

3d Internet Marketing Proudly Present...

The One Key Secret



**The Ultimate Guide To Landing
Higher Quality, Happier & More
Positive Repeat Customers...**

... Even During A Recession!

“Absorb This Whole Report Immediately – It Will Transform Your Business!”

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3d Internet Marketing

The One Key Secret That Will Absolutely Transform Your Business

This simple formula will land you high quality, happy and positive repeat customers online and offline, even if you HATE to sell!

In business, as in life, you will receive a lot of misinformation which can severely restrict your business success.

People say something to you or you read something somewhere that looks 'pretty good' or *sounds* plausible, but it may only be partially true or even could be an outright lie. But how can you tell? Here's the answer: **Question EVERYTHING.**

When you make a decision based on misinformation you are making a decision that will hurt your business in one way or another, maybe even permanently. The bigger the decision, because of the volume of information involved, the more likely you are to receive some element of misinformation and as a result, the greater the potential harm any incorrect decisions could have on your business.

In fact, sometimes the misinformation can be so harmful to you that it puts you straight out of business.

For example, here's a classic piece of misinformation that you may have mistakenly taken for the truth at some point in the past...

"People hate to be sold".

How many times have you heard that? Well, we're here to tell you that it's just not true.

And how about this one?

"People hate to be sold, but love to buy". This statement is only a half-truth.

What's true is that people do love to buy things for themselves and as gifts. But we'll prove to you that they also love to be "sold", **because when people become "sold" on something, it means that they feel that the product or service that have been sold will provide them with a solution to a problem that they have had up until that point in time.**

And anyone who sets up in business believing that "people hate to be sold" will make decisions based on this incorrect belief and adversely affect their ultimate success.

However, on the other side of the coin, there are also a lot of entrepreneurs who hate to sell. They hate being seen as pushy but they believe they need to be like this in order to make sales. And that's also just not true.

So, whichever category you fall under, you will find this report like a breath of fresh air and hopefully alter your perception of selling forever.

The truth is: Selling is not difficult. In fact, it is easy when you adopt the right attitude and go about it the correct way. If your product or service appeals to people, provides good value and is simple to purchase, people **will** buy from you. There will also always be a number of people who will want to buy your product or service for research purposes, even if they only have the slightest interest in it in order to satisfy their own curiosity.

It truly is amazing what people do buy.

There are also some people who are *compulsive* buyers. You can offer them just about anything and provided that you are able to make them trust you, you will receive orders.

Unfortunately this group only accounts for about 1 in every 10,000 customers and you have to work a little harder to earn the trust of the other 99,999!

And online sales techniques aren't very different to those used in traditional direct mail campaigns or by selling through the medium of television and radio.

If you are really fortunate and have great products to promote, then you could maybe persuade as many as 1 in 10 visitors to your site to order from you. But know that such a conversion rate would very quickly make you one of the top marketers on the web.

Internet marketing works by finding the tiny flicker of interest that's inside your potential customer and fanning it so that their initial interest develops into a huge burning desire that is only ultimately satisfied with the purchase of your product.

By following the methods revealed in this report, your *potential* customers will quickly want to become *actual* customers, with very little extra effort on your part. And you will also discover how to ensure that YOUR products and services immediately start to attract a ton of new potential customers, as if by magic.

The Main Reason Why People Actually Buy A Product Or Service

This is not something people tend to talk about at polite social events. You're unlikely to hear why somebody buys something at your son's football game or your daughter's dance class. Even your best friend probably won't discuss it with you, if they've actually ever thought about it! And less than one in a thousand books ever mentions the reason. But it is absolutely fundamental to success and is the very cornerstone of all business!

To fully appreciate what you are about to hear, you need to have a basic grasp of human psychology and ideally will be happy to become a long-term student of human nature. Since after you have incorporated this key idea into your daily business philosophy, it will alter the way you look at and do business forever!

Read this slowly. It's not so much profound as it is deeply insightful. This is what we mean when we refer to "The One KEY Secret":

THE ONE KEY SECRET:

"98% of all human beings buy products and services *emotionally* and then, only later, justify their purchases *logically*."

You may have heard this before. You may even have thought that you understood it. But do you fully comprehend the total significance of it?

What we're going to do now is to OPEN YOUR EYES and awaken you to this universal truth in a manner that you will ensure that you always remember it.

By taking the ideas one step at a time, and by providing you with relevant examples as we progress, we aim to drive home the more important points for maximum benefit.

