

Make Your Customers' Dreams Come True!

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Make Your Customers' Dreams Come True!

By Evan Fische

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We all have a dream. Maybe that dream is to find spiritual contentment, or maybe that dream is to have a healthy, happy family. Maybe that dream is just having enough time to play all the golf you want. Whatever dreams we have, they help dictate who we are and how we act — especially when it comes to buying.

The most successful salespeople are the ones who become "Dream-Brokers" for their customers — that is, they understand what their customers desire, and find a way to help them achieve it. Business opportunities are a perfect example of how this works. The business opportunities that are the most appealing are the ones that not only talk about the money that it can generate, but show how this fits into a customer's dreams.

This process starts with the "research" stage — before you even begin marketing, you need to take some time to understand your audience. What is it that they want? What are their desires and values? The answers to these questions will help you choose the best way to present your offer or product.

Then, as you create your marketing, focus on these desires in your writing. Remember that, for most people, money is just a MEANS for getting something else, not an END in itself. If you can show how your offer will help the customer get what he or she REALLY wants, you will have a much better chance for a sale. It's amazing how many times I've seen marketing that focused just on the money, rather than going deeper.

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Also, you can help the customer reach their dreams in stages. For instance, we all know that no business opportunity out there will really make you \$1,000,000 in the first 15 minutes — financial success takes some time. However, you can give your customers a "taste" of their dreams to come — that's why giving away "Free Vacation" Certificates have become such a powerful incentive in business. They give customers a little bit of their dreams (after all, the desire to travel is a common dream for most of us). The added appeal of an inexpensive incentive like this can go a long way in creating more sales and larger profits for your business.

The important thing to remember here is that we are the most successful when we actually help our customers achieve their

goals and desires, rather than just cashing in on them. As I said before, we all have dreams, and one that we should all have is to feel the satisfaction of helping other people see their dreams come true.

What Are Dream Really Made Of?

By Krista OConnor

Have you ever considered what the heck dreams are really made of?

Many people believe dreams are simply a bunch of garbled thoughts strung together that don't mean anything in particular. If you taking the time to read this article, then chances are you probably believe that dreams are much more important than that...and they certainly are!

Your dreams are a true reflection of yourself at that particular point in your life. They encompass all of your thoughts, your emotions, your beliefs, and all of your desires. Think of your dreams as snapshots of what you are in the process of attracting or creating in your life at that time.

That last sentence is what dreams are really all about. They are signposts literally telling you the nature of things to come.

This isn't about prophetic dreams here, but the general direction your thoughts and emotions are taking you in. So in that light, giving your dreams some attention is to your great advantage!

Here's how it works -

Suppose that most of your waking thoughts are of worry, fear, frustration or beating yourself up over something you said or did, and so on. This is negative emotion that will naturally be reflected in your dreams.

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However, your subconscious (or your higher self, or whatever you want to call it) is a lot smarter than your conscious self and will offer you nuggets of wisdom to make you more aware of the bigger picture. Awareness breeds the changes necessary to turn those negative thoughts and emotions around.

If you choose to do nothing about your negative state, then guess what...you'll get more of the same. If you choose to be more aware of your emotion and move toward the positive, then you will create more positive results in your life. That's the Law of Attraction at work and believe me, your dreams can really help you with this!

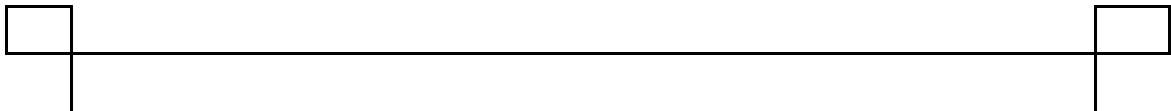
The message here is to become more interactive with your subconscious through your dreams and make use of them. You can start by asking yourself a question before you fall asleep at night and expect an answer.

Sweet Dreams!

Krista O'Connor is an online entrepreneur and long time dream-worker. To learn more effective tips and ideas for quick and easy dream interpretation or to subscribe to Dream Log (monthly ezine), visit her site at



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