

The One Marketing Secret That Could Make You Rich

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INTRODUCTION

People hate to be sold...and there are a lot of entrepreneurs who hate to sell. If you're in the later category, then this short report will be like a breath of fresh air to you.

The truth is selling is not difficult. There are some people will buy your product or service if they have even the slightest *interest* in it.

It truly amazes me what people will buy.

There are some people who are *compulsive* buyers. Make them just about any offer, and they'll order.

But they will only account for 1 out every 1000 purchases.

Selling on the Internet isn't much different than selling through the mail or television or radio.

You may be really lucky and get as many as 1 in 25 visitors to your web site to order something. If you do, you will be considered one of the top marketing sites on the net.

The real expert marketer takes that small flame of interest that's inside your customer and fans it until it becomes a burning desire that can only be satisfied when they have purchased your product.

Using the following methods in this report can help your *potential* customers become *actual* customers, with very little effort on your part. Potential customers will be drawn to your products and services almost like magic.

Why People Buy Any Product Or Service

This is not something people talk about at polite social events. You're not likely to hear about it at your son's soccer or daughter's softball game. Even your best friend will not discuss it, if they even thought about it, with you. Not one in a thousand books will ever mention it. But it is the very foundation of business!

To understand what I am about to say you have to be a student of human nature or at least you need to have some understanding of it. I'm not a psychologist. I only know what I see and observe. And I have been a life-long 'student' of human nature.

It doesn't take a genius to understand this, but once understood it will change the way you do business forever!

Read this slowly. It's not as profound as it is insightful. This is what I call the "The ONE Secret":

THE ONE SECRET:

"98% of all human beings buy products or services *emotionally* and then justify those purchases *logically*."

You may have heard this before. You may have even understood it. But I doubt it.

What I'm going to do is OPEN YOUR EYES, illuminate this truth so that you'll never forget it.

Let's take it one step at a time. I'll provide examples as we move along, as well, to help drive home the more important points.

We Are Emotional Creatures

We are emotional creatures. We think emotionally, act emotionally and make decisions emotionally. If you ask your spouse why they bought that new coat they will say, "I needed it!", of course.

But if you ask them what their *thought processes* were before they made the decision to buy, it will be a surprise to them **what little logic actually went into that buying decision!**

Let's take as an example the decision to purchase a new automobile. Now, a large ticket item like that is obviously a very serious financial commitment and should be done with all due diligence!

We'll start from the very beginning of the buying decision through post-purchase.

A Typical Buying Decision Process

Think about the last car you bought. Do you remember what your thoughts were? Do you remember what you felt that first started you looking?

Most people will begin to *feel somewhere inside* like they *want* a new car but explain to themselves and others that they *need* a new car. **'Need' is a 'logical justification' and 'want' is emotional.**

Just to prove that 'want' is an emotional term- did you ever see a child, who is really just a little bundle of "wants", ever say, "Mommy (or Daddy) I *need* a new skateboard. My skateboard would cost more to repair than a new one and I would still have an older skateboard that will probably be in need of many future repairs. I've completed an entire analysis on the cost effectiveness of a new purchase. Here's the spreadsheet. Also I completed a matrix of options and features that would be beneficial..."...?

Does that sound like any child you've ever been around? Probably not.

What do children usually say when they want something?

"Mommy (or Daddy) I need a new skateboard! Please, Mommy, buy it for me! I really need it! All my friends have new one's, why can't I? I'll take out the garbage for the next year, promise! Just get it , please!!"

What's interesting about this one-sided exchange is that:

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- 1) The child *wants it* even if they already have a fully functioning skateboard in good repair and;
- 2) He (or she) is willing to do something they *hate, loathe, and detest* in order to get it!

When we grow up do we really change any more than the little boy or girl who wants a new skateboard? My opinion is that we don't change that much. We still *want what we want*

Your customer who wants a to purchase some information on home gardening or to learn how to save money on taxes or a number of other "wants" is just like that little boy who wants the skateboard - he just wants it! And he'll do almost anything to get it, if he wants it bad enough.

