

WHY THEY ARE **NOT** BUYING

5 Steps Your
Customers Must
Take Before Buying
From You

EMEKA UZOWIHE

**WHY THEY ARE NOT
BUYING**

**5 STEPS CUSTOMERS MUST
TAKE BEFORE BUYING FROM
YOU**

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INTRODUCTION

Since the onset of COVID-19, numerous players have entered the digital space.

These include:

- Marketers
- Bloggers
- Salesmen
- Businesses

A new market has suddenly been discovered - the online world!

As such, we see a lot proliferation of products and services online. All making

offers, and counter offers in the market.

Trying to sell one thing or the other.

Is everyone succeeding in the marketplace?

I'm sure you know the answer as well as I do.

Here's the thing.

Most entrepreneurs aren't marketers. The truth is majority of entrepreneurs wish someone will "DO" marketing for them.

Because entrepreneurs are usually creators and inventors, they are more concerned with creating a product or starting a service and selling their masterpiece.

Unfortunately, the market where these products or services are to be sold has a mind of its own.

This book shows you the entrepreneur who is trying to sell in any market the strategies you can use to identify WHERE to start selling in the marketplace.

In this book, I explain the various stages of your customers' journey and how you can identify them in order to make the right offer that will resonate with them.

Understanding your customers' journey is very critical if you want to sell more of

your stuff online and even offline without flushing your advertising monies down the drain.

Imagine two tourists who come across a wild monkey. One tourist knows that the animal before it is not just a monkey, but a wild one. The other tourist assumes this monkey to be the regular monkey. Both try to feed the monkey. The first tourist that assumes this to be a regular monkey brings out bananas (he assumes all monkeys eat bananas). To his surprise, the monkey refuses his banana “offer”.

The second tourist knowing that this is a wild monkey, offers it figs (which are usually found in the wild).

Yes, the wild monkey rejected the bananas because it wasn't used to seeing the kind of bananas that we humans eat in the wild.

The first tourist knew that and offered exactly the kind of food this wild monkey feeds on in the wild - figs!

Most entrepreneurs are like this first tourist in the market. They don't know their "WHO" (customer). What does he/she like? And when should they sell to these

customers.

They are doing any of the following:

- Making the wrong offer to the right person
- Making the right offer to the wrong person
- Making the right offer to the right person at the wrong time

You should be making **The Right Offer To The Right Person At The Right Time In The Right Market.**

The idea that led to this book stems from

the works of the direct response marketing guru, Dan Kennedy, especially his book, "The Ultimate Marketing Plan."

This book was written to show you exactly how to do just that in any market.

CHAPTER ONE

HEADS UP

If you're an entrepreneur, you'd have noticed that we've all been lied to!

Both in school and at home.

Our teachers and fathers always told us that to be successful in business simply means building the next BEST THING and customers would throng to our businesses to patronise us.

Is that happening yet?

I think we've been lied to.

Being lied to is one problem, but not knowing what to do about the lie would be worse than the lie if you want to still continue on this entrepreneurial journey.

So, how do you then get those customers to beat a path to your business – nay, the better question is, how do you get your first customer in this twenty first century?

Who's Your "WHO?"

As funny as this may sound, if you ask some business owners WHO their customers are, don't be stunned if you get the famous reply – EVERYBODY!

Well, who wouldn't love everybody to be his/her customer? The problem is - it's hard enough to know what one person wants, and even harder trying to know what everybody wants.

So then, the first thing any serious-minded entrepreneur MUST know is WHO his/her customer is. This is the roadmap to success and building a sustainable business. And it starts by the identification of pain points or desires prevalent in a market.

You Gotta Know Your WHO!

Market research is very important if you want to discover the hidden gem embedded in any market. This research starts from the one person with a pain point or desire you aspire to serve either with your products or services. To do that, you need to start gathering data about your target customer(s). Such information like their ages, religion, buying behaviour, where they live, where they shop, their likes, dislikes, their political ideologies and things like that are quite important in

helping you understand your target customers. You can get these data through an online survey in Facebook groups, through opinion survey or interview with a handful of your potential customers.

