hour technical support. It could be the bonus manual that you supply with your software product, or the 3-year guarantee you offer, instead of the industry standard 1-year guarantee. Build more versatility into your product... or make it last longer. Additional uses for the same product... or extending the life cycle of your product makes it more valuable to buyers.

There are plenty of ways to add value to whatever it is you're selling. Here are a few to further illustrate this concept further:

- Gift-wrapping
- Helpful, informative articles
- Multiple-purpose packaging
- Informative newsletters or ezines
- Information sheets
- Special reports
- Maintenance or set-up tips provided for each product model
- Offering more of your main product (13 bagels with every dozen ordered, instead of the usual 12)
- Email or telephone technical support services
- Accessibility to private, information-based web sites
- Premiums or small bonus gifts

It's important to employ value-added bonuses customers really want. Give them extras they place a high value upon. It doesn't do much good to offer something of negligible appeal... or a product they could easily get elsewhere for free.

Be careful about spending too much on bonus items though. Stick to low cost/ high value items such as information, in all its various forms. It doesn't have to cost a lot to create a high degree of desire. Often these value-added premiums can be acquired at an extremely low cost,

but the perceived value they add to the purchase can be worth a hundred times the cost or more. And that's exactly what you want.

People Buy From Credible Sources They Can Trust

“Any seeming deception in a statement is costly, not only in the expense of the advertising but in the detrimental effect produced upon the customer, who believes she has been misled.”

John Wanamaker

Know that you are being judged from the start. Even before your prospect arrives at your website, they have preconceived notions, questions, concerns, and doubts. Prospects enter your “space” questioning your credibility. They're looking to poke holes in your sales argument and they generally mistrust you from the very beginning. Prospects don't just buy into whatever you're saying -- they question it all.

Everyone has had the experience of being burned before. Somewhere along the lines in a previous transaction your prospect was ripped off and taken advantage of. Naturally this created a deep, long lasting wound. Your prospect doesn't want to repeat the experience -- or the pain.

Knowing your prospects tendency to doubt most sales claims, what can you do to counterattack this disbelief and increase sales? Answer: become an expert or authority in your field and provide all the back-up proof you can.

We all tend to believe the experts, specialists, and authority figures. Look at the reverence given to people in positions of power – doctors, judges, world leaders and other high-powered government officials.

Positioning yourself as an expert and proving that claim beyond any shadow of a doubt makes your words far more believable. Instead of questioning what you say, prospects are more likely to merely accept it as the truth. This gives you a huge edge in perception. After all, you're no longer someone off the street trying to make a sale. Instead, you're a respected individual of high standing, specialized knowledge, and expertise – someone who should be listened to.

People Buy When Fear Is No Longer A Factor

Remove the fear prospects feel when considering a purchase and your chances of making the sale shoot sky high. No matter how good your offer sounds, unless your prospect is familiar with your business, there's always going to be some fear

involved. No one wants to make a bad purchase. Instead, everyone wants to be assured that they've done the right thing by placing an order.

What does your prospect fear?

- Losing money
- Making a bad purchase
- Being ripped off
- Spending more than is necessary
- Providing a deposit, then waiting endlessly
- Having no recourse of action
- Doing business with a shady vendor

Here's how can you reduce or eliminate specific fears that may be holding your prospects back from making a purchase:

Fear of getting a product of inferior quality – Prove your claims with plenty of testimonials.

Fear of sending money to an unknown source – Expose more of yourself and your business by providing credibility boosters such as affiliations, big-name clients, and a brief bio or introduction. *Let them know you mean business and that you're there to serve people.*

Fear of not getting what they thought they were getting -- Offer a straightforward, clear, hassle-free, money-back guarantee.

Fear of spending more money than they really want to – Offer to match, or beat any other price, within a specified time limit. This assures buyers that you've done everything possible to trim the fat from your price -- giving them the maximum value possible.

Fear of making the wrong decision – Again, a strong money-back guarantee is your best bet. Make buying a safe, risk-free experience.

Fear of doing business with the wrong type of vendor – Establish a site that looks professional. Stress the number of customers served, years in business, etc. Convey stability and a history of success.

Methodically answer every objection your prospect could possibly present. Knock off each concern, one-by-one. Acknowledge the fears... then, overcome them.

Use logic to explain your position as it reflects a sensible and business-like approach.

Start with a quality product and present it as though you care. Be serious, not shoddy in the appearance and presentation of your website. Introduce your product as a viable alternative solution to your prospect's problem. Deliver your argument in clear, coherent, easy-to-understand, simple everyday English. Show that you're an established entrepreneur, one with an image of professionalism – the opposite of the here today -- gone tomorrow, fly-by-night operation everyone fears when entering into a new business relationship.

Use the words of others to enhance your reputation and quietly sell prospects on you and your product. Prospects are naturally skeptical of your claims. They tend to believe third party opinions more, as long as they appear real. It's crucial that you don't edit your customer feedback for this reason. If it looks too polished or "doctored", believability comes into question.

