

CONFIDENTIAL

The One Business Secret That Could Make You Rich

*A simple formula for selling anything to anybody, at any time,
in any country, online or offline, even if you HATE to sell!*

Introduction

In business, as in life, there's a lot of misinformation that is hurting your chances for success.

People will say something to you or you'll read something somewhere that looks 'pretty good' or *sounds* true, but it may only be partially true or an outright lie. How can you tell? Here's one way: Question EVERYTHING.

When you make a decision based on misinformation you are making a decision that will hurt your business in one way or another, maybe even permanently. The larger the decision and the larger the amount of misinformation you receive the larger the potential harm the decision could be to your business.

Some misinformation could be so harmful that it could put you right out of business.

As an example, here's a small bit of misinformation you may have mistaken for the truth at one time:

"People hate to be sold on anything".

How many times have you heard that? Well, I'm here to tell you it's a lie.

How about this one:

"People hate to be sold, but love to buy". This statement is a half-truth.

It's true, people do love to buy things for themselves and as gifts. But I'll show you that they also love to be *sold*. In fact everyone loves to be "sold" **because when people are being "sold" on something they are following and doing something that gets them closer to what they "want"**.

But anyone who starts out in business may believe that "people hate to be sold" is true and make decisions that effect their business based on this misinformation.

On the other side of this coin, there are also a lot of entrepreneurs who hate to sell. They hate being pushy or believe they need to be pushy in

order to make sales. That's also not true. If you're in this category, then this short report will be like a breath of fresh air to you.

The truth is: Selling is not difficult. If it appeals to people, has value and you've made it easy to purchase, people will buy from you. There are some people who will buy your product or service if they have the smallest interest in it just to satisfy their curiosity.

It truly amazes me what people will buy.

There are some people who are *compulsive* buyers. Make them just about any offer, and they'll order if they trust you.

But they will only account for 1 out every 10,000 customers.

Selling on the Internet isn't much different than selling through the mail or television or radio.

You may be really lucky and get as many as 1 in 10 visitors to your web site to order something. If you do, you will be considered one of the top marketers on the net.

The real expert marketer takes that small flame of interest that's inside your potential customer

and fans it until it becomes a burning desire that can only be satisfied when they have purchased your product.

Using the following methods in this report can help your *potential* customers become *actual* customers, with very little effort on your part. Potential customers will be drawn to your products and services almost like magic.

Why People Buy A Product Or Service

This is not something people talk about at polite social events. You're not likely to hear about it at your son's soccer or your daughter's softball game. Even your best friend will not discuss it, if they even thought about it, with you. Not one in a thousand books will ever mention it. But it is the very foundation of 'trade' and business success!

To understand what I am about to say you have to be a student of human nature or at least you need to have some understanding of it. I'm not a psychologist. I only know what I see and observe. And I have been a life-long 'student' of human nature.

It doesn't take a genius to understand this, but once understood it will change the way you do business forever!

Read this slowly. It's not as profound as it is insightful. This is what I call the "The ONE Secret":

THE ONE SECRET:

"98% of all human beings buy products or services *emotionally* and then justify those purchases *logically*."

You may have heard this before. You may have even understood it. But I doubt you have fully comprehended the total significance of it.

What I'm going to do is OPEN YOUR EYES, illuminate this truth so that you'll never forget it.

Let's take it one step at a time. I'll provide examples as we move along, as well, to help drive home the more important points. Keep an open mind and try to recognize yourself in the following examples.

We Are Emotional Creatures

We are emotional creatures. We think emotionally, act emotionally and make decisions emotionally. If you ask your spouse why they bought that new coat they will say, "I need it!", of course.

But if you ask them what their *thought processes* were before they made the decision to buy, it will be a surprise to them **what little logic actually went into that buying decision!**

Let's take as an example the decision to purchase a new automobile. Now, a large ticket item like that is obviously a very serious financial commitment and should be done with all due diligence!

We'll start from the very beginning of the buying decision through post-purchase.

A Typical Buying Decision Process

Think about the last car you bought. Do you remember what your thoughts were? Do you remember what you felt when you first started looking for a new car?