Once you're able to gather all these data, you'll be able to analyse the information thus gathered and form what is called your customer's avatar. Not another Avatar movie, but a representation of who your ideal customer(s) really is. This way you'll be armed with potent information that will allow you make an offer to your target

customer in your chosen market.

Your Market

Now you've been able to identify your target market (your WHO). It is important you know your customers state of awareness before you start pitching your unique selling propositions to him/her. Most great products and services have met their untimely death because they were introduced to a market prematurely.

So, let's take a look at what it takes to acquire that first customer in a hypercompetitive, super-saturated and

charged marketplace.

CHAPTER TWO

AWARENESS OF NEED AND/OR DESIRE

This is by far the key indicator of how ready a market is for your product or service. Sadly, most entrepreneurs often jump quickly into the market with their two feet without listening to the heart beat of their market.

According to the famous advertising expert, Eugene Schwartz, there are five stages of a customer's awareness in any market, and they are:

- Unaware
- Problem aware
- Solution aware
- Products aware
- Most aware

Unaware

This represents those customers who don't realise that they have a problem in the first place. They are not in the market for any product or service and couldn't care less if your product or service exists or NOT. This set of customers are every advertiser's nightmare!

So, to play in this market, it's your duty to educate these customers through your marketing and bring out a desire or pain point known to them before. Take for example, hypertension (high blood pressure). It is a silent killer disease most people don't know they have until it strikes them down. If you're promoting anti-hypertensive medications for busy businessmen aged 30-40, you need to educate this class of people on the dangers of hypertension, because coming down with hypertension (which is likely for these

businessmen) is the last thing on their busy minds.

Now imagine approaching young businessmen with an anti-hypertensive drug when they don't know the first thing about hypertension! Hectic, isn't it?

But if you introduce the possibility and dangers of having hypertension and agitate or educate them about the resulting consequences, then you can pitch your offer to this market. You have moved them from being **unaware** to **problem aware** in your market.

Problem Aware

Here, your customers are actually aware of their problem. They are on the lookout for a solution to this problem. Your job is to ask questions to find out what solutions are out there for these customers, and position your offer to better serve the pain point or desire that they have.

Solution Aware

Your customer has progressed from not being aware of a problem, to knowing that he/she has a problem and that there is a solution out there!

At this level of awareness, it is the copywriter or advertiser who has the ability to advise his customer to add features and functionality to an already existing solution to a problem that would win the day by developing superior products, services or offers!

To be able to sell to customers in this level of awareness requires a lot of testimonials, case studies, social proof and track records in order to convince the customer that you are the deal. A careful study of your competitors' offerings would help in

pointing out gaps or deficiencies in the solutions that these customers have been previously exposed to.

Products Aware

If your customers can't make an apple-to-oranges comparison between your products and those of your competitors, you are toast!

Customers in this level of awareness are well aware of their problems as well as the products that can give them relief from those problems. The question is: why should they choose your product? How is

your product different from what they're currently using?

Tough task huh?

This is where you get to dive right in leading with your products advantages and benefits to the customers.

Is it easier to use?

Is your product the latest invention to the line up of old products?

Do you have easier payment plans?

Are you bundling your offers?

Are you giving superior guarantees?

Do you have more celebrities endorsing your products?

These and many more questions have to be used to address your customers' curiosity in deciding to use your product.

At this level of awareness, it is not enough to come with the old-fashioned "discounts and coupons." No. Your market is more sophisticated than discount and coupon offers.

Dig deep through every ounce of product feature and benefit to find out how to knock of your competitors' product in the

market.

I read in a book how one fisherman was able to outsell others in his industry by just the use of a barcode. He recorded his fishing activity that led to the capture of this fish, the name of the river where the fish was caught, the date, and the packaging process in a video. He now embedded this video in a barcode and stuck it to the packaged fish for sale. What happened was that, as soon as customers scanned the barcode, they saw a vivid video of the date the fish was captured, the

name of the river, the packaging conditions, the smiling face of the fisherman and so on. This made them buy this fish, over all other fishes on the counter or fridge - wherever the supermarket stored it.

Most Aware

Here your customer knows he has a problem, he knows of the solutions and the myriad of products out there. Now what?

Problem is, he is most times more informed than the company's sales man!

