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**Selling from your Heart**

**By Flo Schell, EdM, Certified Sales Coach**

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Are you a Solopreneur, a Small Business Owner, a Helping Professional, or a Creative who is tired of trying to figure out how to sell yourself and your services without feeling uncomfortable or pushy?

If so, you are not alone! Many of us have experienced manipulative and abrasive salespeople who have turned us off...made us cringe...and even stopped us entirely from pursuing a purchase we really wanted.

If we ourselves have had poor experiences with salespeople, how can we be expected to enjoy becoming one?

Well, let's look at the alternative. In order to bring our talents, our services, and our gifts to the world...we need to figure this out.

What I know for sure is that we cannot grow our businesses without becoming comfortable with "selling" ...so let's bite the bullet and master this "selling thing".

"But we didn't sign on to be salespeople", you say. "We signed on to help people or to make a great product available or to express our creativity!"

"We're ok with connecting with people, forming new relationships, and helping people to get what they need...but in a professional and non-threatening way."

And so it is with "Selling from your Heart."

"Selling from your Heart" is about forming connections with potential Clients, finding commonalities, enjoying conversations, figuring out what's missing, helping to clarify what's needed, and partnering to find solutions.

Is that something you're comfortable with?

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I thought so!

So let's create a plan that will help you to embrace your professional selling self and, in so doing, enhance the very reputation of "selling".

### Step 1

Know Yourself. Who are you? What makes you special? What characteristics do you have that would attract someone to partner with you? What products or services do you have to offer them that is unique?

### Step 2

Get Clear On Who You Want to Attract. Who would you really like to work with? What qualities do these individuals have? What would it be like to have a relationship with these types of people? Create a "My Favorite Client" profile. Keep it in full sight.

### Step 3

Look for Your "Favorite Clients" Everywhere. It's like a treasure hunt. Where do they hang out? What do they read? What radio stations do they listen to? Where might you run into them?

### Step 4

Create an Image for these Individuals to See. How will you portray yourself to these potential Clients? What will you send them that will make you curious about you? Should you place a photo on your brochure? Should you pose a question in your copy that will make them say...Hmmm! What will make them reach out?

### Step 5

Imagine Yourself Conversing with Exactly the Type of Client you Seek. If you could talk with your Favorite Prospective Client, what would you like to find out about them? What would you like to share? How would you introduce yourself? What questions could you ask to put them at ease?

### Step 6

Be a Conversation Starter. Remember, people love to talk about themselves. Ask an "open-ended" question. Listen to the response. Listen some more. Come from curiosity. What does this person have to teach you? How might you two connect? What are the commonalities of experience? Is this someone you can help?

### Step 7

Move it Forward. Are you eager to share the "good news" about what you do with others? Are you

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excited about what you do? Are you comfortable in your own skin...even if it's new? Just be yourself. Share what turns you on. Tell a fun story. Move the relationship forward.

### Step 8

Watch for the "Magic Click". Are you feeling on the same wave length with this person? Does it just feel good to talk with them? Do you want to know more? Is the conversation "flowing"? Enjoy the connection!

### Step 9

Enjoy the New Relationship for What It Is Right Now. Be sure to be clear about what you do and why you love it. Invite your new acquaintances to "try you on" ...through a sample or complimentary session. Nurture this new connection. Be there when they're ready to learn more.

### Step 10

Be Ready for Them When They're Ready for You. When the time is right for them, be easy to find. Congratulate your new Client on the choice they've made to better their life. Build on this wonderful, new relationship. Strengthen it with intimacy, caring, and skill.

So this, my friends, is "Selling from your Heart". How much fun is this! You have opportunity after opportunity to connect with people, form new relationships, share your talents and skills and products, and help people to get what they need...exactly what you signed on for.

And don't forget to keep the conversation going for a long, long time. Ask your new Clients to give you feedback on how the process or service or product feels to them. When they're delighted by the results, ask them to spread the good word through a Testimonial or other venue. If they forget, ask them again. Create a graceful ending when it is time for them to leave you. Keep in touch.

Are you ready to make "Selling from your Heart" a goal in the new year? I hope so. Your reward will be a Client Base that is suited to exactly who you are who will help you to market your products and services for a long, long time to come.

Happy selling!