Most people will begin to *feel somewhere inside* like they want a new car, but will express to

themselves and others that they *need* a new car. **'Need' is a 'logical justification' and 'want' is emotional. No one wants to be thought of as 'emotional' so they use 'logical' words and expressions to describe their purchasing habits.**

Just to prove that 'want' is an emotional term- did you ever see a child, who is really just a little bundle of "wants", ever say, "Mommy (or Daddy) I *need* a new skateboard. My skateboard would cost more to repair than a new one and I would still have an older skateboard that will probably be in need of many future repairs. I've completed an entire analysis on the cost effectiveness of a new purchase. Here's the spreadsheet. Also I completed a matrix of options and features that would be beneficial..."...?

Does that sound like any child you've ever been around? Probably not.

What do children usually say when they want something?

"Mommy (or Daddy) I need a new skateboard! Please, Mommy, buy it for me! I really need it! All my friends have new one's, why can't I? I'll take out the garbage for the next year, promise! Just get it, please!!"

What's interesting about this one-sided exchange is that:

- 1) The child *wants it*- even if they already have a fully functioning skateboard in good repair and;
- 2) He (or she) is willing to do something they *hate, loathe, and detest* in order to get it!

When we grow up do we really change any more than the little boy or girl who wants a new skateboard? My opinion is that we don't change that much. We still *want what we want*.

Your customer who wants to purchase some information on home gardening or to learn how to save money on taxes or a number of other "wants" is just like that little boy who wants the skateboard - he just wants it! And he'll do almost anything to get it, if he wants it bad enough. He will justify the purchase by saying that it will 'save them money' or 'make them money', etc., **but the truth is people will buy things they don't need just to satisfy a desire that can't be extinguished any other way.**

Adults control their emotions a little more than children (a least *some* do), to be socially acceptable and responsible...**but they still want what**

they want! And, they will do almost anything (hopefully legally) to get it.

The deepest cravings of the human heart compel people to spend money to satisfy a desire that can't be extinguished any other way.

Back to our automobile purchasing example. Let's take it from the very beginning...

The furthest thought from our subjects mind is the purchase of a new automobile. Suddenly, they see, as they are driving about town, a brand new 700 Series BMW (that's my choice, you choose your own car).

They watch it as it effortlessly glides through space, almost floating just ever so slightly above the ground.

The body glistens from a perfect clear coat applied with skill to give the automobile a deep, clear finish.

The driver of the automobile is as finely appointed as the automobile. Dressed to perfection, not a thread or hair out of place. They're wearing a finely tailored suit--obviously not off the rack.

They're skin tanned and have the slightest hint of a smile on their lips. What secrets do they possess? Why are they so happy? Is it any wonder, they are driving one of the finest automobiles in the world!

Now our subject, *whether they realize it or not*, has become a potential buyer of a new car! He (or she) views this scene in their mind's eye and *then repeats it in his (or her) own mind over and over again, **because it is pleasurable to do so.*** They play it again and again, like a scene from their favorite movie.

Then...*something* begins to happen.

As they play this movie over and over in their minds' eye, they replace the driver that they saw in that automobile with *themselves* behind the wheel. Now *they* are the 'star' of the movie! **They are using the power of their imagination to imagine what it would be like to have that much power, grace and perfection at their beck and call.**

When selling any product use the power of your customers imagination to see themselves benefiting or being pleased by the use of our product. Let them run a little movie in their head by demonstrating the use of your product in different

circumstances and how easy and beneficial it is to use. This that makes the sale possible. If they cannot see themselves in a starring role and benefiting or gaining pleasure from our product, we have lost a sale.

Back to our example...a chain of thoughts and additional stimulus from outside sources begins to enhance their 'feelings' about getting a new car. What they are feeling can't accurately be described with mere words because the process is hidden from them.

Their thoughts naturally turn to their own car, which is several years old and in need of bodywork, engine work, brakes, etc. A "GAP" begins to develop: They compare their current automobile with new models and see how deficient their car really is. This comparison creates the beginnings of 'desire'.