Gone are the days when a car salesman had

all the information about the cars in his dealership. These days, customers make their research before approaching the car dealers. At this level of awareness, your customer is in search of the best deal! Talk of the old Adamic what's in it for me?

So, to close the deal you don't need to speak much grammar. A well thought out incentive plan will go a long way to convince your customers about your offer. A shock-and-awe package or offer will also be a good strategy to flip them over to your side and close the sale.

Here, your creativity as a marketer will be questioned, and your ability or inability to make superior offers will be all that is needed to move the needle in your direction.

Now that we've examined your customer's level of awareness in his purchasing journey. It's quite important that we show you how to guide him into choosing your products or service to solve whatever it is you've discovered to be his pain points or desires.

CHAPTER THREE

PICKING THE “THING” THAT FULFILLS THAT NEED/DESIRE

We've looked at the various stages of your customer's awareness previously. Now
WHAT?

Let's take an example using hypertension. Hypertension is the big word to describe people with elevated blood pressure higher than normal. High blood pressure usually has no warning signs or symptoms, and many people do not know they have it.

If we are selling anti-hypertensive medications, Our first job is to get the target customers who are prone to high blood pressure to be aware of the fact that they are predisposed to high blood pressure because of either their lifestyles or pre-existing medical conditions. Once they are aware of the possibility of coming down with high blood pressure, we move to educate them about the fact that it is asymptomatic and can cause a medical emergency that may result in death.

Once our target customers are now aware

of the dangers of hypertension, they are ready to ask the logical question “WHAT?”

What do I have to do next?

What if I don't do anything now?

What are the dangers of being hypertensive?

With the above example you'd have seen how your target customer's journey has progressed from not being aware, through being aware, to now seeking the next solution or the “WHAT” phase in his journey.

This is a typical example of picking the “thing” that fulfils your customer’s need/desire.

Here, your customer is more than aware of his needs/desires. He is in the market for solutions to his problems. He needs a guide. He needs someone or something that leads him to his best chance of solving his problem. He is aware of the various offers out there, but yet to make up his mind on which to choose. It is in this state that your products or service positioning can come in handy.

In marketing to customers in this stage of their buyer's journey, your go-to strategy should be purely informational or what I like to call **INFOEDUTAINMENT**. I'd like to take credit for this word, but wouldn't because I came across the term while listening to a video sales letter for a Facebook ad from the guys at Foundr.com.

That being said, it doesn't take away the import of the term though. This term is a combo of three words:

- Information
- Education and
- Entertainment

It means that you need to find a way to communicate clearly to your target customers in an informative way while providing valuable and educative content that doesn't bore them, but rather keeps them entertained and "hooked," expectantly waiting for the next dose of infoedutainment from you.

How do you do this?

I advise you start advertising a lead generation magnet to your target customers. Let's go back to our example with selling anti-hypertensive medications. A smart way to attract people who may have high blood pressure is to advertise a free e-book or a short video teaching on say:

"10 things you wish you knew about meat before your 30th birthday that could make your heart stop beating before you turn 40!"

When you embed this video or e-book on

your landing page, those who are your likely customers would like to know what this book or video teaching is all about. They would opt to get this e-book or video training by filling in their name and e-mail address in the form on your landing page. Once you get their e-mail you now send them the e-book or video training as promised. This is called ethical bribing in marketing.

Now that your target customers have given you their e-mail addresses, you can NUTURE them using infoedutainment,

either through more e-books, video trainings, blog posts, webinars or plain old e-mail writing.

This way your target customers would see you as someone that cares for them. They would also come to see you as an authority in your niche or field. With time they will grow to:

- Know You
- Like You and
- Trust You

When they know you, like you and trust you, this means they no longer see you as a

stranger. This implies that their resistance barrier in transacting with you is reduced drastically, making it easier for you to sell your products or services to them. This way, they'll be ready to pick the "thing" that fulfils the desire or soothes the pain because you have bombarded them with so much value and information. The question now is "How do they choose the source of the "thing" that fulfils this need or desire?"

CHAPTER FOUR

PICKING THE SOURCE FOR THE THING

In the beginning of this book, I started by asserting that you've been lied to. I'd like to further expound this truth. Imagine having the best product in your niche, yet your target customers constantly flock to your competitors to get the same widget you sell even when yours is better than those of your competitors!

