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Why People Buy: The Psychology Of Sales And Marketing

By Marketing Basics

Why People Buy: The Psychology Of Sales And Marketing by Marketing Basics

Did you know that when people make a purchase, they generally buy with their emotions and then justify their decision with logic later on?

What? You didn't know that? If you truly want to succeed in business, you need to learn and understand how using psychology can set you apart from the rest of your competition and take your business to the next level.

Psychology can be applied to all aspects of your sales and marketing efforts and will give you that all important "edge" over your competitors.

When you write an ad or sales letter, seek first to understand, then to be understood. In other words, first strive to understand what's going on in the readers mind, and attempt to allay any fears or doubts.

When you do this, the reader will have the perception that you understand and care about him and he in turn will begin to care about and understand you—thus greatly increasing your chances for making the sale.

People desperately want to feel cared for and understood more than anything else, and the businesses that understand this vital psychological factor will gain a major advantage over their competitors.

Also, when writing your marketing materials, bear in mind, people respond more to what they are going to lose than to what they are going to gain. It's called "fear of loss."

Ask yourself: What will my customers stand to lose if they do not buy my product or service?

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In your sales letter, mention to your readers that it will only take a few minutes, to show them how they can benefit from what you're offering. This will mentally slow them down and partially alleviate any hesitation on their part.

In addition, reward them for taking the time to read your letter. Offer to give them a free gift. For example: free reports or gift certificates work extremely well as freebies. Why? Because they're low-cost with a perceived high value—and perception is reality.

Did you know you can increase your sales by using pictures of attractive people using your product or service? It's true.

Why is this? Well, first of all, it humanizes your product or service and prospects perceive you to be more professional and trustworthy. Again, perception is reality.

Secondly, people like looking at attractive people. Big business has known this for years. Just look at how attractive those people are in magazine ads and on television commercials.

You can also use this knowledge to your advantage on your business cards, brochures and website. This is especially true for small "mom and pop" businesses. If you're reasonably attractive, always include your photo on your website and marketing materials.

The reverse also holds true. If you're not attractive, you're better off not using a picture. You risk losing customers and turning people off. The same rule applies if you're a minority. You're better off not using your picture, regardless of how attractive you are.

Why? Unfortunately, we still live in a world where people have prejudices. That's just the way it is. You don't want to lose sales because someone has a problem with your nationality or the color of your skin or the shape of your eyes. Please don't misunderstand what I'm saying. I'm not suggesting that this happens a lot—but it does happen. Why take the chance.

No matter what type of business you have, in your marketing materials you **MUST** sell benefits, not features. People only care about one thing, "what's in it for me?"

A feature is a characteristic of your product or service. A benefit is what that feature does for a customer. Here are a couple examples of features and benefits:

Feature: At Consolidated Bank, there's **NEVER** a charge for using other bank's ATMs.

Benefits: You can get cash wherever you are, when you need it, and save money.

Feature: At ABC Employment Service, we test applicants office skills, such as typing speed.

Benefits: When we send you an applicant, they meet your minimum requirements, and you don't have to waste valuable time testing them yourself.

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Here's a little trick for finding the benefit within the feature. List a feature then ask yourself, "So what?" What does that feature do for my customers? For example:

Feature: Personalized service.

Benefit: The benefit of our personalized service is that we take the time to understand your needs."

Don't stop there. So what? What does working with people who take the time to understand their customers needs do for your customers?

Benefit: Since we take the time to understand your needs, we can better anticipate potential problems and save you time, money and aggravation.

Bingo! Almost everyone likes to save time and money, and less aggravation is always good, so this is a real benefit statement.

Benefits Categories:

Though benefits can be described in a million ways, there are really only five main categories:

1. Convenience: Saves time or effort.
2. Saves money or increases money.
3. Provides peace of mind.
4. Appeals to image or ego.
5. Fun or enjoyment.

In addition, one single feature can have lots of benefits to one customer. Benefit statements don't necessarily have to include one feature and one benefit, each.