So, in order that you continue to get the most out of this report, KEEP AN OPEN MIND and closely observe your thoughts and behaviour as you follow through the examples.

We Are All Emotional Creatures

Human Beings are emotional creatures. We think emotionally, act emotionally and therefore it is no surprise to hear that we make decisions emotionally. If you ask your spouse why they bought another new coat they will probably say, "I need it!" of course.

But if you asked them what their *thought processes* were as they were arriving at their decision to buy, it will come as no surprise to discover that **very little logic actually went into the decision!**

Let's take, as an example, the decision to purchase a new car. Now, a large ticket item like this is obviously a serious financial commitment and you would expect only to be made after proper due diligence and a serious amount of detailed research!

We'll begin with the germ of the idea and go all the way from 'pre' right through to 'post' purchase in the sales decision making cycle and, if it makes it easier for you, substitute the car with any other significant purchase that you have made recently in order to be able to review your own purchase decision making process.

The Typical Buying Decision Process

So start by thinking about that last car you bought. Do you remember how it all started? Can you remember what you felt when you first started looking for your new car?

Most people will begin to *feel somewhere deep inside* like they *want* a new car, but will express that feeling to themselves and friends & family as *needing* a new car. **'Need' is a 'logical justification' whereas 'Want' is emotional. Nobody likes to be thought of as 'emotional' so they use 'logical' words/expressions to justify their behaviour.**

Just to prove that 'want' is an emotional term - have you ever seen a child, who is really just a little bundle of "wants", ever say, "Mummy/Daddy, I *need* a new skateboard. My current skateboard will cost more to repair than a new one and I would still have an old skateboard that will probably need further repairs in the future. I've compiled a full cost benefit analysis of getting a new skateboard. Here's my spreadsheet. I've also included a matrix of additional options and features that I think would prove beneficial..."

Does that sound like any child you know? It's certainly not like any I know!

What do children usually say when they see something they want?

"Mummy/Daddy, I need a new skateboard! Please, Mummy/Daddy, buy it for me! I really need it! All my friends have new one's, why can't I? I promise I'll take out the bins for the next year if you get it for me! Please!! Pleeeeeeeze."

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

1. The child *wants it* - even if they already have an existing skateboard in good working condition and;
2. He/She will often say they are willing to do something they absolutely *hate, loathe, and detest* in order to get it (e.g. take the bins out)!

When we grow up do we really change much from the little boy or girl who wants a new skateboard? In our experience, Adults don't actually change that much. We still *want what we want* and will do pretty much anything (hopefully legal) to get our own way.

Now, can you see that your customer who wants to purchase some information on lawn management or wants to find out how to pay less taxes or any number of other "wants" is just like that little boy/girl who wants that skateboard - they just want it! And they'll do whatever it takes to get it, if they really want it badly enough. They justify their purchase

by saying that it will 'save them money' or 'make them money', etc., **but the truth is people buy things that they don't really need in order to satisfy a burning desire inside that can't be satisfied any other way.**

As a rule, adults manage to control their emotions a little better than children (a least *most* do), so as to appear socially responsible... **but they still can't help wanting what they want! And, therefore, will often do almost anything to get it.**

So you see, the deepest cravings of the human heart compel people to exchange money for goods in order to satisfy desires that can't be fulfilled in any other way.

So, returning now to our new car purchase example. Let's take it from the top...

To start with, the furthest thought from our subjects mind is the purchase of a new car. But, imagine they suddenly see a shiny, brand new silver Bentley Convertible (that's just my own choice of car, but you choose your own) as they are driving about town.

Watch it glide effortlessly along the road, as if floating ever so slightly above the tarmac.

It's perfect bodywork glistening in the sunlight as the passers-by stand in admiration on the pavement watching their clear reflections in the mirror-like finish of its paintwork.

Notice how the driver of this magnificent vehicle is equally finely attired. Confidently sporting a beautiful, made to measure, tailored suit . Not a thread or hair out of place.

Their tanned skin exudes a sense of rude health and you can probably just make out the the hint of a confident smile floating across their lips. The type of knowing smile that all successful and well-balanced people have because they feel in total control of their life. What makes them so happy? What magic success secrets do they possess? And why is it no surprise that they drive one of the finest automobiles in the world!

