

A close-up photograph of a man and a woman. The woman on the left has a wide-eyed, open-mouthed expression of surprise or shock. The man on the right is leaning in towards her, his hand covering his mouth as if he is about to whisper something. His expression is also one of surprise or secrecy. The background is dark and out of focus.

“Hey, let me show
you effortless
selling”

Not so long ago, when the PC was first mass-produced for selling to the public, numerous industry experts forecasted that nobody will want a box that does nothing besides addressing data and hogging up the whole garage.

They were obviously incorrect - nearly every home will have at least one computer in the US, and most even have 2 or 3 desktops!

This small bit of history tells us that regardless how good your product is, you can't earn even a penny from it if you've a lousy salesperson. Likewise, regardless how great your product is, you can't sell even one copy of it with a weak sales letter. Therefore, it's critical to know how to sell.

Pre-selling is the work you must begin doing before you release and sell your product; that's why it's named pre-selling. It's the work you do to convince your to-be- buyers that your product has great advantage and only a fool will pass

your proposal without buying -- all this without actually "selling" the noted product.

Pre-selling may be seen as selling yourself to the buyer prior to you selling your product. When you sell yourself to the buyer, you're making your buyers think "okay, this guy isn't one of those covetous marketers. He's really here to help me out." so that they'll let their guard down and listen to your pitch.

Pre-selling is likewise the art of building anticipation. If an acquaintance told you his chronic headache has been resolved overnight by "some fresh medicine" but didn't mention what it truly was, would that leave you enquiring what the medicine truly is?

More so if you're having a habitual headache yourself! That's why by mentioning an advantage which would get your leads' ears energized over and over but not truly revealing what the solution is, you'll get your leads dying to

hear what you have to say next as you reveal somewhat more about the solution every time.

When you finally expose the whole thing, your leads will be crawling all over your site seeking the purchase button!

But, pre-selling isn't simply about unveiling your product gradually. In fact, that was only one of the assorted ways one may pre-sell.

For instance, you may run a weekly e-zine on acne issues and coincidentally you've just composed this great eBook called "Ten Ways to Solve Acne Woes Once and For All".

In your e-zine, you may pre-sell by including a snippet or two from your content and mentioning it as a feasible solution to acne issues.

If individuals get good advice from your e-zine, they'll perceive you as an expert on acne issues and by nature will be

curious to discover the ways you may teach them to solve their issues.

At the end of the day, it all comes down to giving value to individuals before you ask individuals to purchase something from you. If you may help individuals to solve their issues, they'll, more often than not, be really willing to purchase products from you.

You have to have a compelling sales letter that will pull the lead right into it and see clearly the advantages that are presented against the really reasonable price you're charging.

A great sales letter will first catch the attention of the reader by resonating with the reader's needs and wants. That's why you often see headlines like "Have you ever felt..." or "Does ... sound familiar"?

They work as they empathize with the reader's requirements, issues or desires. The Net is like a really busy expressway

and everybody's in a rush. Only a firm headline like that in big, bold letters will stop your target audience abruptly in their tracks to study through your sales letter.

Once you've got your reader's attention, you need to spend the first few paragraphs on narrating your story - how you've gone through what your reader likely has, the excruciation of the whole experience, and so forth.

When you get your reader thinking "he's one of us", you would be sensed as an understanding person providing a resolution and not an anonymous marketer looking to distribute his product.

Following, you have to elaborate on the advantages of the product you're selling. List them all on a piece of scrap paper till you've quite a long list; then write your sales letter from there. In your sales letter, spotlight the advantages in point form and elaborate on each advantage.

Make sure to remark how your product helps the reader rather than pointing out the features of the product. For instance, rather than saying "this gizmo heals headaches"; say "this gizmo may relieve your headaches". Make it relevant to the reader.

Then, compose a paragraph or two on how the reader's life might be altered if the issue he's facing may be totally resolved with your product. It's crucial to utilize really descriptive words so that the reader may fall into the imagery more easily.

Last of all; make a firm call for action! Your last objective is to make your readers purchase your product, so it's crucial to make a final, strong call for action, be it "click the purchase button", "whip out your charge card" etcetera. Don't make the error of forgetting such a crucial step after coaxing your reader through the extended paragraphs.