Also, keep in mind, just like beauty is in the eye of the beholder, so too are benefits. One person might buy an SUV because he needs room to transport five kids; another person buys the same SUV because she likes the comfortable ride and enjoys sitting up high overlooking other cars.

Another powerful psychological strategy is using a technique that appears to lower the price of your product or service, without actually doing so.

For example, if you charge \$1000 per year for your product or service, you can break it down for the reader so that they understand it's really only \$19.23 per week." It's the exact same price, however, \$19.23 per week is a lot easier to psychologically digest and justify than \$1000.

If you would like to start utilizing the immense power of psychology immediately in all your marketing efforts, I highly recommend the following books:

"Compelling Selling: A Framework for Persuasion," by Philip R. Lund and "Secrets of Closing the Sale," by Zig Ziglar

Since they're all-time classics, you should be able to find both books at your local bookstore or on Amazon.com. Enjoy!

Manipulate Your Visitors With Reverse Psychology

By Rich Hamilton, Jr

Many people say that it is easy to write a sales copy and that there is really nothing to it. Well, all I can say is they are wrong! For many, writing your sales copy is difficult. Having the ability to write sales copy is an attribute that not many people have. When writing a sales copy you need to realize that there are a lot of psychological principles that are involved in the process. Reverse psychology on the other hand, is even more powerful when it is used properly.

In this article I am going to go over how reverse psychology works, how to apply it to a sales copy and when the best and effective time to use it is.

How Reverse Psychology Works

Reverse psychology is nothing more than a mind game you play and the object of the game is to confuse and distort the minds of others. I know it may sound complicated, but really it's not. In fact, you've probably used it and don't even realize it. Let me give you an example of how it works, so that you can fully comprehend it.

If you have children, you can probably relate to this. When you tell children not to do something, what's the first thing they do? They get into whatever it is that you just told them not to, why? Because you have accelerated their curiosity and desire to see what you have. If you were to apply reverse psychology, you would tell the child that they could have it. It wouldn't be fun anymore, you've taken away their desire to have it and as a result, they wouldn't want it. Moreover, you have accelerated the need to know why. Why are you giving it to them?

This does not only apply to children, this also applies to adults and they will react in the same way. If you were to apply the same scenario to an adult, they would react in the same manner as the child did.

Applying To Sales Copy

When is the best and most effective time to apply reverse psychology to your sales copy, it is in your opening statement, when establishing your credibility, and in your guarantee. These are just a few important elements of your sales copy that are the most effective areas to use reverse psychology on your visitors.

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Not many people use an opening statement in their sales copy. The opening statement is a only a couple of sentences that are before your attention grabbing headline. The opening statement is used to set the stage for your attention grabbing headline.

One of the first opening statements I used in my sales copy was: Before you think about listening to another so-called expert, you need to read this first... It seemed like everyone was using this opening statement, so I used reverse psychology and came up with: The so-called experts are getting

nervous.... This made my conversion rate triple, because people wanted to know why the experts were getting nervous.

When you are establishing your credibility, every sales letter always talks about how successful they are and not how they got there. People are reactive towards realistic situations, in my sales copy I talked about how in debt I used to be and how I had no money to market with. This insured my visitor that I knew how they felt. I've been there and you can promote your web site without paying a cent for advertising, because I did it.

Other people would rather brag how much money they are making, people don't react well to braggers. Just because someone makes a lot of money, doesn't mean they know what your talking about, or doing for that matter. People love stories, it pulls them right in, especially if it's a story they can relate to.

Another area where reverse psychology works great, is in your guarantee. Having a strong guarantee is the most important element of your sales copy, without it no one will buy from you, period. When you are presenting your guarantee, make it risk free and reverse the risk.

Comfort your visitor by reversing the risk, insure them that you have more to lose out of the deal than they do. How? Well, you are the product creator, your name and reputation are on the line. If you create a poor product, then it will reflect on your credibility.

Rich Hamilton, Jr is the CEO/President of

and the Author of Inside Internet

Marketing

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GUERRILLA MARKETING Volume 3

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