Adults control their emotions a little more than children (a least *some* do), to be socially acceptable and responsible...***but they still want what they want!***
And, they will do almost anything (hopefully legally) to get it.

Back to our automobile purchasing example. Let's take it from the very beginning...

The furthest thought from our subjects mind is the purchase of a new automobile. Suddenly, they see, as they are driving about town, a brand new 700 Series BMW (that's my choice, you choose your own car).

They watch it as it effortlessly glides through space, almost floating just ever so slightly above the ground.

The body glistens from a perfect clear coat applied with skill to give the automobile a deep, clear finish.

The driver of the automobile is as finely appointed as the automobile. Dressed to perfection, not a thread or hair out of place. They're wearing a finely tailored suit--obviously not off the rack.

They're skin tanned and have the slightest hint of a smile on their lips. What secrets do they possess? Why are they so happy? Is it any wonder? They are driving one of the finest automobiles in the world.

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Now our subject, whether they realize it or not, has become a potential buyer! He (or she) views this scene in their mind's eye and *then repeats it in his (or her) own mind over and over again, because it is pleasurable to do so.* They play it again and again, like a favorite movie.

Then...*something* begins to happen.

As they play this movie over and over in their minds' eye, they replace the driver that they saw in that automobile with *themselves* behind the wheel. Now *they* are the 'star' of the movie! **They are using the power of their imagination to imagine what it would be like to have that much power, grace and perfection at their beck and call.**

With digital goods, the use of the power of imagination to see themselves benefiting in a personal or business sense or being pleased by the use of our e-content that makes the sale possible. If they cannot see themselves benefiting or gaining pleasure for our content, we have lost a sale.

A chain of thoughts and additional stimulus from outside sources begins to enhance their 'feelings' about the car. What they are feeling can't accurately be described with mere words because the process is hidden from them.

Their thoughts naturally turn to their own car, which is several years old and in need of bodywork, engine work, brakes, etc.

"It works fine now, but pretty soon it's going to need a major repair. Then what do I do?", they say to themselves. This act of comparing their present situation with the one that they have been repeating in their mind plants the seed of discontent that eventually creates the buying urge.

From this point on nature will take its course. The "picture in their mind" of that car, with them at the wheel, will intrude on their consciousness from time to time and that 'feeling' that they can't put into words will make them do things that they aren't even aware of.

For instance, they will begin to notice that one of their friends or business associates just purchased a new car. And they will inquire as to what model,

where it was purchased, what the features are and why the person chose this particular model.

All of it '*ammunition*' for them to use to justify to themselves and to their spouse or partner the inevitable purchase.

Friends will be more than happy to give our potential buyer all of *their* reasons for their purchasing a new car. They will never say that they bought a new car because they, "*had this feeling that they couldn't describe in words that made me buy it!*"

Are you beginning to see the picture here? People will want something because that 'something', be it a automobile, ring, stereo system, computer, rare and scarce book, e-book, e-content, etc. evoked in them some powerful, positive emotion that brings them to some soft of 'completeness' or 'wholeness' and stops their discontent. **And the gnawing inside, from not having this object of their desire, will drive them to get exactly what they want**—or at least to purchase and possess a satisfactory substitute if they can't obtain the *exact* object of their desire.

Then they will, almost every time, use all of the logical reasons they have accumulated during the 'desire-to-justification' stage for making the purchase.

But it was that original 'movie picture' in their mind, their *emotional attachment to it and their discontent with their present circumstances that started the ball rolling.*

You would think that larger financial commitments require more *logical analysis* before a decision is arrived and smaller commitments are generally more emotional or "impulsive".

The fact is, sometimes the higher the price of the intended purchase the more 'emotionalized' the decision becomes. Why?

Because much more is at stake!

But not 1 in a 100,000 will ever admit that they buy emotionally and then justify that purchase logically!

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The market for our products and services are the 98% of the population who make decisions emotionally. We don't worry about the other 2%. The odds are much more in our favor.

But caution is in order. Even though people make decisions with their emotions THEY JUSTIFY THOSE PURCHASES LOGICALLY! What does that mean to you? Just this: In your sales literature, on your web site and in your emails give potential customers every LOGICAL reason possible for purchasing your product or service, while at the same time, plucking on those emotional chords and enhancing their desire.