"It works fine now, but pretty soon it's going to need a major repair. Then what do I do?" , they say to themselves. This act of comparing their present situation with the one that they have been repeating in their mind plants the seed of discontent - a "gap in satisfaction", if you will - that eventually creates the buying urge.

From this point on nature will take its course. The "picture in their mind" of the new BMW, with them at the wheel, will intrude on their consciousness from time to time and that 'feeling' that they can't put into words will make them do things that they aren't even aware of.

For instance, they will begin to notice that one of their friends or business associates just purchased a new car. And they will inquire as to what model, where it was purchased, what the features are and why the person chose this particular model.

All of it '*ammunition*' for them to use to justify to themselves and to their spouse or partner the inevitable purchase.

Friends will be more than happy to give our potential buyer all of *their* reasons for their purchasing a new car: "It's good on gas"; "It has an extended warranty period for major repairs"; "It comes with OnStar, and as you know, I do a lot of traveling"; etc... They will never say that they bought a new car because they, "*had this feeling that they couldn't describe in words that made me buy it!*"

Are you beginning to see the picture here? People will want something because that 'something', be it a automobile, ring, stereo system, computer, rare and scarce book, e-book, e-content, etc. evoked in them some powerful, positive emotion that, when they buy it, brings them to some sort of 'completeness' or 'wholeness' that stops their discontent and desire. In other words, the gnawing inside, from not having this object of their desire, will drive them to get exactly what they want—or at least to purchase and possess a satisfactory substitute if they can't obtain the exact object of their desire - to quench their desire. All that matters to them is that they **MUST** stop the hurting by obtaining the object of their desire. To stop this hurting, they buy.

Then they will, almost every time, use all of the logical reasons they have accumulated during the 'desire-to-justification' stage for making the purchase.

But it was that original 'movie picture' in their mind, their *emotional* attachment to it and their discontent with their present circumstances that started the ball rolling.

You would think that larger financial commitments require more *logical analysis* before a decision is arrived and smaller commitments are generally more emotional or "impulsive".

The fact is, sometimes the higher the price of the intended purchase the more 'emotionalized' the decision becomes. Why?

Because much more is at stake!

But not 1 in a 100,000 will ever admit that they buy emotionally and then justify that purchase logically!

The market for our products and services are to the 98% of the population who make decisions emotionally. We don't worry about the other 2%. The odds are much more in our favor.

But caution is in order. Even though people make decisions with their emotions THEY JUSTIFY THOSE PURCHASES LOGICALLY! What does that mean to you? Just this: In your sales literature, on your web site and in your emails give potential customers every LOGICAL reason possible for purchasing your product or service, while at the same time, plucking on those emotional chords and enhancing their desire.

To prove all this to yourself, begin noticing your own buying habits. Notice your feelings as you begin making a purchase decision of any kind.

Even as mundane a thing as *window cleaner*... I find myself reading the labels and examining the look and 'feel' of the container it's in.

A feeling like, "*this one is better*" comes over me. Something I read or saw made me **want** that particular one, but I can't recall any details. It could be the packaging has induced an emotional state that reminds me of something good or pleasant. Most of the time I don't even think about it. I just go on to purchase it. My decision is totally based on what I *felt* I wanted...at the time.

My logical justification for the purchase I made goes something like this:

This is a window cleaner that works great or at least it works as good as the others (*how do I know that?*) and works best (*how do I know that, too?- because it says so!*). Let me just buy the darn thing so I can forget the job I hate, and go do something else that's more fun!

Investors and traders in stocks and commodities are notorious for making decisions that amount to

thousands or hundreds of thousands of dollars based on limited, emotionally charged and spurious information! Your customers do the same thing.

It is amazing to me that individual investors would purchase ten, fifteen or hundreds of thousands of dollars in stocks based on a cursory knowledge of those companies operations, management capability, strategy for gaining market share, marketing plans or any number of factors that affect the company's long term potential.

I have met a lot of investors who would investigate every possible way to save 30 cents on their favorite brand of cookies at the local market and buy fifty thousand dollars worth of stock in a company based on a single bullish newspaper article!

