

21 DAYS TO PROFIT

Blue Persuade Shoes

Your Guide to Persuading Your Prospects to Become Paying Members

Before we get started with the 8 bonus strategies, this is your final reminder that the 57 Ways to Sell Anything Online” Mini-course is still available at a 50% off discount. You’ll find it incredibly valuable to actually get your site profitable and your products selling.

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Now, on with the content...

Eight Tactics to Persuading Your Prospects to Become Paying Members:

1. Tell Them A Story

- a. Explain the value of what you're selling with a story. Why did you create it? How did you create it?
- b. Tell them a story about the future. What will happen after they buy? What will happen after you help them achieve their goals and solve their problems? How will they FEEL?

2. Coax the Buyer to the Bank

- c. People are stubborn. They don't want others making decisions for them – and you shouldn't. Heavy-handed calls to buy can backfire, people do not want to be told what to do.
- d. Guide the prospect in making the decision you want them to. The key is getting them to make that decision themselves. You're just coaxing them to that point.

3. Give A Reason Why – Any Reason Why

- a. People like to have, or at least believe they have, a reasonable, logical reason to do something. Without a “reason why”, you can't get anybody to do anything for you.
- b. Fortunately, it's not that hard to craft a good reason why. Having one in the first place already puts you leagues beyond most in the game.
- c. Simply using the word “because” can be your reason why. This is a powerful word.

4. Use The Power Of Contrast

- a. You can use surrounding products to make your product more appealing.
- b. For example, a real estate agent might show someone two houses of considerably poor quality before showing them the house they intended to sell. These two awful houses make the final house look much better in comparison.

5. Use the Force of Mystery

- a. Mystery is one of the most important factors in persuasion. Why do people read to the end of a 500-page book? They're curious about how the book will end. Why do people click onto the next page of an article? There's a mystery involved that they want solved.
- b. Mystery is the force that pulls a person through an e-mail, or a sales letter, or any kind of copy all the way to making a purchase. You have to generate some kind of mystery that can only be solved by going deeper into your offer.

6. Bribe Your Prospects

- a. People are naturally inclined to reciprocate favors given to them.
- b. Giving the prospect some kind of gift triggers a subconscious mental response – they'll want to give something in return. This could be a click, a download, or even a purchase.

- c. There all kinds of simple gifts you can give to. Christmas cards, coupons, free samples, etc. Free information, training, and insight can all also be used as gifts in this way.

7. Reject and then Retreat

- a. Just like favors, people are naturally inclined to reciprocate concessions given to them.
- b. Make an offer that you expect to get turned down then counter with a smaller offer, the one you expect to make. You get your first offer rejected, then you retreat to your second one.

8. Charge What Your Product is Really Worth

- a. The value of what you sell is not as fixed as you might think. The value of your products and what you charge for them are entirely the result of what your prospects perceive them to be. Focus your message around the benefits that provide the true value of your product. Those benefits are where the perceived value comes from.
- b. A cup of coffee becomes \$5 when you put a Starbucks logo on it and \$1 when you take it off. Clever marketing and branding can make people buy anything at any price. Don't sell yourself short.
- c. People will use price as a sort of shortcut to gauge the quality of a product. A higher price tells people that your product is quality.

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