Now, by asking these questions, our subject has become a potential buyer of a new car, *whether they realize it or not!* He/She imagines these pictures in their mind's eye and then *start to replay them over and over again in their own mind, just because it feels so pleasurable to do so.* And they keep playing them time and time again, like a recurring scene from their favorite movie.

Then...*something magical* begins to happen.

As they keep replaying this movie over and over in their minds' eye, they start to replace the original driver they saw in that beautiful automobile with *themselves* sat behind the wheel. Now *they* become the 'star' of their own movie! **They are starting to use the power of visualization to imagine just what it would be like to be able to own and call upon all that power, grace and perfection whenever they wanted to.**

When selling any product or service use the power of your customers' imagination to see themselves enjoying, benefiting from and getting pleasure by using your product. This is what we do, we get prospects to run a short, little movie in their head which clearly illustrates how easy it is to implement and use our products in various different situations. This is what makes the sale plausible because if they cannot see themselves in the central, starring role, benefiting and gaining pleasure from our products and services, then it becomes a lot more difficult to win the sale.

So, back to our example...a chain of thoughts and additional stimuli from external sources begin to enhance our subjects 'feelings' about owning a new car. But those feelings can't easily be depicted by mere words because the emotion is felt deep inside.

Their thoughts will naturally turn to their own car, which is probably several years old and in need of bodywork, engine work, brakes, etc. A "GAP" begins to develop as they start to compare their current vehicle with newer models and see how deficient their old car really is. These comparisons then start to create the beginnings of 'desire'.

"It runs OK now, but pretty soon it's going to need a major service. Then what do I do?" they ask themselves. This act of comparing their present situation with the one that they have been replaying in their mind plants the seed of discontent – a "satisfaction gap", if you will - that stimulates a desire for change and ultimately results in the buying urge.

From this point on nature will take its course. The "picture in their mind" of the new Bentley, with them at the wheel, will enter into their consciousness from time to time and

that 'indescribable feeling' that can't be put into words will affect their thinking and cause them to do things that they cannot comprehend and probably aren't even aware of.

For instance, they might notice that one of their friends or business associates has just purchased a new car. So they will start to inquire as to which model it is, where it was purchased, what "extras" it comes with and why they chose this particular model.

All of this is just '*logical ammunition*' for them to regurgitate when justifying the inevitable purchase to both themselves and their partner when the "Sale" is eventually made.

Friends are more than happy to give potential buyers all of *their* reasons for purchasing a new car: "It's good on fuel"; "It includes an extended warranty for major repairs and all services are covered for three years"; "It comes with full Green Flag cover, and as you know, I do a lot of miles"; etc... But they will never own up and admit that they really bought this new car because they "*had this indescribable feeling deep inside that it just felt right and was something that I had to own for myself!*"

Are you beginning to see the picture here? People want something, be it a new car, diamond ring, MP3 player, laptop computer, rare first edition book, home study course, e-book or any other type of product because it evokes some powerful, positive emotion deep inside of them that, after they've placed their order to own it for themselves, gives them with a sort of 'wholeness' or 'completeness' that ends their discontent and desire.

In other words, the gnawing pain deep down inside of not having this particular object of their desire, will ultimately lead them to getting what they want—even if they end up choosing a similar alternative because they are unable to obtain the exact same object – in order to fulfill this burning desire.

But ALL that matters to them at the time is that they are hurting deep inside. And the only way they can stop this deep hurt is by owning the object of their desire, which means they MUST buy it in order to FEEL better.

Then, almost every time, they will afterwards regurgitate all of the logical reasons they acquired during the 'desire-to-justification' stage for making their purchase.

But it was that original 'movie in their mind' and more specifically, their *emotional* attachment to it, i.e. how it made them feel coupled with their dissatisfaction with their present situation, that started the ball rolling.

And you might think that only bigger financial commitments require *logical analysis* for us to arrive at our buying decisions, with smaller low-cost items just being impulse buys.

But, the fact is, sometimes the higher the price of the desired item the more 'emotional' and less logical the purchasing decision becomes. Why?

Simply, because that much more is at stake!

But less than 1 person in a 100,000 (< 2% of the population) ever truly realizes that purchasing decisions are driven by emotions and only justified by logic afterwards!

So, if you are smart, you will want to be like us and aim your products and services at the 98% of the population who make decisions emotionally. Forget about the other 2% and decide to focus on the segment where the odds are much more in your favor.