A lot of things may be responsible for this scenario, but the major culprit is usually poor marketing.

So, if you're competing in the market and want to sell your products or services to your target customers you need to learn marketing. And it begins with a proper understanding of who you want to serve (your target customers) and what needs they have.

To do this effectively, you must be able to understand your customer's needs/desires.

You have to be aware of the various companies or fulfilment options available to him should he choose to get help with his desires.

This you can easily do through a careful study of your competition, to be able to spot or pick out flaws in your competitors' offerings, marketing, positioning or acceptance in the marketplace.

If you're the first in your market, then you have nothing to worry about in the interim.

You go ahead to point the way for your customers to access your products or services...before others catch up and flood the market with similar products or services.

However, if you are competing in a saturated market, then you have to carry out a SWOT (Strength, Weaknesses, Opportunities, Threats) analysis of your market to be able to come up with counter or killer strategies to position your products or services as the source of the “thing” that fulfils the desire or need.

Question is, how do you position your products or services as the source of your customers needs or desires in a saturated “me-too” market?

Most marketers and entrepreneurs are

quick to spew out such vanities like:

- We are the best in the market
- We have been here since Adam
- We give the best prices
- We give the best discounts

...add yours!

The problem with this kind of selling strategy is that it is blatantly pale, boring, bandied about, weak and not compelling to your target customers.

Everyone is making the same offers!

Why should a customer accept your offer

over those of your competitors who are making the same offer, just maybe louder?!

If you choose to sell to customers using these common offers, you are going to struggle to make sales and stay competitive because you have reduced your value proposition (if any at all) to just “same-as-my-neighbour’s, but mine is cheaper!”

So how do you get them to choose you?

If you've followed our marketing advise from the sale of anti-hypertensive medication and have advertised a lead generation magnet, then your job is almost done. Your infoedutainment content strategy would have done the heavy lifting for you, and positioned you as an authority in your field. Not only are you now an authority; these targeted customers now know, like and trust you. Because you didn't start pitching and selling stuff to them from the beginning, you have shown that you care by actually caring through

value provision.

In psychology, there is what is called the law of reciprocity. This law states that when people receive something, they feel compelled to return the favour in kind.

How does this play out in marketing?

Remember you've been giving tons of free value to these target customers on your e-mail list?

Naturally, they are bound to want to reciprocate your kind gesture of giving value to them all these while free.

What happens is that you have sown enough seed in their minds so much so that whenever you pitch your offerings to them, they are most likely to say yes to your offerings!

Why?

Because you have nurtured them over time and now, they have nothing but goodwill towards you.

This means you will become their first choice whenever they are ready to approach the market in search of the “thing” that fulfils their needs or desires.

This give-first and receive-later strategy works like magic irrespective of your niche or industry. Any entrepreneur that practices this high level direct response advertising and marketing would run circles round his or her competitors and sell more even if he or she is competing in saturated markets.

CHAPTER FIVE

ACCEPTING THE SOURCE'S PRICE/VALUE ARGUMENT

"We question all of our beliefs, except for the ones we really believe in, and those we never think to question" Osorn Scott Card.

$$\text{Value} = \frac{\text{Benefits}}{\text{Effort}}$$

$$\uparrow \text{Value} = \frac{\text{Benefits}}{\downarrow \text{Effort}}$$

This value equation tries to correlate the relationship between benefits and efforts in the mind of your customer.

It simply implies that to create value in the

minds of your customers, they have to perceive that your product or offer would give them more benefits with little effort. Once you communicate effectively how your offer achieves the desired result with little effort, the value of your product or service increases significantly in the eyes of your customer and you can charge a healthy price for your product or service.

I will go further to explain the above concept from the teachings of Alex Hormozi in his spectacular book *100M Offers*. Alex has done a fine job of showing

how anyone can make offers so good that people will look stupid refusing such offers.

He has formulated an interesting value equation that expands our previous value equation.

