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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?

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!

Fulfill The Needs And Desires Of Your Prospects

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 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.

10 Psychological Desires To Insert Into Your Ad

By Larry Dotson

1. Most people like surprises because it's a change of pace from their routine. Tell your prospects that they'll get a surprise free bonus for ordering.
2. Most people want life to be easier. Give your prospects easy ordering instructions, easy product instructions, etc.
3. Most people want to feel secure and safe. Tell your prospects that you have secure ordering and a privacy policy.
4. Most people want to receive compliments for their achievements. Give your prospects plenty of compliments for them considering your product.
5. Most people are curious about things that could affect their current lifestyle. You could use words like "Secret" or "Confidential" in your ad.
6. Most people want to invest in their future. Tell your prospects to "invest in your product" instead of "buy our product".
7. Most people want the latest and newest things in life. Use words and phrases in your ad copy like "New", "Just Released", etc.
8. Most people want to solve their problems. Tell your prospects what problems they have and how your product can solve them.
9. Most people want to make the people around them happy. Tell your prospects how happy their friends or family will be if they buy your product.
10. Most people want to get over obstacles so they can achieve their goals. Tell your prospects which goals they'll achieve by ordering your product.

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As a bonus, Bob

Osgoodby publishes the free weekly "Your Business" Newsletter – visit his web site to subscribe and place a FREE Ad!

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10 Psychological Desires To Insert Into Your Ad

7 Emotional Appeals You Can Use To Super Charge Your Headlines!

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