

4 WAYS TO GET YOUR PROSPECT'S ATTENTION FAST

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By Bob Leduc

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Can you remember the last dozen advertising messages beamed at you today? Can you remember even one of them? Most people can't.

This illustrates the biggest obstacle you need to overcome to successfully promote YOUR product or service. You must capture your prospect's attention in the first few seconds or your sales message will be ignored. This is especially important on the Internet where a visitor can simply click away from your website — forever.

Here are 4 proven techniques you can use to quickly capture a prospect's attention. They apply to all media including the Internet.

1. MAKE A DRAMATIC STATEMENT

Did you ever write a headline for an ad, web page or other sales message? You probably used a dramatic statement. It's the most obvious way to get someone's attention. For example:

"Lose 8 Pounds In The Next 2 Weeks Without Dieting"
"My Doctor Uses These Nutritional Products"
"Double Your Sales And Reduce Your Advertising Expenses"

TIP: Your dramatic statement will be most effective when it describes a major benefit for your prospect.

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2. SURPRISE THEM WITH SOMETHING UNEXPECTED

Unexpected surprises always attract attention. It's often negative attention caused by something going wrong. But you can also use an unexpected surprise to attract positive attention. It happened to me last week.

The office supply company I use sent me a letter announcing an automatic \$50 deduction off my total bill for this month. I immediately placed an order for items I wasn't planning to buy for another month or two. I even stocked up on several items I normally buy elsewhere. Their unexpected surprise

got my attention and generated a large order during a month I hadn't planned to order anything.

3. ASK A PROVOCATIVE QUESTION

I once saw a direct mail letter that began with the question, "If you're such a smart executive why aren't you making a six figure income?" Not many executives could resist reading that letter, especially if they weren't making a six figure income.

Provocative questions startle your prospects and compel them to find out more. Here are 2 more examples of provocative questions:

"Why are you paying so much for your health insurance?"
"Do you really expect to get rich working for somebody else?"

4. GET PERSONAL

Personalization also attracts immediate attention. Your personalization can be individualized or group oriented.

Use **INDIVIDUALIZED PERSONALIZATION** when you're communicating directly with one person by email, postal mail, telephone, etc. Use your prospect's name. It's the number one attention grabber. Merge it into the subject line and the opening line of your email message. Do the same in your postal mail. Include other personal information you know about them. But be careful not to overdo it.

You can personalize with a name when you're communicating

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directly with one prospect. But how can you get personal with a prospect visiting your web site, reading your ad or listening to your radio commercial?

Use **GROUP ORIENTED PERSONALIZATION** when you're **NOT** communicating directly with one person. You can get personal by referring to known characteristics of prospects in your targeted market. For example, use phrases like:

"When you started your business..." for business owners.

"Your favorite NFL team..." for sports fans.

"Every mother knows..." for women with children.

Group Oriented Personalization isn't as effective as using a person's name. But it still attracts attention because your prospect can react with, "that's me".

Take some time today to plan how you can use these four proven techniques to attract more attention to your sales messages. The results will probably surprise you. So will the increase in your sales and profits.

Bob Leduc is a Sales Consultant with 30 years experience in generating low-cost leads. He recently wrote a manual for small business owners, "How to Build Your Small Business Fast With Simple Postcards", and several other publications to help small businesses grow and prosper. For more info: Email: BobLeduc@aol.com Subject: "Postcards" Phone: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

HOW TO USE 'THE BIG BENEFIT' TO INCREASE YOUR SALES AND PROFITS

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People buy products or services from you because they expect to gain a benefit. The benefit is more valuable to them than the money they spend to get it. You can use that benefit 3 different ways to increase the results produced by your marketing efforts.

1. Immediately state the benefit to draw the prospect into your promotional message.
2. Dramatize the feeling of enjoying the benefit to intensify your prospect's interest.

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3. Stimulate your prospect to start enjoying the benefit NOW by taking immediate action to get it.

Apply all 3 of these when you develop any promotional material — including the content of your website.

1. STATE THE BENEFIT IMMEDIATELY

...to draw the prospect into your promotional message. State the benefit in the headline of your ad, the first sentence of your sales letter or in a title at the top of your webpage. Use it as the opening of your audio or audio–video promotions. It immediately captures your prospect's attention and provides a compelling reason to continue reading or listening.

For example, I recently saw this headline at the top of a webpage: "Increase Your Online Profits 40% Now". The website offered businesses the service of accepting credit card payments online.

2. DRAMATIZE THE FEELING OF ENJOYING THE BENEFIT

...to intensify your prospect's interest. Use a word picture to help your prospect visualize the feeling of enjoying the benefit you offer. Here are 3 examples you can use as models for developing your own word picture:

"Know all your bills are paid as you and your family leave on a 2 week vacation." (a financial planner)

"The pleasing aroma of this new shampoo reminds you of driving through the country after a fresh spring rain."
(shampoo offered by an MLM distributor)

"It's Monday morning. As you get up, all your neighbors are already on the freeway trying to get to work on time. You have breakfast with your family and decide how to spend the day while your customers place their orders at your new automated website." (An Internet business opportunity)

3. STIMULATE YOUR PROSPECT TO START ENJOYING THE BENEFIT NOW

...by taking immediate action to get it. Three of the ways you can persuade immediate action are:

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** Make an offer with a short time deadline. (discount, bonus, etc.)

** Provide several easy, fast ways to buy. The more the better. (online, phone, fax, etc.)

** Guarantee fast delivery. This is easy if you can deliver your product or service online. Otherwise, offer to ship your product immediately or start providing the service immediately after your customer orders it.

IS IT A BENEFIT?

Be sure you're promoting the biggest benefit your customers get from your product or service -- not a feature of it. A feature is what your product or service is. A benefit is what your product or service does for your customers.

For example, an anti-virus software program may include weekly online updates. That's a feature. The benefit is -- a new computer virus will never destroy any data on my computer. That's the result a buyer wants. People never buy something to get a feature. They always buy to get the benefit produced by the feature.

WORKS FOR A SMALL AD TOO

Including all 3 methods of promoting a benefit in a small ad can be challenging because of the limited space available. Here's an example of how one business did it with only 18 words.

"Take more profit from your business and enjoy less stress! Find out how – before your competition does."

Customers buy your product or service to gain the benefit it

offers. Determine what that benefit is. Then use it 3 different ways in all your marketing materials and promotions. You'll be surprised by how it increases your sales and profits.

Bob Leduc retired from a 30 year career of recruiting sales personnel and developing sales leads. For more information... <mailto:BobLeduc@aol.com>. Phone: (702) 658-1707 (After 10 AM Pacific time) Or write: Bob Leduc, PO Box 33628, Las Vegas, NV 89133

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improve your life and find your happiness. Only 9.95Seven ways to improve your life and find your happiness.



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