He puts forward a value equation that looks like this:

$$\text{Value} = \frac{\text{DO} \times \text{PLA}}{\text{TD} \times \text{E\&S}}$$

Where:

DO = Dream Outcome

PLA = Perceived Likelihood of Achievement

TD = Time Delay

E&S = Effort and Sacrifice

Dream Outcome (Increase)

Most marketers try to increase desire with their offers. The reality is you can't increase desire in the marketplace. Rather, smart marketers harness the already existing desires in the minds of their customers and channel these desires to their products or services using their offers. To do this, you have to recreate the customers' pre-existing feelings and expectations with your copy or marketing messages. This way, you fill the gap between their reality and their dream. You invite them into their dream

world with your offer and make them live their dreams with your products or services.

Here, you don't sell the "getting there" experience. Rather, you sell the "living there" experience with your copywriting.

This is why you need to sharpen your copywriting skills or hire someone to write good and persuasive copy for your business.

Most people will respond to offers that promise them a positive change in their status. Craft your offer to make your

targeted customers see or perceive how your products or services can increase their status. Who doesn't want an increase in status? It is a primordial desire of man. Use it to your advantage with your offers. Such desires to be either powerful, loved, beautiful, respected, or wealthy should be explored to see which ones resonate with your customers. Then you can pitch suitable offers to them.

Remember, you're not the only one in the market making those offers. Consider two entrepreneurs who have a product that

promises to make someone rich - maybe a digital business development course. Let's say one course sells at N1000 and the other sells at N10,000. The dream outcome value from these two courses will cancel each other in the minds of their customers. It is only the marketer that knows what to do with the remaining three variables of the Hormozi value equation that will drive difference in perceived value and price in the minds of his customers. These variables include:

- i. Perceived likelihood of achievement
- ii. Time delay and
- iii. Effort and sacrifice

Perceived Likelihood of Achieving Goal (Increase)

Your goal as an entrepreneur is to increase this in the minds of your customers with your offer. Your customers would like to know how likely it is that they will achieve their desire or get the expected results with your products or service if they make a purchase from you now.

You should be able to address this fear with your offer early on. You should know that people value the perceived likelihood of achieving something. For example, they ask questions such as:

“How long will it take before I learn how to drive a car?”

“How soon can I start making money with this strategy?”

“How long will it be before I learn how to create my own online course?”

To win the price war or value argument in your niche, you need to include in your

copy how your offer will eventually work for your targeted customers. You need to increase your prospects' convictions with proof, testimonials, or guarantees. This way the resistance barrier to making the sales or committing to your offer is reduced.

Time Delay(Decrease)

In as much as this sounds self-explanatory, time delay is a measure of time between your offer's fulfilment or promised benefit. The shorter, the time it takes your customer to achieve their goals the better, and the

more valuable your service or product is perceived to be.

Bear in mind that there are short term and long term goal benefits with your offers!

Be sure that you're able to make your customers achieve little wins in the shortest possible time - short term wins - along the way to the long term benefit. This short term win will help them to get committed to your process in the long run.

Effort and Sacrifice (Decrease)

You must show how your product or service achieves results with little or no

effort or sacrifice. Let them know that they don't need to put in too much effort or make so much sacrifice to achieve results with your product or services. This will increase the appeal of your offer.

In summary, Hormozi's value equation suggests that entrepreneurs must work hard to increase two of the numerators (dream outcome and perceived likelihood of achievement), while decreasing the other two numerators (time of delay, and effort and sacrifice).

Why?

Remember we are at the stage where your customer has to accept your price or value argument. There is no better way of winning this argument than using Hormozi's value equation. Let's see how.

In trying to sell your products or services, it is expected that you'll make your targeted customers some offer of some sorts. Question is, how will they perceive this offer in relation to their pains, desires or problems?

With this in mind, it is expected that you show your customers how using your

products or services will help them get the desired outcome. Your offer should also be able to make them see the likelihood of achieving their desired outcome with your products.

Here's the challenge. . .