But a word of caution: Even though most people make decisions EMOTIONALLY, THEY ALWAYS 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 your potential customers every LOGICAL reason possible for purchasing your product or service, whilst at the same time, tugging at those emotional heartstrings to increase their desire.

To prove this is true, start by understanding and appreciating your own buying habits. Notice how YOU feel as you make any kind of purchasing decision.

Even for such mundane things as *washing up liquid*... notice how you react when you read the labels and weigh up the look and 'feel' of the container it comes in.

When making a choice you will get a subconscious feeling of "*this one is better than that one*" and that will be because of something you read, see, feel or may be even hear that persuades you to **want** one particular product over another very similar one without fully understanding why. And it could just be that the packaging induces an emotional state that makes you feel comfortable or reminds you of something good. Most of the

time, buyers don't think very deeply about it. They just go ahead and buy. Their decision totally based on what they *felt they wanted*...at that precise moment in time.

However, the logical justification for their purchase will probably go along the lines of:

"This washing up liquid works great or at least it works as good as all the others (*How do you know that?*) and apparently it's the best (*Who says? ...They do!*). Let's just buy the darn thing so that I can quickly finish the job I hate, move on and go do something else that's much more enjoyable and fun!

Investors and traders in stocks and shares are notorious for making decisions that total many thousands or even hundreds of thousands of pounds or dollars based on limited but highly emotionally charged information! You just need to be aware that your buyers behave the same way and will do exactly the same thing and you can benefit now that you know how.

It is truly amazing how individual investors are often prepared to purchase thousands of units of stock, worth many thousands of pounds or dollars based solely upon a very limited knowledge of a company's modus operandi, management team and experience, business strategies for increasing market share over the longer term and many number of other factors that affect the company's long term profit potential. But they do!

And you can probably even think of some friends or business associates who will do whatever they can to save a few pennies on their favorite brand of cookies at their local store but still buy fifty thousand units of stock in a company based on a single bullish newspaper article! Why?

Even entrepreneurs, who would never dream of entering into any sort of business deal without the proper due diligence, buy thousands of dollars worth of stocks based solely on tips, rumors and broker recommendations alone! Sheer, uncharacteristic madness!

Get the idea? This is so fundamental and important to grasp that if you think that there is any chance that you might have missed something or didn't understand just now, please take the time to read it again slowly because this information is truly valuable to you.

The bottom line is this: People buy things FIRSTLY because they WANT them and only SECONDLY because they NEED them!

So, how can you profit from this valuable gem of information? Simply do this: Make your product as attractive as possible! Polish it up and make it all shiny. Display it proudly. Create an attractive cover, give it a memorable name, create a simple icon or logo for it, make it exude class. Do whatever it takes to differentiate it and stand out from the crowd *like a huge sparkling diamond in a pile of manure!*

Make it easy for the consumer to run a script in their heads that says, “Hey that looks good doesn't it?” Enable them to 'role play' and see themselves benefiting from using your product and getting outstanding results with it. That's why product demonstrations are so effective! Potential customers see themselves using your product and play their movie over and over again in their head until they decide to buy it and fulfill their desire.

If you've ever visited a big city like London, New York, San Francisco, Sydney etc you'll have seen hundreds of pavement pitchers all giving slick product demonstrations. Why do these simple street vendors attract a crowd around them? Partly because of the 'entertainment value'! But also, as they watch and marvel at these highly skilled product demonstrations, the bystanders are led to imagine themselves 'using the product to solve a problem that they didn't even realize they had up until that point', which creates an immediate 'gap' or a desire that can only be met by purchasing the product. It's a hugely effective, tried, tested and proven way of increasing sales.

However, the biggest problem these pavement pitchers have is breaking the ice and getting that first person to walk up and “buy”. Most people aren't prepared to make that all important first move because they are too scared and don't want to 'make a mistake'. The crafty pitchers know this so they 'plant' two or three stooges in amongst the crowd who, immediately after the demonstration ends and the salesman has given his 'call to action', yell out “I want one!” and step up to make a purchase. And as soon as the rest of the crowd have seen two or three other people step-up and buy, a long line of eager customers will start to form behind them – all now wanting to purchase the 'amazing'

new wonder product! It's an incredible strategy and a great example of understanding your customer's buying psychology and how you can benefit from it.

If the movie in your potential customer's head is exciting enough and the *pictures you paint of your product or service (by the descriptive words and photos you use)* are vivid and appealing enough, then that little movie will keep running through their mind again and again until they take action... and buy your product or service.