Even those investors that would never dream of entering into a business deal without the proper due diligence would buy thousands of dollars worth of stocks on tips, rumors and broker recommendations alone!

Got the idea? This is so important that if there is anything you didn't understand the first time through, please read it again.

The bottom line is this: People buy things FIRST because they w-a-n-t them and SECOND because they n-e-e-d them!

How can you use this valuable piece of knowledge to your profit? Simply do this: Make your item as attractive as possible! Make it shine and display it accordingly. Develop an appealing cover, give it a catchy name, create an icon for it, make it sparkle with excitement or simply make it *interesting*, but do something *different to make it stand out like a glimmering diamond in a pile of manure!*

Make it easy for the person to run this little script in their heads, "Hey that's attractive now, isn't it?" Suddenly they 'role play' and see themselves in the act of using the product or getting some benefit from it. That's why product demonstrations are so powerful! The potential customer sees themselves using the product and plays that over and over again in their minds until they buy it to quench their desire.

If you live in a big city like Boston, New York, San Fran, etc you'll see many sidewalk demonstrations. Why do crowds develop around these street vendors? For the 'entertainment value'! But,

as they watch the skill at which the demonstrator uses the product, they see themselves 'using it' too, creating a 'gap' or a desire that now needs to be satisfied by buying the product. It's a very effective way to sell. The biggest problem selling from sidewalk demonstrations is breaking the ice - getting the first person to walk up and "buy". Most people don't want to make that first move because they are afraid of 'making a mistake'. The sidewalk demonstrators know this so they 'plant' two or three people in the 'audience' who at the conclusion of the demonstration immediately, at the demonstrators 'call to action', yell "I want one!" and step up to purchase. As soon as two or three people from the crowd step up and buy a line begins to form behind them - all waiting to purchase the product! It's an amazing spectacle of crowd psychology in action.

If the movie in the potential customer's head is strong enough and the *picture you paint of your item (in words you use to describe it and photos)* is strong enough and attractive, that little movie will run through their heads several times until they act...by buying your item.

Hard sell IS NOT necessary, when you understand, fully, what make people buy! In fact you have very little "selling" to do. LET YOUR CUSTOMER SELL HIM OR HERSELF! It's the best way!

And if they do not want what you're selling, find something they do want and sell them that!
P.S. Don't ever use this knowledge to sell junk and defective merchandise to the unwary. Once your customer finds out that your item does not equal or surpass his 'expectations' and the 'picture' they have created in their minds eye of using your product has been a lie...*you're in for real trouble...*and it's so unethical and so stupid that you would never do it anyway. Right? Right!

How To Sell Things That People Want To Buy

One of the things that amazes me about people in business is that they are constantly trying to sell things to people that they don't want and in a way that they don't want to be *sold!*

Now, there are some things that you have to bring to people's attention before they know they want them! After all, that's what the marketing is all about!

I'm not talking about that.

What I'm talking about is marketing something down people's throats whether they need it or not!

I'm in business for the long run. I am not in it for short-term profits. I think, for the most part, you will all agree with me on this. I mean, it just does not make any sense to use high pressure sales tactics on people- even though they may buy from you today- they will regret ever dealing with you tomorrow.

In fact there is a lot of resistance on and off the net to high pressure sales tactics and hype.

If you've ever received junk email or "spam" you understand what I mean. Didn't it make you a little annoyed...?

The fact is it's just not necessary. All you have to do is develop products that have real value and/or utility and are useful or attractive. Selling it is simply a matter of bringing it to the attention of someone who has the desire and means to purchase it following our "98% rule".

Most people today are very skeptical of high pressure sales environments and boiler room operations and have set up barriers so they cannot be sold that way.

What barriers am I talking about? Answering machines with ID call screening (is it Mom calling or a salesperson? They want to know!). TV remote controls (A commercial? I'm turning!). E-mail "filters". Everyone is skeptical about what you're offering and has set up a system, even if it's a crude one, that prevents your message from getting through to them.

How do you get good results with these kinds of obstacles?

- ✓ **By injecting your unique personality into your business - in other words, by being yourself.** If potential customers trust and believe in you they will buy from you. But they can't know or trust you if you're putting up a barrier by not letting them get to know you. Being human in business is OK.