To prove all this to yourself, begin noticing your own buying habits. Notice your feelings as you begin making a purchase decision of any kind.

Even as mundane a thing as *window cleaner*... I find myself reading the labels and examining the look and 'feel' of the container it's in.

A feeling like, "*this one is better*" comes over me. Something I read or saw made me **want** that particular one, but I can't recall any details. It could be the packaging has induced an emotional state that reminds me of something good or pleasant. Most of the time I don't even think about it. I just go on to purchase it. My decision is totally based on what I *felt* I wanted...at the time.

My logical justification for the purchase I made goes something like this:

This is a window cleaner that works great or at least it works as good as the others (*how do I know that?*) and works best (*how do I know that, too?- because it says so!*). Let me just buy the darn thing so I can forget the job I hate, and go do something else that's more fun!

Investors and traders in stocks and commodities are notorious for making decisions that amount to thousands or hundreds of thousands of dollars based on limited, emotionally charged and spurious information! Your customers do the same thing.

It is amazing to me that individual investors would purchase ten, fifteen or hundreds of thousands of dollars in stocks based on a cursory knowledge of those companies operations, management capability, strategy for gaining market

share, marketing plans or any number of factors that affect the company's long term potential.

I have met a lot of investors who would investigate every possible way to save 30 cents on their favorite brand of cookies at the local market and buy fifty thousand dollars worth of stock in a company based on a single bullish newspaper article!

Even those investors that would never dream of entering into a business deal without the proper due diligence would buy thousands of dollars worth of stocks on tips, rumors and broker recommendations alone!

Got the idea? This is so important that if there is anything you didn't understand the first time through, please read it again.

The bottom line is this: People buy things FIRST because they w-a-n-t them and SECOND because they n-e-e-d them!

How can you use this valuable piece of knowledge to your profit? Simply do this: Make your item as attractive as possible, develop an appealing cover, give it a catchy name, create an icon for it, make it sparkle with excitement or simply make it *interesting*, but do something *different*

Make it easy for the person to run this little script in their heads, "Hey that's attractive now, isn't it? I can see myself doing this or that with it...hmmm, yes I could do that! And, WOW!! look at this!".

If the voice they use is strong enough and the *picture you paint of your item (in words you use to describe it and photos)* is strong enough and attractive, that little script will run through their heads several times until they act...by buying your item.

Hard sell IS NOT necessary, when you understand, fully, what make people buy! In fact you have very little "selling" to do. LET YOUR CUSTOMER SELL HIM OR HERSELF! It's the best way!

And if they do not want what you're selling, find something they do want and sell them that!

P.S. Don't ever use this knowledge to sell junk and defective merchandise to the unwary. Once your customer finds out that your item does not equal or surpass his 'expectations' and the 'picture' they have created in their minds eye...*you're in for real trouble...*and it's so unethical and so stupid that you would never do it anyway. Right? Right!

How To Get Consistently Good Marketing Results

One of the things that amazes me about people in business is that they are constantly trying to sell things to people that they don't want and in a way that they don't want to be *sold!*

Now, there are some things that you have to bring to people's attention before they know they want them! After all, that's what the marketing is all about!

I'm not talking about that.

What I'm talking about is marketing something down people's throats whether they need it or not!

I'm in business for the long run. I am not in it for short-term profits. I think, for the most part, you will all agree with me on this. I mean, it just does not make any sense to use high pressure sales tactics on people- even though they may buy from you today- they will regret ever dealing with you tomorrow.

In fact there is a lot of resistance on and off the net to high pressure sales tactics and hype.

If you've ever received junk email or "spam" you understand what I mean. Didn't it make you a little annoyed...?

The fact is it's just not necessary. All you have to do is develop products that have value and are useful or attractive. Selling it is simply a matter of bringing it to the attention of someone who has the desire and means to purchase it following our "ONE SECRET" rule.

Most people today are very skeptical of high pressure sales environments and boiler room operations and have set up barriers so they cannot be sold that way.

