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HOW TO OVERCOME THE 4 REASONS PEOPLE DON'T BUY FROM YOU

By Bob Leduc

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Sales are produced by people. It doesn't matter if you're selling lemonade to tourists or airplanes to governments. Even on the Internet, every sale is the result of a live person or group of people deciding to buy from you. Unfortunately, many decide NOT to buy from you.

Would you like to increase the number of sales you get? It's easier than you think. There are only 4 reasons why people decide not to buy from you. Once you understand the psychology behind each of them you can implement proven strategies to neutralize their impact and get a higher percentage of sales.

REASON #1: NO NEED

People in our modern society rarely buy something because they need it. They buy something because they want it. When prospective customers say, "I don't need your product" they really mean, "I don't want it". How can you avoid losing these sales? Target your marketing. Promote your business only among people likely to have a strong desire for the benefits provided by your product or service.

EXAMPLE: A network marketer will lose money by advertising a business opportunity in the local newspaper. Most readers aren't interested in a business opportunity. Instead, she can generate a lot of business by advertising in trade magazines, newsletters or ezines read by opportunity seekers.

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REASON #2: NO MONEY

Consumers and businesses rarely avoid buying something because they don't have (or can't get) the money needed to make the purchase. They avoid buying what you offer because they place a higher priority on spending money for something else.

You can get these sales by making YOUR product or service their priority. What is the most pressing problem you can solve for prospects in your targeted market? Dramatize how

they'll feel when your product or service eliminates that problem. Make it so important they'll move your offer to the top of their priority list.

TIP: You can demonstrate a low cost for your product or service by breaking down the price to its lowest time increment. For example, "Enjoy all of this for less than 90 cents a day" (for something priced at \$325 a year).

REASON #3: NO HURRY

Many people tend to procrastinate after they decide to buy something. As time passes some will forget why your product or service is so important. They'll be distracted by other priorities and forget all about you. You'll lose the business.

You can avoid losing sales because of "no hurry" by rewarding customers for taking immediate action and penalizing those who don't. For example, offer a special discount price or a special bonus for ordering before a deadline.

REASON #4: NO TRUST

Most people fear losing something they have more than they desire gaining something they want. This fear causes many people to avoid buying something they really want. They're reluctant to buy because they might not get what they expect from your product or service and they'll lose their money. You have to remove this perceived risk to avoid losing business because of "no trust". Here are 3 way I've found effective for any business...

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1. Eliminate the risk with an unconditional money back guarantee.
2. Provide reassurance with testimonials from satisfied customers.
3. Increase your credibility by allowing customers to communicate directly with you. For example, give them your direct phone number. You'll only get calls from serious prospects who want the reassurance of dealing with a real person.

There are only 4 reasons why people decide not to buy from you. You can increase your sales and profits by understanding the thinking behind each reason and

implementing proven strategies to neutralize their impact.

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

28 Reasons Why Publishers Will Buy Your Book

By Catherine Franz

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Editors will buy a book for one or more of the following reasons. By knowing what these reasons are, you can then design a marketing plan with those features in mind.

1. The author's previous books have sold well.
2. They love a book and think it will sell.
3. They think a book will sell.
4. They love it enough to publish, regardless of its commercial potential.
5. It's a book that deserves to be published because of its value to a cause or the country.

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6. An editor is passionate enough about it to overcome any doubts the house may have about the book.
7. A new editor has arrived from another house and its building a list.
8. The publisher has the opportunity to reflag a successful author from another house.
9. The book will be the first in a series with strong growth potential.
10. The idea for the book is brilliant.
11. The idea for the book is timely.
12. The writing is superb.
13. The title alone will sell books.
14. An author's promotion plan guarantees a book's success.
15. The author is a media magnet who can guarantee enough publicity to make a book successful.
16. The author has a national platform such as a column or a radio or television show that will guarantee continuing exposure for the book.
17. The publisher thinks that a book will back list and become an evergreen (like evergreen tree -- sells for long long time).
18. The book has subsidiary rights potential including book clubs, audio cassettes or foreign, electronic or movie rights.
19. The book has adoption potential in schools or universities.
20. The house has published similar books with success.
21. The book is on a subject that the house has or wants to build a list in.

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22. Overcome by auction fever, publishers convince themselves that, despite the profit-and-loss statement rated to determine a book's value, they pay whatever it takes to outbid their rivals.

23. The author wants to switch houses.

24. The editor discovers a book on a trip to a book fair and thinks it will sell, or is caught up in the excitement surrounding a book, or wants to justify the trip.

25. The publisher is sending the industry the message that because of new management or despite changes in the house, the houses a player.

26. The book being sold may not be a big one, but future books will have bestseller potential.

27. The author has a personal connection with someone in the house with the power to buy the book.

28. Publishing the book will enhance the house's prestige.

This is not a definitive list. John Saul, a novelist, observed if publishers don't want to buy a book, they say "It's been done to death." If they do want to buy that book, they'll say, "Always works."

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Catherine Franz, a Certified Professional Marketing & Writing Coach, specializes in product development, Internetwriting and marketing, nonfiction, training. Newsletters and articles available at: <http://www.abundancecenter.comblog>: <http://abundance.blogs.com>



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