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**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Benefit To Buyer or....What's In It For Me?**

**By Livvie Matthews**

**Benefit To Buyer or....What's In It For Me? by Livvie Matthews**

Benefit to buyer. In a nutshell, how your product will benefit the buyer – using the right attitude – is 95% of marketing!

Marketing is not telling your reader about you and your product...marketing is telling the reader what your product can do (benefit) for them.

People buy on benefits (to buyer – "What's in it for me?") not on features. Think and market in terms of your products benefits to the buyer.

What makes benefits the deciding factor?  
Benefits make a difference in your buyer's life. Features, on the other hand, are just things your product will do.

Identify and research your target market. What do they want to know, what are their likes and dislikes, where do they go when they need help, what is it they need help with?

In short, how will this product make a difference in their life...what problem will it solve, what benefit will they reap.

Make a list of all the possible benefits your buyer will receive when buying your product. To use a tried and true phrase "Find a need and fill it",

then make it easy to use and implement.

Often we make the mistake of creating the product first and then trying to fit the market to the product. When in fact, just the opposite is true. It may have been a good idea, but if there isn't a need, there isn't a market.

First, define your market and determine their need. Then create the product to fit the need (market). In the process if the need happens to hit their "hot button" (passion)...that's all the better!

Which brings us to another point...passion or enthusiasm. Enthusiasm is not only exciting, it is contagious! Use it in describing/marketing your products. Your buyers will get caught up in it. Your buyer may delay buying on "need", but "passion" requires instant gratification!

In this age of "instant gratification" people want information that gives answers...right now. The Internet, e-books and e-booklets are all excellent sources for marketing your information...instantly.

E-books and e-booklets, even printed booklets, by their very nature are designed to be short and to the point. This gives your buyer a clear, quick and precise message (instant gratification).

People love solutions. Let your readers know you solve their problems, you solve them fast and you can solve them....now.

Buyers will find it difficult to say no when you have given them an exceptional reason (benefit) to say....yes!

### **When Buying Used Car Is Not A Good Idea**

**By Gregory Ashton**

Looking for the cheapest car through buying used cars is a smart practice. However, when the buyer is truly saving and is on a tight budget, buying a used car should not be immediately decided upon and should take a lot of deliberation. This is to avoid throwing away your hard-earned money.

## Benefit To Buyer or....What's In It For Me?

Therefore, for people who already know something about buying used cars but wish to know when not to buy them, here are some pointers that may help people in their decision-making:

1. Buyers should be wary of buying used cars from owners that do not have complete and pertinent documents.

This could mean a lot of negative things and the buyer is the only one who will be at the losing end. Documents are crucial especially if the car is second hand. It is the only solid guarantee that a buyer can get hold of when buying used cars.

If this is the case, then, the buyer might as well not pursue the deal.

2. Buyers should consider their budget

If the reason why the buyer is opting to purchase a used car is the budget, then it should be the same reason why the buyer should be careful and meticulous in choosing a used car.

Hence, if the car needs a lot of maintenance, repairs, and other modifications, it is best not to buy that used car.

3. If the buyer is not comfortable after test-driving the car, then, it is best not to buy it.

There are instances wherein some people tend to opt for used cars because of the model of the car being sold. It is their dream car and there is no other way they can purchase them but to buy them second hand.

However, if the buyer was not comfortable with the car after test-driving it, then, it would be better not to pursue the deal, even if it means the world to the buyer to have that car.

The bottom line is that buying used cars should never be the sole alternative to people who cannot afford to buy new ones. This means that people should value the process of choosing a used car like what they would do when they buy a new car.

After all, it is their money that will be put to risk that is why it is extremely important to consider all the factors in order to have the best buy ever.

Gregory Ashton, your resident automobile enthusiast, bringing to you over 20 years of vehicular passion, and expertise; presents for your approval his insider secrets on selecting, buying, and

maintaining the car that is ideal for you.

<http://www.best-car-buying-tips.com>

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