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What barriers am I talking about? Answering machines with ID call screening (is it Mom calling or a salesperson? They want to know!). TV remote controls (A commercial? I'm turning!). E-mail "filters". Everyone is skeptical about what you're offering and has set up a system, even if it's a crude one, that prevents your message from getting through to them.

How do you get good results with these kinds of obstacles?

- ✓ **By injecting your unique personality into your business – in other words, by being yourself.** If potential customers trust and believe in you they will buy from *you*. But they can't know or trust you if you're putting up a barrier by not letting them get to know you. Being human in business is OK.

- ✓ **By taking action and asking for the order in a polite, non-threatening way, *repeat-ably*.** The average person won't give you an order for your product until the 3rd or 4th request. There are many marketers who say response starts to tail off after the 6th request for an order. How many people in business give up asking for the order even after the 1st try! Imagine the profits lost each year because businesses give up too soon! You have to understand your customer. It's not that they don't want your product – it's that they have so many things on their mind that sometimes they need reminding. Done pleasantly and with respect, this is a powerful way to generate sales without prospecting constantly for new customers.

- ✓ By knowing how to **generate a never ending flow of potential customers** who know and *already* want what you're selling. In marketing this is called targeted 'lead generation'. It's accomplished through offering something free, or at a very low cost to a specific segment of the market that has a high probability of an interest in your offer. Lead generation is used to entice prospective customers to make an initial contact with you.

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Once they do you send them the free information or sample chapter from your book or content and sell them more of your content in each successive contact. Dan Kennedy (<http://www.dan-kennedy.com/>) is the master of this kind of marketing.

Now I can't tell you how to be yourself. Only you know what that means. **The important thing to remember is that your unique personality must come through in order for your customers to get to know you as a person** and ultimately trust you enough to order from you the first time, and then again and again.

Why I think this is so effective really doesn't matter. All I know is that it works. And that's all I am really interested in. But if you want my opinion, it works because people are emotional and respond positively to other people who are not afraid to reveal a little bit of 'themselves' and enthusiasm for the product or service they are selling.

Next, you must not be afraid to take positive action to get what you want. Moving continuously towards your goals and business objectives despite obstacles is a rare trait. Those who move forward, despite obstacles, setbacks and distractions will succeed. **GUARANTEED.**

This also means that to get what you want from others, your customers, you must not be afraid to ask them for their business continually. Just be sure to ask in a pleasant, friendly way- the same way that you, yourself, would like to be asked.

Fewer than 1 in 10,000 businesses do this the right way. Most are either too aggressive in their asking the customer for their order, or they don't ask at all! The good news is, asking for the order is very simple. All you have to do is ask! And don't just ask once. Sometimes it takes asking 3, 4, 7 or even 10 times to get the order.

This is huge secret that few businesses employ: They don't know how to ask for the order. This has been my experience. Almost no one does this! And

they are losing tons of money! Constant communication with people who are interested in your product or service (and those who have already purchased from you) is the key to building your business successfully over the long haul.

Planning Ahead For Good Results

Now that you have a good foundation in how people buy a product or service and why and what it takes to get consistently good results, let's talk about developing a "good results plan" for all your marketing efforts.

This is intended to be a broad overview of the kind of marketing that gets good results. We will discuss very specific ways to implement the plan. Now, I am not talking about the kind of plan that you might have learned in Marketing 101. Not at all.

What I'm talking about, and what I have done is put together a list of methods, philosophies, *mission like* statements that give direction to all my marketing efforts. Remember I said earlier that Marketing is EVERYTHING you do in your business, from ordering paper clips to handling customer returns? Marketing encompasses more than just advertising and web site design.

The section below is based on *my* personal business philosophy. It may not be anything you agree with. I'm sharing this with you to assist you in developing your own 'business philosophy'. If you have no interest in developing a business philosophy feel free to skip to the next section. But, before you do, please consider that building a personal business philosophy is as important as building a home on a solid foundation. You can think of this as your 'foundation' for building your business.

