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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How To Motivate People To Buy

By Vincent Murphy

What motivates the people who visit any website to buy?

This is the one question that every Internet Marketer is seeking the answer to. If you know how to motivate people to buy, then you can increase your sales and your conversion rate. And wouldn't that be good for your profit and your business?

So what motivates people to buy?

It is often said that you should give people what they need, because that is what they are going to buy. That may well have been the case once but sadly today society has changed and people no longer buy what they need.

Instead they buy what they want and what they crave - hence people struggling to put food on the table, but have a 42" plasma TV, satellite system and a bottle of Jack Daniels!

You need to pitch your product not as something they need, but as something they absolutely must have; make it so they crave your product and absolutely must get their hands on it.

People also buy because they want to get pleasure from what they buy. Someone doesn't walk into a car dealership and buy a top of the range Mercedes because they need it; a Skoda or Toyota would have done the job just as well.

They buy the Mercedes because they want the pleasure that goes with it. Whether this is the comfort of the car, the joy of all the gadgets, or the fact that it is a status symbol - they drive a Mercedes! Whatever their reason it will be because they have associated pleasure with owning a Mercedes and so they buy one when they could have saved tens of thousands of dollars and bought a cheaper car!

Another reason people buy is because they want to avoid pain. Volvo are one of the best selling cars in Europe. Why? They are not the prettiest of cars, nor that expensive, nor are they of the perceived class of a Jaguar, BMW or Mercedes.

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Volvo's sell well because people want to avoid the pain associated with car accidents. Volvo's are some of the safest cars on the market and as such appeal to people who want to protect their family and passengers.

These are three of the main ways that people are motivated to buy. If you can work out how to use this in your sales copy, your emails, your newsletter and your website, then you can convert more visitors into paying customers.

Identify your target market and learn their pain - what problem are you solving for them with your product?

Understand this and your sales copy can become smoking hot and you can boost your conversion rate!

Vincent Murphy can help you to find the best home based business ideas and money making opportunities so you can work at home/How To Motivate People To Buy visit:

<http://www.HomeGrail.com>

How to Motivate Yourself to Organize

By Barbara Myers

How to Motivate Yourself to Organize by Barbara Myers

Organizing is probably not at the top of your list of fun things to do, is it? If your clutter is overwhelming, it's especially difficult to get started. Here are some easy tips to motivate yourself to organize.

1. Dr. Martin Luther King Jr. said, "Take the first step in faith. You don't have to see the whole staircase, just just take the first step." You don't have to organize your whole house today. Just work on one small area-- a drawer or a cabinet.
2. Buy a good organizing book. Once you begin reading it, you'll feel compelled to start organizing.
3. Forget embarrassment. Invite an organized friend to help you. Hire a professional. It's easier to organize when you can talk through the clutter.
4. Set the mood. Put on some fun music. Open the

windows. Choose a starting point and just do it.

5. "Nothing in the world can take the place of persistence," said Calvin Coolidge. Keep trying. Do a little bit daily or weekly and you'll soon find that you are more organized than you ever thought possible!

Free time management tips booklet, meal planner, and daily organizing checklist at <http://www.ineedmoretime.com>.



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