Most entrepreneurs would be pitching the same offers in any niche. If you are in the weight loss business, you're likely going to see a lot of your competitors making the same offer with the same products or services. You may see a flood of different variations of offers that goes in the lines of:

“Loose 50kg in 16weeks”

“Supplement guarantees to burn 50% of body fat”

“How to regain your beautiful shape with these proven exercise regimen that costs less than a bottle of coke a day”

You get the point? All of them are trying so much to appeal to the customer's desired outcome and the likelihood of achieving it. You should do something quite different. Looking at Hormozi's value equation above, you should work on reducing the two denominators to zero, which are:

➤ Time delay

➤ Effort and sacrifices

Most of your competitors are not paying attention here. They are not showing the customer how soon they can get their desired outcome. They are also not showing the customer how little effort is needed in getting the customer's desired outcome or the likelihood of achieving their goals. You should play to win the value argument by reducing the time it takes for your customer to get their desired results. Better still, let your offer show how

he is going to achieve that, if possible, with a timeline - 2 weeks, one month, 12 hours and so on.

Wining with Price and Value Argument Using Psychological Persuasion Rather Than Logic

A lot of your competitors would try to solve their customers' problems or desires with logical approaches. In his book Alex Hormozi quotes Roy Sutherland of Ogilvy Advertising as saying:

“Any fool can sell a product by offering it for a discount, it takes great marketing to sell the same product for a premium.”

This saying in and of itself is true. Selling similar commodities in any market requires exceptional marketing skill to accomplish and it is only right that you know how to use psychological approach to do this.

Using the psychological approach circles back to you knowing your “WHO” as discussed in the first chapter of this book.

If you’ve done a fine job of knowing your customers very well, you would find it easy to craft offers or value propositions that speak beyond the visible needs of your customers.

I once heard a story about a man who was in the market for paints for his house. He moved from one paint shop to another in his Ferrari with his beautiful wife in search of house paints. Every shop he visited offered him “good deals” that seemed good enough for anyone:

“Good customer services”

“Promise of after sales services”

“Discounts on several levels”

“Price reductions”

“Home deliveries”

“Free painting”

You name it, these shop owners made whatever offers that they could possibly think of. Yet, this dude and his wife weren't sold on any of their offerings.

However, a young salesman watched the whole episode of offers and counter offers and gently approached this "queer customer" and made him a simple offer that struck a chord on the mind of this mysterious shopper!

The young salesman said to this shopper, "Sir, I will give you the paint that will transform your house to the finest building

in your neighbourhood, so much so that your neighbours will come to your building to take selfies.”

With that simple line, the mysterious, queer shopper whipped out his cheque book and placed an order with this salesman!

What was the deal breaker? Was this salesman a talisman? No! He was only an observant and informed marketer. He saw the customer's Ferrari and immediately knew that this must be a prestige shopper. So he made an offer that resonated with the

customer's secret private desire that these other paint sellers were not seeing. An offer that was bound to reflect on his status! No big deal.

Do you see how the psychological approach to selling always outperforms logical reasoning?

CHAPTER SIX

FINDING REASONS TO ACT NOW

Pitching your offerings and selling your value propositions to your prospects is usually the easy part of selling. The hard part is asking for the order at the end of your sales pitch!

Most salesmen chicken out even after making beautiful presentations.

Reason?

Either they are too scared to ask for the order. Or they feel like the prospect **MUST** come to want or demand their product or

service after such a powerful presentation.

Whatever the case, most sales are lost simply because the salesman couldn't close the sales!

Often times, your prospects would tell you "Gimme time to think it through." Or they will play their favourite objection line on you - "I'll call you." They usually DON'T get to call you.

Here's the thing...

Most humans don't like to be sold or told to do something without their wanting to.

You need to give your prospect ample

reasons to believe he/she is making the best decision or that he/she is in charge of the whole sales conversation or process.

How Do You Get Them to Make a Buying Decision?

The direct response marketing approach to sales has proven to be a formidable method to get customers to make a buying decision fast. I will be sharing some of the strategies direct response marketers use to make their prospects see value in their offerings and how you too can model these strategies to your advantage.

These strategies are as outlined below:

- Scarcity
- Bonuses
- Guarantees
- Shock and Awe

Scarcity

During the COVID-19 pandemic, toilet papers sold out in shopping malls and supermarkets. Why? Scarcity!

The knowledge that a commodity is in short supply drives up demand for that commodity.

Humans want to get the best deal and feel good about it - it is a primordial human desire. You can harness this desire in marketing or selling your products or services.