The more you can minimize the effect of fear and the more you can make it a non-issue, the more products you'll sell. It's as simple as that.

People Buy When The Message Resonates

When prospects feel understood and listened to – they respond favorably. The sooner you can make this connection with your audience, the more likely it is you'll gain an interested and attentive ear. Give your prospect something he or she wants – a solution out of pain, or a shortcut to a pleasurable state of being.

Communicate in a way that grabs the attention and interest of your specific, targeted audience. Touch on the needs, wants, and frustrations experienced by the individual you wish to reach. These are the issues that occupy your prospects thoughts.

When you address these in a solution-oriented way, you very quickly capture attention. You'll gain an instant rapport as the prospect feels that finally, there's someone who understands his plight and can offer a workable solution. With such a connection already established, your message stands a much better chance -- not just of getting through, but of being welcomed and accepted.

With a foundation of trust already established, your prospects feel as if they know you because you 'know' them. Without first establishing this kind of resonance, your message is just another in the crowd. It's more 'noise' to be avoided. But reveal your understanding of the issues and show how much you care about making life better for your prospect and you'll be rewarded with more business.

Here's an example...

A tool expert unveiling a new, time saving attachment for a circular saw would surely command the attention of carpenters, renovators, and building contractors. Why? The expert is seen as someone who understands the industry, the challenges of the job, and the functions of the accessory as it relates to the professional user on a daily basis.

People Buy Solutions To A Pressing Problem

It's not the physical item itself carefully packaged inside a box that buyers want – it's what they get as a result of buying the product. It's the perceived benefit they ultimately obtain that triggers the purchase. It's the thing that fixes their particular problem.

The key is to first find those who are experiencing the problem your product solves. Timing is crucial. If your solution is presented to the prospect at a time when the level of frustration is high, he'll do almost anything to reduce his pain and suffering. Your solution seems to be just the ticket. Your product offers an ideal, quick fix.

Marketing is about finding hungry markets... and then supplying the ultimate solution to help buyers experience less pain and more pleasure.

While mired in pain, your prospect wants an easy way out – a simple solution. Give him what he wants at the exact moment he realizes he must have it... and the sale is in the bag. It's about being in the right place at the right time, not about manipulation to get what you want. Help enough frustrated prospects get what they want and you'll surely get what you want in the long run. But remember to keep it uncomplicated.

The best solutions are fast and easy to implement. They're useful and interesting... and they have a far-reaching, long-term payoff. Short-term solutions may help customers feel better fast, but the good feelings soon wear off leaving the buyer more frustrated than before. Short-term solutions may very well improve one's emotional state, but relief is only temporary. It's like taking a pill to treat a symptom; the pain may subside for a while, but it soon rears its ugly head yet again.

People Buy When It's Easy To Obtain The Benefits They Want

One thing you must do in every ad, marketing piece and sales letter is to make it exceptionally easy for interested prospects to take the next step towards a purchase.

Stay on track with a single, coherent message -- something prospects can easily follow. Guide them gently from your headline, through your body copy and then on to the order page. Make it exceptionally easy to place an order in very little time and with almost no effort on their part.

Build a site that's easy to navigate... create a presentation that's sound and sensible and not confusing in the least. After all... if you confuse them... you'll lose them.

Make it impossible to dispute your clear logic. Give prospects something they can easily agree to. Get them into an agreeable spirit and mode. This is an important entry point to eventually closing the sale. Win agreement early on and prospects are less likely to disagree with you later. Baby-step them through the buying process. The more agreeable your information is, the less likely they are to challenge it and the more likely they are to place an order because doing so seems to be an easy answer.

People Buy Because You Deliver Instant Gratification

Nobody wants to wait anymore. Have you noticed this trend? Our society is moving at a much faster pace than it did years ago. It seems that advancement brings about many more choices. The problem is... there are simply too many demands on everyone's time these days.

Because time is at a premium, any delay is costly. There are only so many hours in a day... and days in a week. Naturally, many people gravitate towards anything that has the potential to save time. There's the express line at the grocery store... drive through dry cleaners and coffee shops... and automated banking machines and drivers license renewal kiosks. Online banking saves the time of waiting in line for a teller, as does online ticket purchases to shows and concerts.

How does your online solution save prospects time and deliver instant gratification?

Email makes delivering written content instantaneous. Real time merchant accounts allow for orders to be processed and shipped at the buyer's convenience -- any hour of day or night.

Instant delivery mechanisms allow hungry prospects to satisfy their cravings immediately, without the kind of delays common to traditional delivery channels. Instant gratification gives buyers exactly what they want, now. No longer is it necessary to have to wait for the payoff. Now, prospect's can simply click their mouse... and put an end to their pain and anxiety -- fast and forever.

