

Do You Know What You Are Really Selling?

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**Do You Know What You Are Really Selling?**

**By Stuart Elliott**

Before you sit down to write that killer sales letter for your product just ask yourself these magic words

'What Am I Really Selling?'

I hope you've got a really good answer to this question because if you haven't then you are going to have the same amount of success with your sales letter as you will if you're trying to dry flowers at the bottom of the ocean – absolutely nil.

Put yourself in my shoes and walk through the preparation for a sales letter for a Moto Guzzi Le Mans motor bike and you'll see how to discover the correct answer.

You've owned your Moto Guzzi for 7 rapturous years and you know it intimately.

You can talk to me in the most minute detail about how the engine throbs and talks to you in a primaevial, sexual way as the bike happily trundles along at twenty miles an hour in top gear.

How, like a thoroughbred racehorse the bike has so much power in reserve and is constantly twitching and kicking just waiting for the starter's pistol so that it can hurtle forward at warp speed.

How it wants to accelerate INTO the corners and if you start cruising at 70mph it will almost instantly leap to 95 or 100mph without you being aware of it.

You know the shortcomings of the poor quality switches but also the feeling you get when you ride this magnificent beast, the sheer pleasure and thrill as this throbbing, pulsing, living animal becomes a part of your body.

You know how the heavy clutch makes your wrist ache murderously after four hours of hard riding but also how you soon learn to change gears both up and down smoothly with merely a fleeting thought and not use the clutch whilst doing so.

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You can tell me how, when you first sit on it, the bike feels so small, almost like a child's toy, because the seat height is so low, but also how, when you take a few moments to get comfortable, you can feel the poise, balance and precision of this magnificent piece of engineering.

You can tell me how a simple, three hour trip to London is turned into a six hour pleasure cruise that you never want to end, such is the pure joy of riding this magnificent beast.

In short, you know your product extremely well.

So what do you write about in your sales letter?

Do you tell me that the motorcycle has fantastic balance, that it has a top speed of 135mph, that it has a really beautiful paint job or that it is sensuous and appealing to the eye?

Do you want to be 'Drying Flowers At The Bottom Of The Ocean'?

No! You need to hit me with something more appealing than that, let's talk about

'What's In It For ME?'

You need to tell me about the sheer thrill and terror of seeing a 90 degree corner hurtling towards you at 100mph but how without a moments thought I will touch the brakes, drop down a gear or two, nudge the tank with my knees and be through the corner with a shower of sparks from the footrest and hardly a murmur from the bike.

How the experience will have me screaming like a banshee with an insane laughter as I go faster and faster searching for the next corner.

How I will become addicted to these feelings and look forward to them with a lust that I've never experienced before.

You need to paint the joy and benefits to me, appeal to the lifestyle and show me how much I'll MISS OUT if I DON'T own that Moto Guzzi.

You need to hit my emotions at a deep primal, gut level.

Look at the following two statements and tell me which has the more emotive power:

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Sit astride the Moto Guzzi Le Mans then answer this question:

Are you man enough to control the barely tamed beast that is

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now throbbing menacingly between your legs?

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Sit astride the Moto Guzzi Le Mans then answer this question:

Are you man enough to put this exquisite motorcycle through its paces and discover the limits of its abilities?

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Well which has the most emotive power?

Yes, you're right, the first because it talks to you on an emotive, gut level. It alludes to sex, talks about power, control and taming a wild animal.

The second statement is just 'Drying Flowers At The Bottom Of The Ocean'

Ride a motorcycle OK it could be fun

Tame a wild beast – Wow now that IS exciting!

Emotions are very powerful triggers, use them to trigger excitement and need in your prospect.

Look at your product again, learn all you can about it and discover the emotions it will trigger when your prospect uses it. Find out what problems it solves for him/her and then ask yourself 'What am I really selling?'

The answer is always the thrill of owning the product, or the time saving it will give or the solution it offers. Never The Product Itself!

Stuart Elliott is a world-class copywriter who has written numerous articles about sales letters and copywriting.

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**Ask Mr. D – ECommerce Sales**

**By Bill Daugherty**

**Ask Mr. D – ECommerce Sales by Bill Daugherty**

Dear Mr. D,

After spending about a year as an affiliate for other companies, I have come up with my own product.

My product is similar to one that I was selling as an affiliate. I made real good money selling this product as an affiliate, but my product, which I think is superior to that one, is not selling hardly at all.

My price is the same and I am getting a lot of traffic, but as I said, very few sales. Can you please take a look at my website and see if I have a problem there? Something is wrong.

Signed,

No Sales

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Dear No Sales,

There is an old adage in sales, don't sell the steak – sell the sizzle.

Your site does a good job of describing your product. That is what's meant by selling the steak. But, it falls short on selling the benefits a buyer will gain by using your product. That is called selling the sizzle.

People are not interested in your product or service per se, they are only interested in what the product or service will do for them. How will they benefit from using your

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product or service.

You need to rewrite your sales copy to let your visitors know how they will benefit from buying and using your product. Paint them a verbal picture of how they will be better off once they have that product.

You said you had done well selling this type of product as an affiliate. I suggest you take a look at that website to see how they do it. I'm not suggesting you copy their site, but just get a few ideas.

I wish you the best.

Signed,

Mr. D

Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freeadsgalore.com>



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