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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!

My Product is Better - Why isn't it Selling?

By Nancy Fraser

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The movie, "Field of Dreams" opens with a farmer standing in a cornfield. He hears a disembodied voice saying, "If you build it, he will come"...by the end of the movie the mantra has changed to "If you build it, they will come".

The movie takes a religious theme and applies it to baseball. The story appeals to our sense of order in the universe, that if you create something exceptional whether it be a product or service, it will take on a life of it's own and automatically be successful.

In reality, we know that that is not so. "Build a better mousetrap and the world will beat a path to your door." It didn't work when the better mousetrap was designed and it won't work now.

How are you going to reach your prospective customers?

Look beyond the features of your products and services, to the reason the customer would want to do business with you.

Developing an effective strategy requires a clear idea of who your core group of client's is.

Demographics - age, sex, education, income

Are augmented by

Psychographics - style, buying habits, personality, values, ideology, attitudes and issues of the day and the consumers stage of life.

Identify the main motivation of your customer, reach out and touch them with an emotional message they are compelled to act on. Each market segment has it's own triggers, which is why it is ineffective to say "everyone is my target market" and try to use one message and medium to reach them.

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Pain is a greater motivator than pleasure. Pain of loss, pain of being laughed at, pain of being left out, pain of looking old, pain of looking unsuccessful...what pain does your customer have? How can you communicate your understanding of their problem and the fact that you can take away the pain?

Motivation is also affected by current trends. Today's consumer doesn't believe in promises, anymore. You only have to look at the most popular shows on TV and the resultant association the phrase "You're fired" conveys to see that people want reality. There is demand for an even a further extension of reality TV, demonstrated by the need to see what goes on behind the scenes....the real reality.

Stating a "truth" is not enough...form a connection. People look for verification of what they perceive to be a truth.

Delivering a clear, concise message, often, to a small group of receptive people is much more effective than using the scattergun approach.

Be willing to embrace new ideas, be excited about the opportunities presented by being seen as different, and have the dedication and commitment to stick to your plan to reach out and touch someone.

Ask Mr. D – ECommerce Sales

By Bill Daugherty

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Dear Mr. D,

After spending about a year as an affiliate for other companies, I have come up with my own product.

My product is similar to one that I was selling as an affiliate. I made real good money selling this product as an affiliate, but my product, which I think is superior to that one, is not selling hardly at all.

My price is the same and I am getting a lot of traffic, but as I said, very few sales. Can you please take a look at my website and see if I have a problem there? Something is wrong.

My Product is Better – Why isn't it Selling?

Signed,

No Sales

Dear No Sales,

There is an old adage in sales, don't sell the steak – sell the sizzle.

Your site does a good job of describing your product. That is what's meant by selling the steak. But, it falls short on selling the benefits a buyer will gain by using your product. That is called selling the sizzle.

People are not interested in your product or service per se, they are only interested in what the product or service will do for them. How will they benefit from using your

product or service.

You need to rewrite your sales copy to let your visitors know how they will benefit from buying and using your product. Paint them a verbal picture of how they will be better off once they have that product.

You said you had done well selling this type of product as an affiliate. I suggest you take a look at that website to see how they do it. I'm not suggesting you copy their site, but just get a few ideas.

I wish you the best.

Signed,

Mr. D

Do you have an advertising or marketing question you'd like to see published in this column? Send it to <mailto:MrD@epm.zzn.com> You can visit Mr. D's website at: <http://www.freeadsgalore.com>

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