

## 3 Simple Sales Triggers to Hook in Your Lead & Make the Sale!

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By Terah J. Logan

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Hook 1: Tell a story - don't sell a product!

Stories are far more interesting than blatant sales pitches.

You want to interest the reader and potential client; not bore them by bombarding them with sales rhetoric that will instantly turn your lead away.

Don't we all want to be entertained?

Don't we all appreciate a great story to pass the time?

The next time you send out a sales letter, pretend you are talking to a good friend and let them know how you came across this product and why you decided to give the product a try and how it changed your life. The difference between a sales letter and a sales story is subtle but very dramatic in how it can increase your responses.

Yanik Silver - world-renowned Internet Marketer and multi-millionaire (age 29) talks extensively about this technique in his book 7 Hidden Psychological Triggers to Maximize Sales. You can get this book, for a limited time, free at <http://www.simplesteps2success.biz> (No obligation, Nothing to buy)

Hook 2: Tell them WHY and Tell them the TRUTH!

Explain to your potential clients why you are selling a product and tell them the truth.

Adding the word "Because" to your sales pitch will increase your sales.

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One experiment went as follows: A marketing research company did a test. They approached a long line at a prominent bank. They had some testers simply ask people in line if they could go ahead of them; with no reason - most said NO WAY!

Then some testers asked to go ahead in line and inserted a reason why. "May I go ahead of you BECAUSE I need to be at an appointment in 20 minutes?" 97% of the people in line said yes. It will be the same in your marketing efforts.

Tell your clients why you are selling a product for such a good price, or offer, etc. Is it because you are overstocked? Want to get people to try the product? Want to get word of mouth going? Tell people the truth why you are in the business you are in. Use the word BECAUSE. People appreciate being respected with the truth and will respond.

Go to <http://www.simplesteps2success.biz> and request your free copy of Yanik Silvers ebook 7 Hidden Psychological Trigger to Maximize sales. Why? Because we want you to be introduced to our website. The ebook is free and you are under no obligation to purchase anything ever!

Hook 3: Project objections to your promotion and answer them.

Don't be afraid to put in writing objections you have received about your promotion or product. By putting out the so-called negative, before your prospect brings it up, you are being honest, showing confidence in your ability and product, and the client will appreciate that.

I am sure you have seen sales letters with the statement: "I know you are skeptical (about my sales pitch), but here is the some answers to your questions you may have about my product." Then the sales letter goes into `objections' in the form of questions and answers them honestly and with authority.

Do the same and the prospect will instinctively trust you and give your product a chance. And if you are really smart, you will offer a money back guarantee that will close the sale easily.

Would you like 4 more hooks or triggers that will easily close more sales for you?

Download the Yanik Silvers free ebook, 7 Hidden Psychological Triggers to Maximize Sales, from [www.simplesteps2success.biz](http://www.simplesteps2success.biz) . You have nothing to lose and a lot of marketing knowledge to gain.

Here's to your SUCESSS!

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**Using Emotional Triggers in Ad Writing**

**By Jude Wright**

### Using Emotional Triggers in Ad Writing by Jude Wright

Writing ads for either you own products or affiliate products is a large part of a marketing plan. You need to find the emotional "triggers" that will excite your prospects and get them to buy.

Take a good look at the product you are promoting. what does it do? What is its purpose? Now, see if you can find the emotional triggers that fit the features of the product. Those triggers are really the benefits of that product.

Here are a few of those triggers to help get your ideas flowing:

1. **Become More Successful.** No one wants to be a failure, so telling them how a product can help them achieve success is a good way to promote it.
2. **Avoid Loss.** Prospects need to know that they won't lose by trying the product. Using a "Guarantee" headline such as "Guaranteed to give you \_\_\_\_\_ or your money back," lets them know that if the product is not what they need, their money will be refunded.
3. **Make More Money.** Everyone wants to make more money. This one is a no-brainer!
4. **Save Money.** Along with making more money, people want to save the money they already have. Tell prospects how much money they can save by using your product.
5. **Save Time.** time is money. It's a cliché, but it's true. Can your product save time in research, organization or marketing methods? If so, tell customers how.
6. **Make It Easy.** The less "brain power" a person has to use to do a task the better he likes it. Tell prospective customers how "easy" a product is to use.
7. **Curiosity.** Any headline or ad that makes prospects curious will be more likely to get them to click to the sales letter.

When you understand what emotional triggers will "get the click," it makes it easier to write those ads. Give prospects what they want to save time, make more money or help them gain success. Helping them find those things will ultimately help you.

Jude Wright has been working online for three years. She currently has six websites and two more "in the works." Visit her most popular site at: <http://aboutaffiliates.com> for information about affiliate marketing.

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