- ✓ **By taking action and asking for the order in a polite, non-threatening way, repeat-ably.** The average person won't give you an order for your product until the 3rd or 4th request. There are many marketers who say response starts to tail off after the 6th request for an order. How

many people in business give up asking for the order even after the 1st try! Imagine the profits lost each year because businesses give up too soon!

You have to understand your customer. It's not that they don't want your product - it's that they have so many things on their mind that sometimes they need reminding. Done pleasantly and with respect, this is a powerful way to generate sales without prospecting constantly for new customers.

- ✓ By knowing how to **generate a never ending flow of potential customers** who know and *already* want what you're selling. In marketing this is called targeted 'lead generation'. It's accomplished through offering something free, or at a very low cost to a specific segment of the market that has a high probability of an interest in your offer. Lead generation is used to entice prospective customers to make an initial contact with you. Once they do you send them the free information or sample chapter from your book or content and sell them more of your content in each successive contact. Dan

Kennedy (<http://www.dan-kennedy.com/>) is the master of this kind of marketing.

Now I can't tell you how to be yourself. Only you know what that means. **The important thing to remember is that your unique personality must come through in order for your customers to get to know you as a person** and ultimately trust you enough to order from you the first time, and then again and again.

Why I think this is so effective really doesn't matter. All I know is that it works. And that's all I am really interested in. But if you want my opinion, it works because people are emotional and respond positively to other people who are not afraid to reveal a little bit of 'themselves' and enthusiasm for the product or service they are selling.

Next, you must not be afraid to take positive action to get what you want. Moving continuously towards your goals and business objectives despite obstacles is a rare trait. Those who move forward, despite obstacles, setbacks and distractions will succeed. **GUARANTEED.**

This also means that to get what you want from others, your customers, you must not be afraid to ask them for their business continually. Just be sure to ask in a pleasant, friendly way- the same way that you, yourself, would like to be asked.

Fewer than 1 in 10,000 businesses do this the right way. Most are either too aggressive in their asking the customer for their order, or they don't ask at all! The good news is, asking for the order is very simple. All you have to do is ask! And don't just ask once. Sometimes it takes asking 3, 4, 7 or even 10 times to get the order.

This is huge secret that few businesses employ: They don't know how to ask for the order. This has been my experience. Almost no one does this! And they are loosing tons of money! Constant communication with people who are interested in your product or service (and those who have already purchased from you) is the key to building your business successfully over the long haul.

Planning Ahead

Now that you have a good foundation in how and why people buy a product or service and what it takes to get consistently good results, let's talk about

developing a "good results plan" for all your marketing efforts.

This is intended to be a broad overview of the kind of marketing that gets good results. We will discuss very specific ways to implement the plan. Now, I am not talking about the kind of plan that you might have learned in Marketing 101. Not at all.

What I'm talking about, and what I have done is put together a list of methods, philosophies, *mission like* statements that give direction to all my marketing efforts. Remember I said earlier that marketing is EVERYTHING you do in your business, from ordering paper clips to handling customer returns? Marketing encompasses more than just advertising and web site design.

The section below is based on *my* personal business philosophy. It may not be anything you agree with. I'm sharing this with you to assist you in developing your own 'business philosophy'. If you have no interest in developing a business philosophy feel free to skip to the next section. But, before you do, please consider that building a personal business philosophy is as important as building a home on a solid foundation. You can

think of this as your 'foundation' for building your business.

My Business Philosophy (One That Never Fails):

- What I think doesn't matter. Only what the market wants or *believes it wants* is important.
- If you market your products and advertise them like everybody else you will get no responses, no money. You must differentiate yourself.
- Don't market in a threatening way. Don't ask for money in any significant way on the first contact. Even after several contacts your customers don't believe you or trust you.
- Trust takes time. So reassure them and sell them what they want. If they are satisfied with the first purchase from you they are more likely to come back. And repeat business is where the real profits are in any business.
- Don't fall in love with your merchandise or your products. If what you have in stock isn't selling, dump it and re-assess the market. Only what the market wants is important.
- Don't get married to what your selling- in other words if your customers want "D" and

you're selling "A"—find the best and cheapest source for "D" and sell them that! The market is the ultimate judge.

