

WHAT'S YOUR MOTIVATION?

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment **Menopause, Andropause And Other Hormone Imbalances** **Impair Healthy Healing In People Over The Age Of 30!**

WHAT'S YOUR MOTIVATION?

By Lisa Hochanadel

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We know that people buy based on emotion and defend what they buy with logic. "But Mom I really need a new bike because my tires are worn out" we said at 10 years old. What we really wanted was the bike that Jane just got for her birthday.

Now we say "But I really need a Palm Pilot! My old day planner is just worn out". What we really mean is that Fred just got one and won't stop poking the stupid thing in our face every time he uses it. At 10, or at 40, we want to keep up with, well, you know. On the other hand, we may just want to shut Fred up!

People buy based on emotion in business as well – but the key is **WHAT'S THEIR MOTIVATION?**

People in business act for two basic reasons. The first is promise of gain. The second is fear of loss. The question is, are you meeting their needs? And these needs determine whether a customer will buy or not buy. Let's look at each one and see how they can help us succeed.

WHAT'S IN IT FOR THEM?

The need for gain can take on many different forms. We can help people earn more money or gain more knowledge. On the Net, we are often selling something. Examine what you are selling.

What's in it for them? **THAT'S WHAT THEY CARE ABOUT!** Let them know that they will get what they want by doing business with you. Have customers give you feedback on why they bought.

WHAT'S YOUR MOTIVATION?

Have friends give you feedback on why they wouldn't buy. Take this information and ask the questions that so few ask. Where did I miss it? How can I better convince them that they will benefit from my offer? Do that week in and week out and in no time you'll have a site that sells like crazy.

WHAT WILL THEY AVOID?

People want to know it's been done before. Few will risk their time and money without knowing that what they hope will happen for them has happened for others. Your job is to both challenge

them and comfort them. They need to hear from you that they won't lose out by doing what you want them to do. Examine yourself to make sure that in addition to encouraging people to act you let them know they won't be hurt by their action.

The Net is a great place to do business. When we were selling face to face (or even on the phone) we could use facial expressions and tone of voice to make our point. Now most of our business is done through words. Be sure that the words you choose communicate that they will gain, they will not lose. Do that and you build relationships that will pay you handsomely for years to come.

Lisa Hochanadel's Internet business succeeds because she understands what people want. She wants to share with you how she has achieved her success. For more info, <mailto:qcsbs1@getresponse.com> and see how Lisa can help you achieve your goals.

Are You in Touch With Your Inner "M"?

By Donna Monday

"M" is for Motivation.

What motivates you to do a good job?

Is it a sense of achievement?

Recognition for a job well done?

Helping people?

Desire for responsibility?

WHAT'S YOUR MOTIVATION?

Solving problems?

Making more money?

You should give some thought to what motivates you to do your job better and allows you to feel a real sense of job satisfaction. Motivation is one of those thought-provoking questions that some interviewers may ask you while you're interviewing for a job. Be prepared to answer the question:

What motivates you?

Prepare for this challenging question in advance so you won't ramble if asked. Having a motivated employee may be one of the qualities an interviewer wants to see during the interview, so think about the times you really felt enthusiastic and/or energized at work. What made you feel that way?

That's your motivation.

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Donna Monday

Get Hired Now! Use These Online Interview Tips

Are You in Touch With Your Inner "M"?

Motivation

The Real Tips For Marathon Training

Motivation – The Driving Force In All Of Us

Imagine A Powerful Energizing Motivation Pill To Get You Almost Anything You Want In Life

Motivate Your Way To Success

Mind Power Creative Thinking

One Million a Year

GUERRILLA MARKETING Volume 1

GUERRILLA MARKETING Volume 2

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