People Buy Better Alternatives

What makes your product a better choice in the marketplace? Give prospects a better alternative. Make your differences stand head and shoulders above all other available options. Extra advantages give people solid reasons for doing business with you -- as opposed to someone else.

Save your buyers time and money. Give them a solution that's easier to implement, or has fewer side effects. Make your product more versatile with multiple applications. Gives your buyers the results they want for less money, time, and effort – and make these advantages clear in your sales letter.

Adding a new twist to an existing product can make yours more appealing. Anything 'new' has natural human appeal. We're conditioned to be on the lookout for the latest and greatest developments and we've come to expect upgrades, improvements, new versions and editions on a regular basis.

When your product is clearly the better choice, more buyers will naturally gravitate towards you – as long as you educate them about your unique attributes.

People Buy Convenience

Convenience is about service. Make it easy to navigate throughout your site and to read your information. Organize the details so it's effortless to find the information prospects want. Design your site to make it quick and easy to fulfill the 'wants' of your market.

Your objective is to get visitors to react to your sales message by proceeding to your order page and completing the transaction. As simple, straightforward and painless as you can make it... you're still faced with a formidable task.

Imagine your prospect as someone who's unwilling to move a muscle for anything – even for something as great as your product. A pressing problem weighs heavily on his mind. A genuine, viable solution would help solve the dilemma, but he's tired, stressed out, and easily distracted. Finding a solution is a daunting task – one that could take weeks, or months.

Now, picture your prospect's delight when he arrives at your site. Suddenly, there in everyday English, right before his eyes is the answer to his specific problem. It's the remedy he's been looking for all along.

The key lies in being in the right place at the right time -- when the prospect is ready to take action. You're there when your prospect is thinking about a solution. That's what offering convenience is all about.

Not only do you promise to give the buyer what he wants... but you also make it exceptionally easy to get it. Minimum clicks... minimum time... minimum effort... and maximum payoff. It's an ideal answer – the perfect solution.

Embrace convenience every step of the way. Consider your prospect's total experience with your business. Examine every facet including shopping, delivery of information, ordering, and payment options. Look also at your customer service, technical support, exchange and upgrade options... and make those as convenient and hassle-free as possible for the customer.

Make your copy easy to read without effort or strain. Stick to one message only and lead prospects sequentially to the order page.

People Buy When Presented With The Right Solution At The Right Time

Timing is another key to getting more folks to buy from you. You've got to 'strike while the iron's hot'. It's about getting your message in front of prospects while they're most anxious for a solution.

The guy selling umbrellas to outdoor concert-goers as the heavy downpour begins, is in the right place at the right time. The more obvious the immediate need... the greater the frustration... or the deeper the desire... the more likely it is you'll gain an enthusiastic ear and a new customer.

It's all about targeting your communications and reaching a market that's already hungry for what you have to offer. Tapping into an existing market is a much more expedient way to succeed than trying to 'create' a market by educating customers.

People Buy Results, Not Products

Results are what everyone wants. It's the payoff they get as a result of buying the product, not the product itself. If you're selling 'products' it's going to be long, hard struggle up success mountain. Focus instead on the results – the pleasurable benefits -- buyers get and you can take the express elevator to the top.

The potential for positive results is what triggers strong emotions. It's these emotions that dominate your prospect's mind and drive his behavior and actions. Results are the appealing carrot dangling before his eyes. It's there to be claimed – well within reach.

Stress 'results' and the act of selling gets easier. It's exciting for prospects when they can envision themselves on the other side of the fence -- using, enjoying, or profiting from whatever you offer. You don't have to push your product on anyone. Show them the results that are possible to attain -- just as others have done before -- and you'll help them sell themselves on your product.

The more effective you are at enabling prospects to see themselves in the picture getting the same kind of results, the more you'll sell. You want your prospect to feel that the same kind of end result is well within grasp.

People Buy Due To The Special Incentives Offered

Incentives are all the things you include in your offer to stimulate response and sales. Bonus products, guarantees, introductory offers, and special payment plans are strong incentives, designed to better serve buyers and give them more than their money's worth.

The purpose of incentives is to make your sales proposition so overwhelming in the buyer's favor that placing an order today is the only intelligent action to take. To do anything else would mean missing out on your life changing, 'deal of the decade'.

Incentives are little nudges designed to get your slothful prospect out of a state of fear, doubt, and inaction into one of confidence, hope, and positive action. Your mission in assembling a power pack of incentives is to get prospects to swing into 'buying mode' and the best way to do that is to load on the positive rewards, bonuses, and assurances to make your offer a dandy – one that no sane prospect could, in good conscience, refuse.

Provide an overload of buyer incentives and you weaken the force field of inertia by magnetically pulling prospects towards you. The more appealing the incentives, the more you stack the deck in favor of action -- the stronger the pull of the magnet. Incentives overcome reasons for not buying.

What elements could be considered incentives?

- Great value (\$100 worth for \$10)
- Special Pricing