You may not have to run on limited supply to use the scarcity strategy. To sell using this strategy, you create an artificial scarcity with your copy. Amazon sells using this scarcity strategy. When you want to buy stuff on Amazon, you would see something in the lines of “only 5 left in stock - order soon.” That does not mean

they have just 5 stocks of the item. It is a strategy Amazon uses to get you (the shopper) to make a buying decision fast!

Use such terms like “limited supply,” “offer valid while stocks lasts” or a count-down timer on your sales page to compel your prospect to take action now. . . not later.

Bonuses

A little extras do not hurt anybody. Going a little further to include some other things to your offer will move the needle in your favour if your prospect can relate to the

bonuses you are adding. Imagine walking into a boutique to buy a pair of shoes and the boutique owners tells you if you buy items to the tune of a certain amount you get free laundry, free t-shirt and a 5% discount on your next purchase. Wouldn't you take up the offer?

Before you can use the bonus strategy effectively, you need to know your prospects very well. This way, you will be using the right enticing deals to attract them to commit to your offer. If you don't know your prospects enough, they may see

your bonuses as a ploy to rip them off their hard-earned money.

Bonuses are used to stack up your offer in the eyes of your prospects, making them think that they have a good deal with your offer. If you are able to align enticing deals alongside your offer, your prospects would want to lap up your offer like a thirsty deer in a stream irrespective of your price.

Guarantees

We all want to be assured that we are safe dealing with individuals or business

entities. How would you feel if you were to visit your dentist for a teeth examination and he, after examining your teeth, told you “I have to pull out two of your incisors, but I can’t guarantee that the exercise would be successful?”

Huh! I guess you’d run away from this dentist’s office, even if he were to perform this teeth extraction for free!

That’s the power of a guarantee. Your prospects need to know that they have no fear whatsoever in dealing with you or in using your product or services.

You need to have guarantees for your offers. It's not enough to tell your prospects what your products or services will do for them. They want more than that!

Throw in a guarantee. Tell them to return the product for a refund of their monies if it fails Remember, these prospects maybe hearing about you for the first time. And may have had bad experiences with folks in your niche. It is your job to use guarantees to reverse that risk of doing business with you.

Make bold guarantees. "Money-back

guaranteed,” “30 days guaranteed,” and “365 days guaranteed” and so on.

Zig Ziglar of blessed memory was quoted as saying “timid salesmen have skinny kids.” This is true! If you do not have the confidence of making or giving outrageous guarantees that will make your prospects feel secured enough to whip out their wallets and pay you, then you are in for some trouble with your offers and finally somewhere down the line you will have troubles with your finances too.

Shock and Awe

Just like the name suggests, shock and awe is a military term used to show the use of overwhelming force in order to annihilate or confound the enemy in times of war. I first heard about this term in Dan Kennedy's brilliant and outstanding marketing book Magnetic Marketing.

This strategy involves bundling up and stacking up bonuses, gifts, guarantees and some other things together with your offer. Just to "overwhelm" your customer.

Imagine visiting a car dealer and you are offered this deal:

- Drive now and pay after 30 days
- Money back guaranteed if you're not satisfied
- One-year warranty
- Free services for the next one year
- Free pick up to and fro the airport on business trips for the next 3 months
- Birthday cakes on your next birthday
- Free membership to our newsletter
- Free training on maintenance for one

year

I am sure you will be musing to yourself, wondering whether the deal is for real or there is a catch somewhere?

That's the power of the shock and awe strategy. You can include unrelated items and offerings in your shock and awe package just to create a perception of value with your product or services.

When done successfully, you will find yourself closing more deals and selling faster than you can replace items from your store.

CHAPTER SEVEN

NOW WHAT?

Now you are aware of what it takes to get your customers to make a buying decision.

You are aware of their state or level of awareness. Yet I have to warn you!

You still need to know when to use each stage of the buyer's journey in your sales cycle.

With some customers you need to start your presentation at level one - awareness.

While with others you begin at level two - picking the thing that fulfils the need/pain.

Recall our earlier example on selling anti-hypertensive medications. If you were to sell antihypertensive drugs, you would most likely start from the 2nd level which is picking the thing... In this case, your customers are aware that they are hypertensive and are aware of the various medications for managing hypertension. Your job would be to convince them on why they should try your brand of antihypertensive medication.

