



Where to Find Buyers?



Who Doesn't Want to Buy Cool Products?

Who doesn't like to be seen wearing or using the latest cool device or fashion? Most people do, that's for sure. When buyers view your products as "cool" or the "in thing" they will almost buy everything that you produce. So how can you put your customers into this frame of mind?

By being seen as a likable business or company. You can achieve this with how you treat your customers

and how you present your products.

What this entails is how you position your company to your potential target market. You want to keep your customers coming back to you again and again. Think about what your favorite restaurants are or which stores you go to without even thinking about it. Why is this? Is it because their customer service is impeccable, you just love their products, or because the staff smile and acknowledge you when you walk through the door?

People love to feel special and to be remembered, so you need to find some way to encompass this into your marketing methods. What can you do for your customers to make them like you even more?

Making your customers feel special can be as easy as sending them a quick thank you note once in a while. How about creating a birthday list and sending them a card or wishing them a happy birthday on their Facebook wall. You don't have to always spend money on your customers to make them like you. Look at different areas of your business and see if it is lacking in some area. Would you say your products are up to date? If they have become a little outdated maybe now is the time for a makeover?

One key place to start with is your Customer Service or Help Desk. This is often an area that is overlooked. If you don't have a help desk or a

way for your customers to contact you then set this up immediately.

Once set up it is important to actually check and respond to your support tickets in a timely fashion. Excelling with customer service is a sure fire way to reach that likeable status quickly.

Of course just being personable and friendly in all your business endeavours will place you in a favorable light with your customers. People are happy to purchase from a place where they are treated nicely. This is something that you should already be doing anyway, just ramp it up a little bit. But don't lose your sincerity otherwise your customers will see right through you.

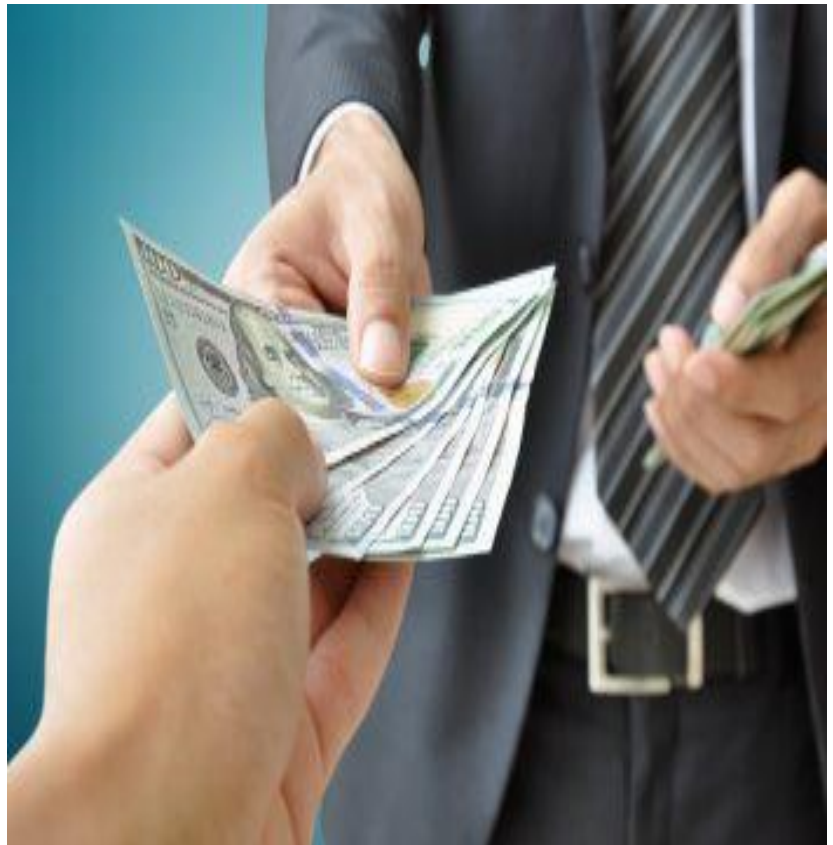
Using Social Proof to Create Buyers

Social proof means believing in what you see and hear around you and following suit. For example, if someone is raving about a certain product you will be tempted to look at it with a view to purchasing it as well. As a business

owner you want to take this concept and apply it to your products.

Another way to look at social proof is by having the attitude of "if they can do it, so I can". If they can afford to have an iPhone then why not me?

One simple way to employ this concept for your business is by using social sharing buttons on your blog. If you display the number of shares your post has been liked or Tweeted, you will find that others will share your post too. Again, they



are just following the lead of the person that went before them.

Another concept of social proof is one that is used by bars and restaurants all the time. They get you to line up outside the door, so a crowd forms. This makes them look as though they are a busy and popular restaurant. The end result is that they gain more customers, those that see the lineups figure they need to check out the place too.

TV shows do the same thing by running loud applause when they want to highlight funny aspects of their show.

There are actually 3 different categories of social proof that you should be concerned about as a business owner. These are:

1. Expert Social Proof - this is when you get a review or guest post from an authoritative person in your field.
2. Celebrity Social Proof - is getting an unpaid endorsement from a celebrity.
3. User Social Proof - these are the reviews, likes and testimonials that come from customers who have tried and liked your product or service.

It might be possible for you to get all three types of social proof for your products. The third one is

usually the easiest to get. A happy customer is eager to leave their opinion of your product and they are happy to spread the word to all of their acquaintances.

Don't discount posting reviews on your blog or website either. These can have a huge impact on your sales figures. People are in the habit today of searching for reviews before making a purchase. So why not have your website show up with a great review on it for them?