

DRAMATIZE THE EMOTIONAL REWARD TO INCREASE YOUR SALES

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By Bob Leduc

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I recently read about a survey conducted among new car owners. The researchers were trying to determine which ads had the greatest impact on the buyer's decision to buy a certain car. What they discovered surprised them. Most of the new car owners they surveyed didn't remember any ads influencing their decision to buy the car. But they did remember watching the ads numerous times AFTER buying their car.

People rarely buy things for logical reasons. They buy things for the emotional reward it gives them. Later, they look for logical reasons to justify their purchase. That's why those new car buyers paid so much attention to the ads for their make of car AFTER they already bought it.

You can apply this principle to get more sales from your promotions. Start by revising your ads, sales letters and web pages to dramatize the emotional rewards provided by your product or service. Help your prospects see themselves already enjoying the benefits they get when they buy from you.

PAINT A VIVID WORD PICTURE

Often, your sales message doesn't have to say very much about your actual product or service. Instead, paint a vivid word picture of what your customer or client will enjoy when they buy your product or service. It's not as difficult as it sounds. Just think about what your customers really want

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to get when they buy your product or service. Then describe it in your own words.

For example, if you offer an MLM or other home-based business opportunity you can describe what it feels like to work at home without a boss. To illustrate how this works...

Your small ad could start with something like:  
"No Boss – More Income – Your Own Hours"

Your sales letter, brochure or web page could include something like:

"The day begins at a leisurely breakfast with your family. After getting the kids off to school you walk past the living room to your office and call one of your new distributors. The overnight report shows you earned a \$200 bonus on her sales last month..."

Be specific. If you sell boats, describe what it feels like cutting through the waves with your friends onboard. If you sell financial products, describe what it feels like to enjoy an affluent lifestyle without debt. If you're a business coach, describe what it feels like to own a highly profitable business.

When possible, include a photograph of someone enjoying the emotional reward. Don't use the photo to replace your word picture. Use it to help your prospect feel the experience of enjoying what you describe in your word picture.

### ...THEN ADD A LITTLE LOGICAL REINFORCEMENT

Most people buy for emotional rewards then look for logical reasons to justify their purchase. After dramatizing the emotional rewards of your product or service, include a little bit of logical reinforcement. It helps your prospects act on their impulse to buy. For example:

\*\* Offer a special reduced price — if they buy NOW.  
(Logic: "Clever decision. I saved money.")

\*\* Include a brief testimonial from a satisfied customer.  
(Logic: "Safe decision. Others liked it.")

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**\*\* Mention a few facts supporting the value of your product.**  
(Logic: "Smart decision. It's the best money can buy.")

Take some time to look at your promotional material. Revise it to include word pictures of the emotional rewards your customers get when they use your product or service. You'll be surprised by how much your sales increase when you dramatize those emotional rewards.

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

### **5 SELLING TIPS -- TO INCREASE YOUR SALES**

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#### **5 SELLING TIPS -- TO INCREASE YOUR SALES by Bob Leduc**

Here are 5 selling tips to help you increase your sales. All 5 work for any business. They're effective for both online and traditional offline marketing. And they won't cost you anything to implement.

##### **1. PROMOTE ONE THING AT A TIME**

Promote only 1 product or service at a time. It limits your prospect's buying decision to either "yes" or "no". Every "yes" answer produces an immediate sale.

Avoid promotions requiring prospects to make more choices after making the decision to buy. Some won't be able to make a clear choice. They'll avoid the risk of making a wrong choice by making NO choice -- and you lose the sale you already had.

You can develop separate promotions for each product or service you sell. Or you can combine several products and services into one package for one price. But always make your prospective customer's buying decision a simple "yes" or "no". It produces the maximum number of sales.

##### **2. LEAD WITH YOUR BIGGEST BENEFIT**

What's the biggest benefit you offer to customers? That

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benefit is your strongest selling appeal. Use it to attract prospects to your promotional message.

State your biggest benefit in the headline of your ads. Put it in the first sentence of your sales letters. Include it in a title at the top of your webpage. Use it as the opening of your audio or audio–video promotions. Leading immediately with your biggest benefit captures your prospect's attention and provides a compelling reason to continue reading or listening to your message.

### 3. PERSONALIZE YOUR APPROACH

More people will buy from you when they feel you are talking directly to them about their individual needs.

Develop customized versions of your sales message to cater to the specific interests of prospects in each market you target. Use the language and style of prospects in each market to communicate your message to them.

It's easy to use different versions of your sales message when you control who gets it. But how can you personalize your web site to appeal to prospects in one market without losing your appeal to other prospects visiting your site?

One way is to create special web pages for prospects in each market you target. Customize the content of each to appeal to prospects in that group. Then add a link to each of these special pages on your home page.

### 4. PROVIDE SPECIFICS

Marketers often describe their product or service with words like, "It's fast, easy and inexpensive". But a specific description of how fast, how easy and how inexpensive will generate more sales.

For example, a general statement like, "Our clients get more sales", is dull. It won't produce sales. Replace it with a specific statement like, "Most of our new clients enjoy at least a 17 percent sales increase in the first month". This statement creates excitement. It motivates prospects to sign up now so they can start enjoying that 17 percent increase in THEIR sales.

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### 5. DRAMATIZE FEELINGS

Customers usually buy on impulse, not logic. They base their buying decision on how they feel about your product or service. Get them excited about using your product or service and you'll increase your sales.

Revise your ads, sales letters and web pages to dramatize the emotional rewards your customer will experience when using your product or service. Use vivid word pictures to help them imagine themselves already enjoying those benefits. For example, a financial planner could describe what it feels like to enjoy an affluent lifestyle without debt.

Each of these 5 selling tips will help you increase your sales. They produce immediate results. And they won't cost you anything to implement.

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