- Don't sell your merchandise at the lowest possible price. Get a good price for your items. Charge enough to make a healthy profit. How can that be done with 'commodity' items? By adding value. Enhance commodity type products in a tough market with free tickets to a basketball game or a free car wash, etc.. find something of value that may cost you nothing to acquire, but will be appreciated by your customers and makes you stand out.
- Only by making a healthy profit can you expect to be in business for the long term.
- The market does not respect "cheap" products or services, but they always like to think they are getting a 'deal'. So whenever possible explain in concrete terms why this is a better deal for them than they could find anywhere else. Your "deal" could be a few hours of your time to help them through a particular set-up problem with your item, or it could be donating 10% of the purchase amount to their favorite

charity, etc—it doesn't always have to be a deal by lowering your price.

- Put yourself in the prospects' place. Feel what he feels. Think how he thinks. You must know him/her better than he knows himself. What is he/she like. What do they want, *really* want? It's not your item isn't what they want—**it's the results they will get from using your item that they really want:** The new skills they'll learn from your content, the knowledge they'll gain to help them in their jobs or relationships, the feeling of pride they'll receive by showing the item they just purchased from you to all their friends.
- People buy for their reasons, not yours. Therefore give them every reason possible so they can pick and choose the reason that suits them best.
- Strip everything from your business that does not directly produce sales, profits and new customers. The only business expenses you should have are the ones that will generate more sales and profits. Before buying anything for your business ask yourself, "*Will this help*

me generate more profits or sales?"...if not, don't buy it. It's a waste of money.

- Focus all your energies and resources on selling something. You have to have something to sell. Is that obvious? Yes it is, but there are a lot of people who want to make money in business and don't know what to sell! Find something to sell! Constantly develop or obtain new products to sell. When you find one that sells well with your existing customers, that's the time to 'roll out' big to other lists.
- The money is made in the selling. You cannot make any money if you don't have anything to sell. Obvious? Yes! But a lot of people will look for months for something to sell, because they can't come up with a product or service to sell, or can't get started or finish the book they were writing. Forget it !! Stop "looking" and start testing, testing, testing instead. TESTING and DOING is the key to success. Don't worry about what to sell- just sell anything-if it works, keep doing it, if it doesn't work- don't sell it anymore-find something else. You never know what people will buy until you place the item in front of them. I would have never

thought 'pet rocks' would sell and I would not have sold them if I had a retail store, but look at what happened! They became a nationwide craze.

- Realize the significant difference between being "professional", having a certain "image" to maintain and getting "results". Jay Abraham emphasizes this and he's right. This is a difficult concept to explain. The idea here is that RESULTS are all that count - your 'image' and being perceived by others as 'professional' are nice, but should take a back seat to being *productive*. If you're worried about your image, you're not going to be successful. All your efforts should be placed on satisfying customers wants.
- Always strive to be personable and friendly - the down-to-earth approach to business is what keeps people coming back to you. Even in this age of the Internet (or maybe because of it) people want to know who you are, as a person- are you nice?-are you a jerk?-do you love kids and dogs? - or cats? -do you love to read books?-what kind? You see what I mean.

- OK, I'll say it again- **only results count** - if you want to be in business longer than the statistical averages then FOCUS ON RESULTS!
- If you're not selling enough merchandise, at a profit, to make a living, stop what you're doing and think! Start over...get out of that BOX you're in.
- You get better results by being yourself rather than trying to impress your customer and clients with your superiority. Be humble, admit mistakes and move on. You're a business person, but you're a human being first.
- Don't worry about who likes you and who doesn't like you. People spend half their lives just trying to please people that will *never* like them back anyway. You're much better off- and will have a more loyal customer base- by bonding with others who like you for yourself.
- Therefore my job is to: Sell merchandise I feel comfortable and proud of selling and which I know my customers will value more than the price they paid.
- Advertise, market and promote my product or service by being totally focused on the buyer

and their wants and/or testing the market to see if it's what the market wants at that moment.