You don't need to school them on dangers of hypertension or how to prevent it. Your

customers are way past that level. For you to sell effectively, you need to engage them with a superior message of “how” your brand of anti-hypertensive medication is better than what they are currently using or the brand in the market. Selling the “what” - which is usually your brand’s name (and maybe price) will not give you the needed differentiations in the market by which your customers can see why they should switch to your brand.

Let’s take another example - a different pitch in the anti-hypertensive medications’

market. Imagine you are now selling sphygmomanometers. A

sphygmomanometer is medical instrument for measuring blood pressure. Suppose that you're marketing this instrument to young and busy professionals. How would you approach this market?

Of course you won't start at level 2 like you did while selling antihypertensive drugs!

To sell the sphygmomanometers, you need to start your presentation at level 1 - awareness.

Why?

Let's take a look at your market - busy, young professionals. These professionals probably don't know jack about hypertension - most of them may be hearing about hypertension from you for the first time. The right thing to do is to make them aware of the dangers of hypertension, the causes and their predisposition to come down with it when they least expect it because of their busy work schedules.

Here you inform them using any means necessary, how the sphygmomanometer

can help them detect irregular or regular spikes in their blood pressure early, enabling them make the necessary lifestyle adjustment or starting medications early before it degenerates to a stroke. A stroke can prevent them from going to work, affect their earning potential, and put their family and loved ones at the economic risk of having an unproductive bread winner.

Most entrepreneurs start their advertising and marketing from level 3 - picking the source for... They start pitching and making offers to their market without

carefully examining their product or market to determine if there is a product-market match in the first place.

CASE STUDY

Istock Supplies

Sometime in July 2021, I created a toilet paper delivery business that would allow shoppers to order high quality and affordable toilet papers online and have them delivered to homes and offices at zero delivery charges.

I believed that while toilet rolls were everywhere and people could buy them from shops, there was a certain percentage of individuals that would love to buy their toilet paper rolls online and have them

home delivered.

I made a good offer to this market and advertised this service with the offers.

After a few sales, mostly from sympathetic friends, I discovered that I was not getting the desired momentum with my ads and offerings. I quickly realised what the problem was.

I was trying to sell in a market that wasn't aware of the possibility of buying toilet paper and getting it home delivered.

The problem was that I was trying to sell "the source for the thing" in an "unaware"

market.

As soon as I realised this, I stopped the campaign. I started tweaking my offers to appeal to a perceptible mass desire that I had discovered in a new market.

My above encounter with Istock Supplies made me pick up my pen to pen down this book.

POSTSCRIPT

Everything you see in the world today began as an idea in someone's head. The difference between those who started pursuing their dreams and eventually birthed them and those whose dreams never came to be is in one word - ACTION.

The ideas and thoughts shared in this book will ONLY work for those who are willing to at least try something new to improve their sales and increase their chances of attracting customers in a hyper-competitive

market space.

I sincerely hope you start using them today
to increase sales and grow your business.

REFERENCES

1. Kennedy, D. *The Ultimate Marketing Plan.*
2. Hormozi, A. *How to Make Offers So Good People Feel Stupid Saying No*

MEET THE AUTHOR

Hi, I'm glad to have contributed in my little way to your growth and development in your entrepreneurial journey.

I have been in the business world for over a decade now. I started my career as a pharmaceuticals salesman in February 2009. I left paid employment to start my toilet paper production business sometime in May 2016.

The next year I finished my MBA (Marketing) and over five short years, I

have grown my production business into a profitable business using all the marketing and business growth strategies I garnered in my entrepreneurial walk.

I am a direct-response marketer and copywriter.

I am married to my lovely wife and we have four beautiful children.

I teach entrepreneurs how to use marketing and business growth strategies to grow their business.

I'd like to connect with you to share in your success as we journey through this

ever adventurous world of entrepreneurship.

Connect with me on *YouTube* and *Facebook*.

Just search for Emeka Uzowihe and send me a request.

You can also send me a direct WhatsApp message on my number 09069493084 to have a direct chat with me.

I also encourage you to connect with me on my website www.emekauzowihe.com. I have a gift to give you today the moment you click the “Connect With Me” button.

This gift will further help you in growing

your business.

I hope we all live happy lives and get blessed by the works of our hands so we can equally bless others.