

Feeding Peoples Desires. How Can it Help Your Business?

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By Lisa M Cope

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Ahh DESIRE... It's the driving force behind most of our decisions in life.

Desire makes us go out of our homes late at night
for some Ben and Jerry's Ice cream.

The desire for more money, a bigger house, a new car
even something as simple as pair of new shoes will make us
search for a ways to attain them.

Desire makes us work harder, stay up later and dream of
ways we can get the things we want.

Think about it. How many times you have worked overtime
or taken on an extra job just so you could have that
one thing you were longing for? Think of the way you
strived and planned to achieve your goals.

It is amazing what people will do to have what
they DESIRE.

I know what your saying, yes I've done that but how does
that apply to my business?

First take a look at what your selling. How can it
help people achieve what they desire?

For example in my business I have a lot of mothers that
are looking for a way to work from home. That is what they
desire, so I put together a simple package that will help

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them learn just how they can do that.

Concentrate on how your product can help people achieve a goal fulfill a need, a want, YES I'm going to say it again. How can it help them attain what they DESIRE!

Now that you have thought about it. Think about how you can incorporate it into your business. There are many ways you can use peoples desire in your ad copy or on your website.

First let's talk about your basic classified ad the back bone of most businesses.

Let's say you sell "I'm not gonna say widgets" I'll say a spray cleaner that cuts grease 10 time faster than all the rest.

Your ad could read:

Super Spray Cleaner cuts grease 10 times faster than all other cleaners on the market today. Order today and we will give you your second bottle completely free.

<http://www.superspraycleaner.com>

Or it could say:

Tired of spending endless hours in the kitchen trying to get the grease off your counter tops? Super Spray Cleaner gets you out of the kitchen 10 times faster because it cuts grease 10 times faster than all other cleaners on the market today.

We are so sure you will agree we will include a second bottle completely free to save you the trouble of reordering.

<http://www.superspraycleaner.com>

Do you see the difference?

Who wouldn't want to get out of the kitchen 10 times faster. I know it's my main ambition most nights.

Sometimes satisfying your customers desire is a simple as:

Giving them easy ordering instructions. Or making them feel secure and safe by reassuring them that you have secure order form and a privacy policy in place.

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Even a little thing like a surprise bonus for ordering or compliment on their wise decision for purchasing your product will go a long way.

By helping them solve their problems, get over obstacles and achieve their goals you are giving them what they desire. People want to invest in their future. Show them that investing in your product will improve their lifestyle and fulfill their desires and you will have it made!

Lisa M Cope – a Work at Home Mom on a Mission!
To help other parents learn how to build a Successful Business Online and enjoy the financial freedom it takes to stay at home with their children. Visit <http://www.flipidy.com> and get your Free ePack

full of the resources you need to succeed!

Fulfill The Needs And Desires Of Your Prospects

By Craig Valine

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The key to a great marketing campaign starts with understanding how the needs of your prospect relate to your product or service. It's basic, but most business owners never consider the thought. Until you know what they need and determine how you can satisfy those needs, you can't really plan a meaningful campaign.

Get a pen and paper out and ask yourself these questions:

- If I were a prospect getting solicited by my company, what would it take to get my attention?
- What promise would I want fulfilled?
- What needs would I want to have met?

Now ask yourself:

- What needs and desires are my competitors not fulfilling?

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The best way to find out where you need the most work is to list all the needs and desires your competitors are already fulfilling. Maybe you are fulfilling these desires too, but is it possible that you could articulate it better than they can? Sure!

A good USP (unique selling proposition) is one that fulfills a void in the marketplace. It is communicated clearly and concisely so that your prospects "get it."

It's also known as your "big promise." So, it's important that not only do you communicate it in everything you do and say... but that you stand by it – always!

To formulate your marketing campaign, along with the lines of your USP, I suggest asking yourself the following questions.

- How can I show more interest in my customers than my competition?
- How much more service can I offer than my competitor does?
- What are my specific added or extended service benefits?
- When I have used similar services from competitors, where

have I been most impressed -- or most disappointed? And, why?

- How can I make my customers understand how important they are to me?
- How can I persuade them they are being treated with professional interest and courtesy?
- What specific needs should my product or service fulfill?

As I've said before, without a customer your business doesn't exist. Stop running your business the way YOU want it, and start running it the way YOUR CUSTOMERS want it.

It's all about them. It's never about you.

Treat your customers like dear and valued friends. Give them what they want. Treat them with respect and courtesy. Communicate with them often. Let them know you care about their wants, needs and desires.

If you've asked yourself the questions above, you are 1000 percent better than your competition. Rarely will ANY business

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ask themselves these questions. It shows in their poor revenues.

Always remember: It's all about their needs, wants and desires.
It's never about yours.



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