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Menopause, Andropause And Other Hormone Imbalances
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How To Turn The Biggest Sceptics Into Eager Buyers

By Kris Mills

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When making a purchasing decision, people have their "rip off radars" on high beam. They're wary and so they should be -- after all, they're about to spend money so they want to be sure they're not going to get ripped off, AND they want to be sure they're going to get the absolute best return on their advertising dollar.

Anyone can claim something generates great results. And they often do.

Here are some ways to dissolve scepticism and prove your claims:

1. Testimonials

You can never underestimate the power of testimonials. Testimonials will add enormous power to your copy. Because a 'real' third person is backing you up, your claims have much more credibility. The best testimonials to use are ones that tell about specific results a client has achieved. eg.

"Our turnover has more than DOUBLED in the last financial year, during a recession and much of that has been due to your great service."

"I lost 16 kgs in just 6 weeks and it was so easy"

2. Test results

Prove to your prospects that your product or service really works by including any test results that prove that or position you above your competitors. Make sure that they are independent tests so they are seen as being reliable. Statistics can also work wonders in backing up your claims.

3. Money back guarantee

When prospects are deciding between companies and between products there is always a conscious or subconscious fear in the back of their minds... a fear that they are going to be ripped off, or the product isn't going to live up to its promises.

After all, your prospect is about to hand over money so he/she wants to make sure it is money well spent.

There are many ways (including the ones mentioned in previous sections) to prove to your customers the reliability and quality of your service or product but none of them compare to offering a guarantee.

If you offer a powerful money back guarantee, you are showing your prospect that you are willing to stand behind your product. You are willing to put your money where your mouth is. You are willing to risk a refund because you believe in the product so much.

You've probably seen some businesses using a half hearted approach at offering guarantees. These simply don't work. eg. Personal service guaranteed. A guarantee is useless unless you offer a refund or replacement as a result of not living up to that guarantee. You need to state these terms in your guarantee.

4. Case studies

Give an example of a before and after situation relating to one of your clients. This helps build credibility and it also helps your reader picture themselves owning the product. For examples of case studies in action just [click here](#)

5. Comparison chart

If the features and benefits of your product are proven to be better than that of your competitors, use a comparison chart which illustrates this.

Your sales arsenal

So you're about to meet with a prospective client to sell them your products or services. You're fairly clear on what to say to them to excite them about doing business with you but unless you're in a position to ensure that they sign up on the spot or if there are the minute they leave your premises.

If your prospective client needs to go back and think about your proposition and/or if there's another decision maker involved, it's very important that

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you leave them with something that will ensure they stay excited about using your services. Not only that, it's also important that the information they take away helps handle any objections they may have.

*Professional looking corporate profile which gives details of your company history, your products and services and most importantly, the benefits of doing business with you. The more professional this document looks, the more professional your company will look in the eyes of your prospect.

*What clients say ... a list of testimonials with punchy headlines (the more the better)

*Imagine getting results like these – a sharp list of results you've achieved for clients (a paragraph or two on each one)

*Client Success Stories – This is a more comprehensive case study document which gives a before and after picture.

*Quality colour copies of any press coverage you have received

*Frequently asked questions document which addresses the most common objections or fears felt by prospects

Kris Mills of Words that Sell is a seasoned copywriting professional and author of "How to Create a Sales Explosion With Every Ad and Letter You Write". More information on this popular guide can be found at <http://www.synergie.com.au/explosion.htm>, or check out more of Kris' many copywriting articles at www.advicegalore.com.

How To Make Your Tract Home Stand Out In The Crowd: Home Staging

By Jeanette Joy Fisher

Home sellers who wish to market their property in development neighborhoods face tough challenges. All the houses look similar. All the houses sell for amounts in the same price range. The market — whether it's a hot sellers' market or a cool buyers' market — largely determines the price, purchase terms, and length of time to sell.

How do you make your home stand out from the crowd? How can you turn your property into a "hot" sale, even if the market's lukewarm? Remember the "Three M's" and apply these Design Psychology strategies as you stage your home for sale:

1. Magnetism. Because most buyers won't even get out of their car unless a home shows promise, create an exciting exterior that draws prospective buyers to your home. Place an interesting focal point in your front yard, such as a water fountain, a large urn, or a beautiful tree. Enhance your walkway with

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enticing plants or light fixtures that clearly mark the path to the front door. Use color psychology to either paint your front door or its framework a happy, inviting color, such as Sherwin William's Torchlight (golden wheat) or Rose Tan.

2.Mystery. Most home searchers only spend three to four minutes looking at the average home. Enchant with mystery as soon as the prospects enter your home. Make the buyer take a second look by using Design Psychology lighting tricks. Place a palm tree so that it partially blocks the view of the hallway. Uplight the palm tree with a canister light that casts captivating shadows on the walls and ceiling.

3.Memory. Home shoppers look at many houses in a row. Your goal is to get the buyers to remember your home above all others. Design psychology can help you do this. Think about your buyers' dream: they want a lifestyle --not just a house. Make your buyers believe that if they choose your home, they will have the privilege and right to take a nap in that "fantastic garden hammock," read a great book in your private reading nook, or cook a delicious meal in your gourmet kitchen.

Turn heads with your enticing home. Turn viewers into buyers. Turn your typical tract house into a buyers' dream home using home staging methods that create a lifestyle delight.

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Jeanette Fisher, author of Joy to the Home Journal, Sell Your Home for Top Dollar--FAST, and Home Staging for Top-Dollar Sales, teaches design psychology college courses and professional real estate investing seminars. For home selling tips see

 For home staging

strategies see



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