Here goes:

A Business Philosophy That Never Fails:

- What I think doesn't matter. Only what the market wants or *believes it wants* is important.
- If you market your products and advertise them like everybody else you will get no responses, no money. You must differentiate yourself.

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- Don't market in a threatening way. Don't ask for money in any significant way on the first contact. Even after several contacts your customers don't believe you or trust you.
- Trust takes time. So reassure them and sell them what they want. If they are satisfied with the first purchase from you they are more likely to come back. And repeat business is where the real profits are in any business.
- Don't fall in love with your merchandise. If what you have in stock isn't selling, dump it and re-asses the market. Only what the market wants is important.
- Don't get married to what your selling - in other words if your customers want "D" and you're selling "A"—find the best and cheapest source for "D" and sell them that! The market is the ultimate judge.
- Don't sell your merchandise at the lowest possible price. Get a good price for your items. Charge enough to make a healthy profit.
- Only by making a healthy profit can you expect to be in business for the long term.
- The market does not respect "cheap" products or services, but they always like to think they are getting a 'deal'. So whenever possible explain in concrete terms why this is a better deal for them than they could find anywhere else. Your "deal" could be a few hours of your time to help them through a particular set-up problem with your item, or it could be donating 10% of the purchase amount to their favorite charity, etc—it doesn't always have to be a deal by lowering your price.
- Put yourself in the prospects' place. Feel what he feels. Think how he thinks. You must know him/her better than he knows himself. What is he/she like. What do they want, *really want*? It's not your item isn't what they want—**it's the results they will get from using your item that they really want:** The new skills they'll learn from your content, the knowledge they'll gain to help them in their jobs or relationships, the feeling of pride

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they'll receive by showing the item they just purchased from you to all their friends.

- People buy for their reasons, not yours. Therefore give them every reason possible so they can pick and choose the reason that suits them best.
- Strip everything from your business that does not directly produce sales, profits and new customers. The only business expenses you should have are the ones that will generate more sales and profits. Before buying anything for your business ask yourself, "*Will this help me generate more profits or sales?*"...if not, don't buy it. It's a waste of money.
- Focus all your energies and resources on selling something. You have to have something to sell. Constantly develop or obtain new content to sell. Rotate your content to keep it fresh and updated.
- The money is made in the selling. You cannot make any money if you don't have anything to sell. Obvious? Yes! But a lot of people will look for months for something to sell, because they can't come up with a product or service to sell, or can't get started or finish the book they were writing. Forget it !! Stop "looking" and start testing, testing, testing instead. TESTING and DOING is the key to success. Don't worry about what to sell- just sell anything—if it works, keep doing it, if it doesn't work—don't sell it anymore—find something else.
- Realize the significant difference between being "professional", having a certain "image" to maintain and getting "results". Jay Abraham emphasizes this and he's right. This is a difficult concept to explain. The idea here is that RESULTS are all that count – your 'image' and being perceived by others as 'professional' are nice, but should take a back seat to being *productive*.
- Always strive to be personable and friendly - the down-to-earth approach to business is what keeps people coming back to you. Even in this age of the Internet (or maybe because of it) people want to know who you are, as a

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person—are you nice?—are you a jerk?—do you love kids and dogs? – or cats? –do you love to read books?—what kind? You see what I mean.

- OK, I'll say it again- **only results count** - if you want to be in business longer than the statistical averages then FOCUS ON RESULTS!
- If you're not selling enough merchandise, at a profit, to make a living, stop what you're doing and think! Start over...get out of that BOX you're in.
- You get better results by being yourself rather than trying to impress your customer and clients with your superiority. Be humble, admit mistakes and move on. You're a business person, but you're a human being first.
- Don't worry about who likes you and who doesn't like you. People spend half their lives just trying to please people that will *never* like them back anyway. You're much better off- and will have a more loyal customer base- by bonding with others who like you for yourself.
- Therefore my job is to: Sell merchandise I feel comfortable and proud of selling and which I know my customers will value more than the price they paid.
- Advertise, market and promote my product or service by being totally focused on the buyer and their wants and/or testing the market to see if it's what the market wants at that moment.
- Take orders and take more orders! Ask for the order, don't assume people will order from you without asking them for it.
- Don't over complicate the running of your business. Keep it simple and focused.