In fact, it is the exact opposite of a hard sell because, when you fully understand and appreciate what make your buyers buy, you virtually have no "selling" to do. You just allow YOUR CUSTOMER TO SELL THEMSELF! It is, by far and away, the best way!

And if they don't want to buy what you're currently selling, find something else that they do want and offer them that!

N.B. Do not under any circumstances use this knowledge to take advantage of and promote poor quality goods to the uninitiated because once your customer finds out that your product does not equal or surpass their 'expectations' of the 'image' that you have allowed them to create in their own minds eye... *you're in real trouble*. But because that would just be so unethical and cruel you would never consider doing that. Right? Right!

How To Sell Things That People Want To Buy

One of the most amazing things about entrepreneurs is that, so often they try to sell products to people who don't want them, in a manner that they don't like to be *sold!*

Everybody understands that there are some things that you have to bring to the market's attention before people realize that they want and need them! And that's where great marketing kicks in. But that's not what we're talking about here!

What we're talking about is ramming something down people's throats regardless of whether they are interested or not!

If you are serious and intend to be in business for the long run then you won't just be thinking about making a short-term gain. For most, and we're sure that you'll agree with

us on this, it doesn't make commercial sense to use high pressure sales tactics on people just so that they buy from you today, if they're going to regret it tomorrow.

In fact there is increasingly more and more resistance both on and off the web to high pressure, hard sell sales tactics and the excessive over-hyping of products.

If you've ever received junk mail in the post or "spam" emails you'll know what we mean. Isn't it a waste of time and make you feel a little irritated?

The fact is it's totally unnecessary. All you have to do is develop products and services that have real value, look good and are useful. Selling them then simply becomes a matter of bringing their benefits to the attention of people who have both the desire and means to purchase them following on from our "98% rule".

Many people today are very wary of high pressure sales environments and boiler room type operations and have set up a defence mechanism to avoid being sold in that way.

What defence mechanisms are we referring to here? Things like answering machines with a call screening (is it your Mum calling or a free timeshare holiday or insurance salesperson?) We all want to know who's calling before picking up! Then there's the TV remote control so that you can turnover and avoid the commercial breaks. And eMail spam "filters" to prevent all those viagra offers invading our inbox.

Everyone today is skeptical about anything they are being offered and have set up their own systems, some of them pretty crude, to prevent messages from getting through to them in case they're offered something that they might actually want and find useful!

So how can you get around all these obstacles and achieve extraordinary results?

- ✓ **By injecting your unique personality into your business – in other words, just by being your true self.** If people trust and believe in you they will buy from *you*. But they won't ever get to know and trust you if you also put up barriers that prevent them from discovering the real you. It is still OK to be human in business!
- ✓ **By taking action and asking for the order in a polite, non-threatening way, repeat-ably.** Your average customer won't normally place an order for your

product or service until at least the 3rd or 4th request. And there are empirical studies that suggest that sales response rates only really start to tail off after about the 8th or 9th request for an order. But how many businesses do you know that stop asking for your order after just the 1st time of asking! Imagine all the profits being left behind on the table every year because people give up too soon!

You must understand your customer. Often it's not that they don't want your product – it's just that they have so much on their mind that they need reminding repeatedly. Done politely, with genuine respect, this is a powerful way of generating sales without having to keep prospecting for new customers all the time.

- ✓ By learning how to **generate a never ending flow of potential customers** who know and *already* want what you're selling. In marketing terms this is called targeted 'lead generation'. It's accomplished by offering something free, or at a greatly reduced price, to a specific segment of the market because there is a greater prospect of them being interested in your offer. Lead generation identifies and then entices prospective customers to make the first move by contacting you first. You do this by offering them something of value to them in return for their contact details. And by giving you their details, they implicitly give you permission to communicate with them again in the future. And provided that you don't abuse their permission, you can keep showing them the value of your material and also put other great offers in front of them with each subsequent communication.

Now we can't tell you how to be yourself. Only you know who you really are. **But the most important thing to remember is that your unique personality must shine 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 when they see how much you over deliver to them with that first order, they'll be so delighted that they are bound to come back time and time again for more of your great value products and services.

Why is this so effective? There is no real right or wrong answer other than to say that all customers normally appreciate receiving greater value than the price they have to pay

and because humans are emotional beings, we tend to respond positively to like minded individuals who have been prepared to take a risk and open-up and reveal a little bit of 'their true self', along with a genuine belief in the products/services they are offering.

