

Don't Make Them Regret Buying What You're Selling!

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**By David Russ**

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Most people don't know what the real definition of marketing is. In general, they mistake marketing as being synonymous with advertising, sales, or promotion.

Marketing is a highly evolved science of making a profit from transactions. It is, in fact, a very broad term. Whether you work for a business, a nonprofit organization, a services organization, or an organization that sells goods, the definition of marketing is the same: It's the process of identifying consumer wants or needs and then identifying ways of meeting those wants or needs at a profit to the marketer.

**MARKETING ISN'T JUST PROMOTING AND SELLING!** Why is it important to understand the definition of marketing? It's because we often think that all we have to do is promote a product and it will sell.

However, as what the definition of marketing points out, marketing involves first finding out what people need before figuring out how to get them to buy a product.

**THE 4Ps OF MARKETING!** In order to fully understand the definition of marketing, marketers often break down its definition into what is known as the "4 Ps of Marketing."

The 4Ps are:

- Product
- Place

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- Promotion
- Price

It's the marketer's job to find or invent the product to be sold, plan ways to get it to a particular place (distribution or logistics), promote it to its target audience, and determine the price it should be sold at.

**IT'S ALL BECAUSE OF THE CUSTOMERS!** Why do marketers take the 4P approach? This is because marketing is based on the concept of customer retention. This concept states that customers who are happy with the product they receive will come back again

and or tell their friends about the product. This is very important because estimates for most industries state that it costs at least five times as much to find new customers as it does to retain current customers.

**...AND MAKING THEM HAPPY!** How do we make customers happy?

We start by finding a product that a group of people or businesses want or need. Then we find the most convenient way for them to receive the product. Next, we promote the product to them in a way that will make it look most attractive. We want them to feel good about their purchase.

We want to make sure too that we can sell the product at a price that will bring them satisfaction. How often have you bought something and later decided you paid too much or didn't really want it? Perhaps the most important thing in satisfying customers is reinforcing in their minds the idea that they made the right decision of purchasing our product.

### **HOW TO MAKE THEM FEEL GOOD ABOUT THEIR DECISION!**

In the case of large or expensive product purchases, we can make customers feel good about their purchase by sending them a personal thank you note, letting them know what a good decision they made when they bought the product.

With smaller items, you can reinforce the purchase decision of customers with means such as continued advertising about the quality and good image of your product. Another thing to do is to reassure them by the providing good support for the product and a good return policy, if possible.

As you can see, if marketing is done properly, it will improve

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the lives of both the customer and the seller.

It is the marketer's goal to deliver something the customer wants or needs. If you sell things to people that they regret purchasing, it will probably be the last thing you sell to people. So don't make your customers regret having bought from you!

### **They're Searching So Why Aren't They Buying?**

**By Karon Thackston**

#### **They're Searching So Why Aren't They Buying? by Karon Thackston**

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<http://www.marketingwords.com>

There seems to be a common myth regarding site visitors and the buying process these days. I've heard this statement more than a few times over the last several months: ""My visitors find me when they use search engines. They type in the exact keyphrases I'm listed under. So when they get to my site why aren't they buying?"" The simple answer is that they aren't ready to buy yet.

Just because surfers type a specific keyphrase into a search engine does not mean they are ready to buy. In fact, it could mean just the opposite.

The buying process is made up of several stages, and your site visitors could fall into any one of the five. Let's say a surfer typed ""water filtration systems"" into Google. This same keyphrase can be used by people in all five of the buying-process stages. Take a look at the steps, and I'll show you why – during each one – your visitors might come to your site.

**Step One – Need/Want Recognition –** Deciding there is, in fact, a need or a want to be filled. During this stage a site visitor may be wondering. Take yourself for example. Suppose someone told you about a new water filtration system that is just awesome. Being a health-conscious person, you want to determine if this is something that would be good for you and your family. You jump on the Internet and begin looking for general information about the product.

Right now you aren't the least bit interested in price or sales pitches. You just want to know what this filtration system is all about so you can decide IF there is a need or want on your part.

Likewise, a site visitor in the need/want recognition stage is looking for solid, unbiased information.

**Step Two – Information Search –** Trying to determine what's available. So now you've found out that these filtration systems are fabulous, and you've decided your family needs one after all. Next step? Jump back on the Internet and start searching for information.

Are there various styles or sizes? What's the price difference? What features/accessories come with

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the system?

This is one time to focus on benefits, to make yourself available for questions, and to direct your site visitor toward your product/service.

Step Three – Evaluation – Eliminating products/services/companies and deciding who's best. After you've gathered a good bit of information, you'll begin to weed through the product brands and companies to determine which one you will actually buy.

A site visitor in this stage will likely come to your site for additional information, to find the answers to questions he/she came up with since the last visit, or to double check facts and figures.

This is a good time to not only focus on benefits, but also to have customer service, warranty, price incentive, and other information available.

Step Four – Purchase – Actually buying your product/service. Finally! After all this time, the customers are ready to buy! Support their decisions by making your ordering process and shopping cart quick and simple to use.

Step Five – Buyer's Regret – Wondering if they made the right decision. This is where money-back guarantees can save you! Most people simply need the reassurance that they \*can\* get their money back if need be. Especially with high-ticket items, buyer's regret is common. Reinforce their buying decisions by letting them know they can contact you with any problems they have. So, as you can see, even though every stage in the process is different, the same exact keyphrase could be used to search the ``Net for information. Create your site to accommodate every step in the buying process. Don't assume that – just because someone typed your keywords into a search engine – they are automatically ready to buy.

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