- Don't assume people will order from you without asking them to order it from you. They won't. You have to ask them to order from you.
- Don't over complicate the running of your business. Keep it simple and focused.

Business Philosophy, Final Thoughts

When someone buys from you do you ever send a "Thank you" card or letter saying how much you appreciated their business? If not, then you have not learned the art of marketing.

Joe Girard made the Guinness Book of World Records for selling the most automobiles because he understood this one aspect of business: he appreciated his customer. He sent 'Thank You' cards, Christmas cards, Birthday cards and letters to his customers constantly- he built *relationships* with all his customers and his customers responded in droves by buying from him and no one else.

If your customer expects Y then give them Y *times 3*. Always do more for them than they expect.

Very, very few local businesses (even most national ones) I've done business with has ever sent me a 'Thank You' card or even a coupon so I could get a deal from them the next time I buy something. **You will generate a lot of goodwill and customer loyalty by just being *thoughtful*.**

If you give your customers more than expected then your prices can keep going up. Psychologically it is better to charge your customers higher prices *if, and only if*, you can deliver more than they expected.

One final word about marketing. Develop a marketing attitude in everything you do.

What do I mean when I say, 'marketing attitude'? I mean that you have to put yourself in your customer's place, think about their wants and ask yourself continually how your product or service benefits them.

Stop thinking about what you want (at least while you're selling) and never stop thinking in terms of communicating with your customers the more salient points and benefits and the results they will get when they purchase your merchandise.

BONUS: Three CRITICAL Business Strategies For The Real World

RULE #1: Do not use your cash to buy anything that does not help you produce more cash!

Just like a new homeowner that's so excited about owning their first home that they go out and buy a ton of new furniture to fill it up, and therefore get even further into debt so that they can barely afford their mortgage payment anymore, new business owners go out to buy every piece of equipment they can think of that they *might* need, but may *never* need and have little cash left over for marketing their product or service.

Don't you fall into that trap. Only cash pays the bills and only cash can be used to generate more cash through marketing.

RULE #2: Treat Your Internet Business Like A Business And Get Serious About It!

Conduct all your dealings in a business like way- friendly and personal- but business like. That's my advice. Take it or leave it as you wish.

Order business cards that state something unique about your business on the front *and* back of the card. Also, if your sales volume really picks up and it makes economic sense, use an "800" number for people to call and order from you instead of only using online orders. Why?

It's just one extra option. Remember that people buy for their reasons, not yours...that also applies to the way they like to buy. They will want to order the way *they want* to order, not the way you want them to order.

Also don't believe that the only way to market your business is using online methods. Try sending postcards, letters and other offline methods to drive people to your web site. Think about every method that's available to you and test all of them.

RULE #3: How Specialization Can Increase Sales

The importance of specializing and knowing, inside and out, what you're selling cannot be overemphasized.

Specialization helps you focus and you build a more valuable knowledge base.

My focus is publishing information. I read just about everything I can get my hands on when it comes to information publishing. When I was a teenager and couldn't afford to buy business books I'd go to the library and take several out at a time. I still do even though I can afford any book I want. Sometimes I browse the business and periodical sections to gather ideas, see what's new or find something I read a long time ago but forgot about.

I love business information, and I specialize in it. It's my focus and I constantly find ways to build my knowledge and capture new opportunities.

Has this ever happened to you? When you purchase a new car suddenly you start to see a lot of "your" car on the roads? It seems as if everyone has the same car you do. You didn't notice so many people were driving the same kind of car you had before because you had taken your old car for granted and didn't focus on it- but now that you have a new car *your focus has changed* because of your interest in the new car.

The same thing happens in business. Once you pick a focus, a specialty, all of a sudden you are

surrounded with great opportunities that you weren't aware of before you started to focus.

You begin to see opportunities others are not even aware of. That's the reason you specialize- to become aware of opportunities that others with less focus than you, pass up daily.

I hope that you have enjoyed and profited from this report and I wish you much success in all you do!

Sincerely,

Simon Hodgkinson

Simon Hodgkinson

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The One Business Secret That Could Make You Rich