Next, you must not be afraid to take positive action to get what you want. To keep moving steadily towards goals and business objectives despite obstacles and setbacks is a rare trait. And those people who stay focused and keep moving forward despite the many obstacles, setbacks and distractions will ultimately succeed. **GUARANTEED.**

This also means that to win the business of your prospective customer, you must be prepared to ask them for their business repeatedly. Just be sure you ask in a polite, non-intrusive and friendly manner – in fact, in a similar way that you, yourself, are happy to be asked.

Fewer than 1 in 10,000 salesmen approach prospects properly. Most are either too aggressive in the way they ask their customer for the order, or they just forget to ask at all! The best news is that asking for the order is very simple. All you have to do is actually ask! And remember, don't just ask once. Sometimes you will find that it takes 3, 4, 7 or even up to 10 times of asking before you get your customer's order.

The biggest surprise is that very few businesses are persistent enough: Most don't know how to ask for your order and then they don't keep asking for it often enough! And because almost so few businesses are doing this properly, they are leaving a ton of money on the table! Regular communication with people who have already expressed an interest in your product or service is the single most important key to building a successful business over the long term.

Planning Ahead

Now that you have a solid foundation as to how and why people buy a specific product or service and what it takes to consistently achieve great results, let's talk about how you can develop an "winning plan" for all your marketing efforts.

At this stage, this is only intended to provide you with a broad overview of the kind of marketing that gets outstanding results. Nevertheless we will discuss some very specific ways to implement your plan. And we're not talking about the kind of plan that you might have learned in your Marketing 101 class at college. Not at all.

No, what we're talking about here, and what we've done on the next few pages is put together a list of ideas, strategies and methodologies, a complete business philosophy if you like, that provides us with a strategic direction for all of our marketing efforts. Do you remember we agreed earlier that nearly EVERYTHING you do in your business, from ordering paper clips to handling customer returns is marketing? Well, good marketing encompasses so much more than just advertising campaigns, corporate brochures, business cards and website design.

The list on the next few pages is based on *our own* business philosophy. You may not agree with all of it. But we are sharing it with you in order that you can see how it measures up against your own philosophy to business. Of course, if it is of no interest to you then please feel free to skip it and move on to the next section.

However, before you do, realize that even if you don't have one written down, you already have a philosophy for the way you do business and you need to understand that your philosophy underpins your success in the exactly the same way that you need solid foundations to support your home.

So, without further ado, here are the solid 'foundations' upon which our business is built.

Our Simple Business Philosophy (One That's Proven To Never Fail):

1. What we personally think doesn't matter one tiny iota. The only thing that matters is what the market wants or, even more importantly, *believes it wants*.
2. If you market and advertise your product like the majority of your industry you will get similar results to most of them, i.e. pretty poor. You must differentiate yourself.
3. Market in a non-threatening way and don't ask for money in any significant way on your first contact. It can take a little time to establish good rapport and build trust with your customers, especially if they are at all skeptical to start with.
4. Trust takes time to build. So reassure people and only offer them what they want. When people discover how much [we over-deliver with their initial order](#), they are so delighted by the volume of everything they receive that they invariably come back again to purchase something else. And as with any business, it is your repeat customers and back-end sales where your real profits are generated.
5. Don't become too attached to your existing merchandise. If what you stock isn't selling, drop it and reassess what your market wants. What the market wants and more importantly is prepared to buy is all that is relevant.
6. Don't be limited by what you sell - in other words if your customers want "C" and you're selling "D"—seek out the best source for "C" and sell them that instead! Your market ultimately determines your success, so give it what it wants.
7. Don't just be tempted to sell your goods at the lowest possible price. Make sure you get a fair price for your items and charge enough to ensure that your business makes a healthy profit otherwise you will not be able to survive for very long . How can you do that with 'commodity' items? Simply by adding extra value. You can enhance commodity type products in tough market conditions by offering free tickets to sporting or music events basketball game or by offering something like a free car wash, etc... Find something of value that costs you very little or nothing to

acquire, but is of value to and will be appreciated by your customers and sets you apart from the crowd.