More Business Philosophy

When someone buys from you do you ever send a "Thank you" card or letter saying how much you appreciated their business? If not, then you have not learned the art of marketing.

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Joe Girard made the Guinness Book of World Records for selling the most automobiles because he understood this one aspect of business: he appreciated his customer. He sent 'Thank You' cards, Christmas cards, Birthday cards and letters to his customers constantly- he built *relationships* with all his customers and his customers responded in droves by buying from him and no one else.

If your customer expects Y then give them *Y times 3*. Always do more for them than they expect. Very, very few local businesses (even most national ones) I've done business with has ever sent me a 'Thank You' card or even a coupon so I could get a deal from them the next time I buy something. **You will generate a lot of goodwill and customer loyalty by just being *thoughtful*.**

If you give your customers more than expected then your prices can keep going up. Psychologically it is better to charge your customers higher prices *if, and only if*, you can deliver more than they expected.

One final word about marketing. Develop a marketing attitude in everything you do.

What do I mean when I say, 'marketing attitude'? I mean that you have to put yourself in your customer's place, think about their wants and ask yourself continually how your product or service benefits them.

Stop thinking about what you want (at least while you're selling) and never stop thinking in terms of communicating with your customers the more salient points and benefits and the results they will get when they purchase your merchandise.

Two CRITICAL Business Strategies For The Real World

RULE #1: Do not use your cash to buy anything that does not help you produce more cash!

Just like a new homeowner that's so excited about owning their first home that they go out and buy a ton of new furniture to fill it up, and therefore get even further into debt so that they can barely afford their mortgage payment anymore, new business owners go out to buy every piece of equipment they can think of that

they *might* need, but may *never* need and have little cash left over for marketing their product or service.

Don't you fall into that trap. Only cash pays the bills and only cash can be used to generate more cash through marketing.

RULE #2: Treat Your Internet Business *Like A Business* And Get Serious About It!

Conduct all your dealings in a business like way- friendly and personal- but business like. That's my advice. Take it or leave it as you wish.

Order business cards that state something unique about your business on the front *and* back of the card. Also, if your sales volume really picks up and it makes economic sense, use an "800" number for people to call you instead on only using online orders. Why?

It's just one extra option. Remember that people buy for their reasons, not yours...that also applies to the way they like to buy. They will want to order the way *they want* to order, not the way *you* want them to order.

Also don't believe that the only way to market your business is using online methods. Try sending postcards, letters and other offline methods to drive people to your web site. Think 'big picture', think 'outa-the-box'.

How Specialization Can Increase Sales

The importance of specializing and knowing, inside and out, what you're selling cannot be overemphasized.

Specialization helps you focus and you build a more valuable knowledge base.

My focus is business related books and e-books. I read just about everything I can get my hands on. When I was a teenager and couldn't afford to buy business books I'd go to the library and take several out at a time. I still do even though I can afford any book I want. Sometimes I browse the business and

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periodical sections to gather ideas, see what's new or find something I read a long time ago but forgot about.

Even though GoBizInfo.com is my primary business, I'm also a part-time dealer in used, out-of-print and rare business books online and offline. I love business books, and I specialize in them. It's my focus and I constantly find ways to build my knowledge and capture new opportunities.

Has this ever happened to you? When you purchase a new car suddenly you start to see a lot of "your" car on the roads? It seems as if everyone has the same car you do. You didn't notice so many people were driving the same kind of car you had before because you had taken your old car for granted and didn't focus on it- but now that you have a new car *your focus has changed* because of your interest in the new car.

The same thing happens in business. Once you pick a focus, a specialty, all of a sudden you are surrounded with great opportunities that you weren't aware of before you started to focus.

You begin to see opportunities others are not even aware of. That's the reason you specialize- to become aware of opportunities others with less focus than you pass up daily.

I hope that you have enjoyed and profited from this report. Please feel free to pass it on to someone who may also benefit from it.

I wish you much success in all you do!

Sincerely,

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