Flo Schell, EdM, CSC is a Personal and Business Coach who specializes in helping Solopreneurs, Small Business Owners, and Helping Professionals find their unique "selling voice". Author of "Selling from your Heart", Flo has been featured in Success magazine and The Wall Street Journal for her "relationship approach" to selling. To learn more, please contact Flo at: 732-528-4385 or through her website at [www.FloSchell.com](http://www.FloSchell.com).

**Consider Consumer Psychology**

**By Darrin F. Coe, MA**

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Consider Consumer Psychology  
Darrin F. Coe, MA

In your marketing efforts, be they on or offline, it's wise to consider the psychology of the consumer you are targeting. If you've done your homework you've developed a profile of your ideal customer and how your unique selling point speaks to them. Now, as you begin to develop a marketing strategy, writing ad copy, developing radio copy, and creating web copy, it is an understanding of consumer psychology that will help you speak to the consumer.

What is the true need your consumer is attempting to gratify? This is the question you must answer before writing copy or launching advertising. Maslow, would tell us that there are five needs: 1) basic needs; 2) safety needs; 3) social needs; 4) self esteem needs; and 5) self-fulfillment needs.

Along with this information consider that in "The Ramsey Report" published recently by eMarketer.com, we are told that consumer "empowerment" is one of the factors driving the continuing boom of online commerce. Consumers perceive themselves to be in the consumer driver's seat when they are online. They can block popups, can spam, and surf away from site that they dislike. They feel as if they are no longer at the whim of the marketing magicians.

This does not surprise me given that recent research would also indicate that online users tend to suffer from depression, low self-esteem, and loneliness. The internet addresses these issue through empowering them and giving them a perception of control.

Now, as a marketer it is up to you to use this information to speak to the needs of your consumer. Consider someone marketing heart-rate monitors. Whether in a retail sporting goods store or online, what need are you really fulfilling by selling heart-rate monitors? You can assume your client has some athletic training; perhaps they are detrained and attempting to recover their fitness? Perhaps they are an average athlete attempting to go to the next level of athleticism? Or maybe they are recovering from an illness or injury and are working with a personal trainer?

This consumer is dissatisfied with their current state of existence. They want to perceive themselves in a more positive light. This consumer perhaps has low self-esteem and is depressed because of their poor level of fitness or perhaps they are dissatisfied with their level of athleticism because they know they can excel beyond where they are currently. The bottom line is they are dissatisfied with themselves, with their social image, and with their level of achievement.

With this in mind you're not selling heart-rate monitors, you're selling positive, and encouraging feedback. The heart-rate monitors tell the consumer that they are achieving and meeting their goals. The heart-rate monitor gives positive feedback and brings pleasure to painful exercise. The heart-rate monitor brings satisfaction to a dissatisfied outlook. What you're really selling is pleasure in the midst of pain.

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This is what I mean by understanding your consumer's psychology before you begin marketing and advertising. With the above analysis, someone selling heart-rate monitors can develop a marketing campaign that speaks directly to the heart of the consumer and hopeful turns more prospects into purchasing customers.

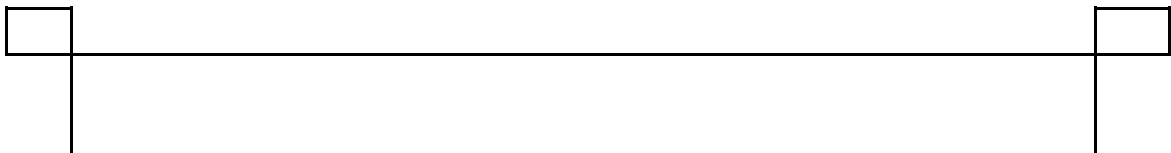
Take the time to analyze the true needs of your consumer and how your product meets that need before you begin writing your and developing your marketing and you'll be at a distinct advantage over your competition.

Darrin F. Coe, MA holds a master's degree in psychology and works as a mental health professional, wealth building advocate, weekly columnist, and author. His latest information product is "Consumer Thinking Exposed" available at <http://dcoe1.tripod.com>. Contact him at [coe@ris.net](mailto:coe@ris.net) or subscribe to the Darrin Coe Ezine at <http://dcoe1.tripod.com>

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