8. The market understands that only businesses that charge fair prices and make a healthy profit can expect to survive through recessionary times. And no reasonable customer would ever wish to drive a good, honest, reliable and trustworthy supplier out of business for essentially the sake of a little loose change.
9. The market doesn't respect "cheap" products or services, but everybody is on the lookout for good value because we all enjoy feeling that we've got a 'great deal'. So whenever possible you need to explain in concrete terms why you are offering a better deal than they could possibly find anywhere else. Your "special deal" could be including a few hours of your time to help them set-up and get going with your product, or else it might be donating 10% of the purchase price to a local charity, etc. - You don't always have to lower the price to make your offer more attractive.
10. **Place yourself in your prospects' shoes. Feel what they are feeling. Think how they are thinking.** Psychologically, you want to get deep inside their head. You need to be able to understand them better than they know themselves. What are they really like? What do they want, *really and truly want* at the deepest level? They don't really want your product or service - **it's the results they will get from using your product or service that they really want:** The new skills they'll learn from your course, the knowledge they'll gain from your material which will help them keep moving forward in their jobs and relationships, the extra income they'll generate by using or offering your product, the deep sense of satisfaction and pride they'll enjoy when their peers see what they've achieved for themselves.
11. **Remember, people ALWAYS buy for their own reasons, not yours.** So, give your customer every possible reason to buy and allow them to select the best one for them, by remembering that their motivation to purchase comes from within.
12. Strip out everything from your business that does not directly produce sales, profits and new customers. The only business expenses you should incur are ones

that lead to more sales and increase profits. Before purchasing anything for your business ask yourself, **“Will investing in this product or service help me to increase my turnover and generate more profits for my business?”**...if not, don't buy it because it will probably turn out to be a waste of your money.

13. **Focus nearly all your energy and resources on selling something.** You must have something of value to sell. Obvious? Yes, but there are tons of people who want to make money in business but don't know what to sell! So, first of all, find a product or service that you totally believe in to promote! Then, start to develop a range of complimentary products that you can also offer. And when you find one that sells well within your existing client base, that's the one to JV and 'roll out' big to other lists.
14. Your money is only made by selling products and services and you can't make any money if you don't have anything to sell. Again, obvious? Again, Yes! But, many people will keep searching for months for something to sell, because they don't already have a product or service to sell, or can't finish the book or course they are in the middle of writing, or never even started. Well, just forget it !! Stop "looking" and just start testing and doing. Test and Do. Test and Do.
TESTING and DOING is your key to success. Don't worry about what you sell - just sell something - if it works, keep doing it, if it doesn't work find something else and move on. You can never tell beforehand what people will buy until you put a product in front of them. No-one would ever have thought that 'pet rocks' would sell. But remember what happened! Word spread virally and they became a virtual, 'overnight' success nationwide.
15. Realize there is a significant difference between being seen as a "professional" with a certain "image" to maintain and actually being successful based on the "results" you achieve. Jay Abraham emphasizes this and he's been proven right far more often than wrong. This is quite a difficult philosophy to comprehend. The idea here is that **RESULTS** are all that count - your 'image' and how people perceive

you is secondary and should take a back seat to being *productive and profitable*. If you worry about your image, you're unlikely to be successful. All your efforts must be focused 100% upon giving your customers what they want.

16. Always strive to be personable and maintain a friendly attitude; a down-to-earth approach to business is what keeps people coming back to you. Even in this, the Internet age, (or maybe because of it) people like to get to know who you are as a person - are you friendly? - are you a jerk? - are you like them? - do you love kids and dogs or cats? - do you prefer to read books or listen to music? - and what kind? See what we mean now?
17. OK, we'll stress it again - **only RESULTS matter** - if you want to be in business longer than your average Joe then **FOCUS ON YOUR RESULTS!**
18. If you're not selling your products and services profitably enough to make a comfortable living, stop what you're doing, have a re-think and start doing something differently! Escape from the pigeon hole that other people have placed you in and start being who you've decided to be and really are at heart!
19. You always achieve better results by being true to yourself rather than by trying to be something you're not. You'll never impress customers and clients with your superiority. Stay humble, admit mistakes and keep moving forward. Yes, you're an entrepreneur and business owner, but first and foremost you're a human being.
20. Forget about who likes you and who doesn't like you. People spend far too much of their lives trying to please people that will *never* be able to satisfy anyway. You're much better off and will earn a much more loyal customer following in the long-run, by bonding with people who like you for who you are.
21. You need to remember what your real job is. You want to promote only good, high quality products and services that you feel totally happy with and are proud to sell. In addition, you must truly believe that your customers are receiving goods of far greater value than the price they have to pay for them.

