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**Making Your Sales Copy Sell... Even In A Recession**

**By Karon Thackston**

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I was talking with a group of business associates the other day and one question popped up that was of particular interest. "Is everyone finding that sales come MUCH slower these days?" The answer from all on the call was a resounding yes! The next question won't surprise you... "What do we do about it?"

There is no doubt that individuals and business people alike are becoming more and more cautious with their money. Rather than buying anything and everything that peaks their interest, serious consideration is being given to each and every expense. That's natural in a recession.

What that means is advertising copy has to work harder and better. No longer will a simple quip like, "You'll love it" or "Be the first to own one" work. You have to earn each purchase. You have to prove your worth.

People who live and work in recession-laden times have specific criteria for making purchases. If your product or service "qualifies", you get the sale. The challenge comes in determining what it takes to qualify.

I've said it a thousand times: "Before you write one word, get inside the mind of your customer." You have to understand who the person/business is, what they need, what they want... and then give it to them.

In a recession, the focus turns from "trying" to "getting results". Those who might, in an ordinary economy, try something just to see if it would work will now demand proof of results. Those who would normally take a risk will now ask for guarantees.

## Making Your Sales Copy Sell... Even In A Recession

In order to build trust and create an atmosphere conducive to converting cautious visitors into customers, you'll need to make three things obvious in your copy:

- 1) Benefits. Yes, even novice advertisers know about features vs. benefits. But it is imperative that you fill your copy with as many of them as it will hold. In a recession, your customers will not wonder - but will demand to know - what's in it for them. Let them know exactly what they will get for their dollar/pound/euro.
- 2) Results. In addition to benefits, your recession weary customers will want proof of results. This can be accomplished in a variety of ways. Testimonials are the easiest, provided they are verifiable. You can also use online demonstrations, case studies or a number of other effective methods of showing that your product/service works.
- 3) Guarantee. If - for whatever reason - your product/service does not perform as expected, your customer will want a safety net. Provide a guarantee or warranty to make them feel safe about spending their hard earned money.
- 4) Repetition. Lastly, don't be surprised if it takes multiple exposures to your offer before a purchase comes. Instead of the usual 7–9 exposures, it may very well take 10–14 before sales come in. There are several reasons for this. Customers may need to consider, and reconsider, your offer before buying. They might need time to raise the cash to pay for your product/service. Expect - and plan for - slower conversions.

Give the customer what he/she needs to make a comfortable decision. By changing the focus of your copy to meet the qualifications of those cautious buyers in a recession, you will be able to convert leads to sales more quickly.

FINALLY! The 1st copywriting course that takes you step-by-step through the process of writing emotion stirring, profit generating copy AND gives you the LIVE feedback you need to succeed! Get it today - with THREE FREE bonuses! <http://www.copywritingcourse.com> or <http://www.ktamarketing.com>

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**Recession-Proof Customers Are Over the Hill – Ha!**

**By Gary Onks i**

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With all the doom and gloom recession talk going around

wouldn't it be nice if your customers were recession-proof?  
My goodness that sure sounds wonderful.

- \* Could such customers really exist?
- \* If they do exist, how would you find them?
- \* Could there be enough of them to focus on and build a customer base from?
- \* If so, would they have any interest in the products and services you offer?
- \* Would they turn out to be a bunch of skinflints with no discretionary funds?

Oh, how very wonderful it would be if such folks did exist and could/would buy your goods. Why it would be a business paradise! What a sales dream come true!

Well, it's not a dream. Such customers do exist and they are eagerly waiting for you to call on them. Yes, they want your products and services. Where do these dream-come-true customers exist? Why, they are all around you. In fact you have been looking at them for years, but you haven't really seen them. They are called senior citizens.

Seniors are the biggest (over 81 million), fastest growing (1 every 7 seconds) and highest net worth (own 79% of all financial assets) consumer group that exists in America today.

The reasons that seniors are close to being recession-proof are:

- \* They have stable, guaranteed incomes from their retirement packages, savings, investments, social security and their medicare/medicaid benefits.
- \* Most have little if any debt, owning their homes and cars outright.
- \* They carry small (if any) credit card balances.
- \* Child care costs are zero since their children are grown.
- \* Utility and tax burdens are extremely low for this group.
- \* They are quite cash positive with large savings accounts and very secure investments.

Translation, lots more discretionary funds than any other group of

customers around. This all adds up to customers that are almost recession-proof with more money for wants.

Most seniors did without and/or denied themselves most luxury

items while raising their children. Now they can afford to "slacken the reins" quite a bit and enjoy themselves. Seniors can buy what they want, not just what they need. This is why these consumers are spending more freely; and if you catch their eye, they will buy your goods and services in order to "splurge a little" (a lot actually) recession or not.

Seniors buy everything that any other customer buys, and then some. The only real difference between these consumers and others is that they have had more birthdays. They are truly the "Millennium Marketplace." Companies that take notice of them, and then proceed to pay very special attention to them, will not only comfortably ride out any recession, they will reap a marketing bonanza of absolutely astounding proportions.

You can "Gain Market Share, If You Show Seniors You Care."



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