22. Widely market, advertise and promote your products and services by focusing totally on your buyers wants and needs and by frequently testing that there is a real market for what you're offering.
23. Don't assume that anyone will order anything from you without specifically being asked to purchase your products and services. They almost certainly won't, which is why you need to ask them to buy from you, often more than once!
24. Keep your business as simple and as focused as possible and avoid making it any more complicated than it needs to be.

Business Philosophy, Final Thoughts

Every time someone buys from you, do you send them a "Thank you" card or letter saying how much you appreciate their business?

If not, you haven't yet mastered the art of marketing.

Joe Girard appears in the Guinness Book of World Records for selling the most cars during his career because he understood this one essential element of business: he appreciated his customer. He always sent 'Thank You' cards, Christmas cards, Birthday cards and letters to his customers regularly - he built a *relationship* with all his customers and they responded in droves by coming back and buying from him time and time again, instead of going to anyone else.

If your customer is expecting Y then give them $Y \text{ times } 3$. Always do more for them than they would reasonably expect. Very few local businesses (and most national ones) ever send 'Thank You' cards or even discount coupons (like the 20% off MP3 Audiobooks voucher on the last page of this report!) in order to encourage you to do business with with them again in the future.

Never underestimate how much goodwill and customer loyalty you will generate just by being *thoughtful*.

If you provide your customers with more than they expect then your profits will keep going up. Psychologically it is wise to only start charging customers a higher price *if and when*, you are able to consistently deliver more than they might reasonably expect.

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

What do we mean by, 'marketing attitude'? You must first place yourself in your customer's shoes, think deeply and understand their wants and then frequently and honestly ask yourself how your products and services truly benefit them.

Stop thinking about what you want (at least while you are in selling mode) and keep talking with your customers about all the relevant features and benefits your products and services offer them and always emphasize the extraordinary results they can expect to attain after they purchase and implement your solution to their problems.



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Three VITAL Real World Business Strategies

RULE #1: Do Not Use Your Cash To Buy Anything That Doesn't Help You To Produce More Income!

Don't be like the 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 as a result go even further into debt and barely be able to afford the mortgage payments anymore. Too many business owners and entrepreneurs rush out and buy every piece of equipment they think that they *might* ever need, but don't ever *actually* use and end up having only a very little or no cash left over to market their product or service effectively.

Don't you fall into that trap. **Just as only cash pays the bills, Only cash will pay to generate more cash through your marketing.**

RULE #2: Treat Any Virtual Business The Same As Your Traditional Business And Be Serious About It!

Conduct your online dealings in the same friendly and personal but business like way as you would any offline business. That's our best advice. Take it or leave it, as you see fit.

Order business cards that state something unique about your business on the front *and* back of the card. Also, when your sales volumes start to pick up and it makes economic sense, use a toll free or "800" number for people to call and order from you in addition to using your online order processing system. Why?

This provides you with an alternative way to take orders. Remember that buyers buy for their reasons, not yours and that rule also applies to the way customers like to pay. Most people will only order by a method they feel comfortable with which may not necessarily be the way *you* are giving them to order.

Also don't think that the only way to market your business today is by using online strategies. Still send out postcards, letters and use other more traditional direct sales methods to keep driving traffic to your web site. Think about the many lead generation

methods available to you and constantly test and measure the effectiveness of each of them.

RULE #3: Specialization Increases Sales

The importance of specializing in and fully understanding the exact problem to which you can provide the solution inside out, can never be overstressed.

Specialization aids focus and builds up a more detailed and valuable knowledge base.

Is scenario familiar? Just after you've purchased a new car, you suddenly start to see a lot of "your" new car on the roads? It appears as if everyone is driving the same type of car as you. But, you didn't notice the number of people who were driving the same kind of car that you had before because you took your old car for granted and didn't focus on it. However, as soon as you got your new car, *your focus changed* and you suddenly become more aware of it everywhere.

The same thing happens in business. Once you decide to specialize in something, choose to focus on a specific niche if you like, all of a sudden you will find yourself surrounded by great opportunities that you weren't even aware of existed before you changed your focus.

You'll also start to see opportunities that other, traditional, short-sighted and narrow minded business owners miss. And because you have become the expert, you are suddenly in a position to capitalize upon and take advantage of a wealth of new opportunities that you previously hadn't even realized existed and which most people, without your skills are oblivious to and just walk right on by without even noticing.



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