

# White Paper

# BUYING TRIGGERS

## 100 Clever Selling Tools

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### NOTE:

I found this among some dusty old text files in my collection and upon opening I realised that although this is quite old information, a lot of it is still relevant today, as it ever was.

Looking more closely, you could use this information in sales letters, emails, adverts and most importantly... you could adapt the information in any of your business negotiations too!

Just use the relevant parts and apply them to your work.

Some free information for you!

**MORE FREE INFO AVAILABLE AT**

[www.webdesign-imagineers.co.uk/resources](http://www.webdesign-imagineers.co.uk/resources)

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1 -Tell your target audience you were in their current position. Next, tell them how your product pulled you out of that position. For example, you could say in your ad copy, "Don't worry, I used to be just like you. I was way over my head in debt. But I decided to create a financial formula so no one else would ever go through all the pain and humiliation of bankruptcy like I did."

2 -Challenge your readers at the end of your ad. Make a bet with them; if your product doesn't solve their problem, offer them a free product in return. People love to gamble and most are greedy. You're just using it to your advantage so you can sell them your product or service. Some people like to gamble just because it's fun.

3 -Get your audience involved in your ad by asking them questions. They'll automatically want to answer the questions in their mind. For example, you could say in your ad copy, "Where do you want to be weight-wise in the next 5 months?" Another example, "Do you want to weigh that much or more 2 years from now?"

4 -Introduce yourself in your ad copy. Haven't you ever read ad copy and wondered who was selling the product halfway through? It's a big turn-off. For example, you could say, "Hello my name is (your name and a little about yourself)." Another example, "It's (your name) here, I'm going to tell you about..."

5 -Start your ad with a story. It draws people right into your ad and they forget they're being sold to. For example, you could start your ad, "Once upon a time ..." Another example would be, "Last year, one of my friends and I were..."

6 -You should eliminate the hard-to-understand jargon on your ad copy. Unless your product calls for technical words, you want your ad to be read without people pulling out a dictionary. If you need to use a word your target audience might not understand, define it or use an example to help them understand it.

7 -Create benefit intensifiers for your list of ad copy benefits. For example, the benefit: "Save More Time", the benefit's intensifier: "Never Seen Before!". You could also intensify your headline, sub-headlines, guarantees, postscripts, etc.

8 -You could have a famous and respectable person on your banner ad representing your product, web site or service. People will click because they'll trust that person over you. For example, you could say, "The famous (name) has even bought our product! Click here to see why!"

9 -Load your ad copy up with a large amount of benefits and bonuses. People will think and feel like they are getting a lot for their money if they buy. For example, if you read an ad which had 40 benefits listed, then saw a similar one with only 10 benefits listed, and both were around the same price, which one would you buy?

10 -Don't forget to use words that create emotion. All people have emotions; people will have more interest when they are emotionally attached. Use words like mad, happy, angry, sad, excited, scared, surprised, etc. For example, "Imagine how happy you will be when you can finally afford taking that exotic cruise!"

11 -List any publications which have written about your business in your ad. It could be a product review, on a top ten list, an article, etc. For example, "(title) magazine says....," "(title) Times say....," "(title) news says....," etc. Another example, "(title) magazine rates our product 10 out of 10!"

12 -Sell more back-end products to your existing customer base. You've already created rapport and trust, and proved your credibility to them. That's why it's usually easier to sell to them the second time. Sell back-end products that relate or complement the first product you sold them.

13 -Make it a practice to upsell to new and existing customers. After they decide to buy one product, offer them another product at the point of purchase. You already have them in a "yes set" because they are going to buy your main product.

14 -Cross-promote your products and services with other businesses that aren't competition. You will reach a wider audience at less cost. The other business should have the same target audience. For example, if you're selling picture frames, you could team up with a photography studio.

15 -Write your content so it attracts your visitors' five senses. Use plenty of adjectives. They will stay focused on your web site and block out other distractions. For example, you could say, "Our product will satisfy you better than a glass of iced water on a hot day!"

16 -Promote yourself as well as your products. Write articles, e-books, reports, etc. When you endorse other products for commissions, people will think your statement is extra-credible because you have established yourself as an expert.

17 -Trade advertising with other businesses to save revenue. You could trade e-zine ads, banners ads, links, print ads, etc. If the other business doesn't want to trade, offer them something extra in return. It could be extra ads, free products, commission, extra advertising time, etc.

18 -Tell your visitors what their friends or family will probably think when they buy your product. People care about what other people think of them. For example, you could say, "Your dad will be so happy when he sees you've bought him a new tool box!"

19 -Add low cost bonuses to your offer that have a high perceived value. It could be e-books, Members Only sites, consulting, e-reports, etc. Make sure they are original and no-one else is giving them away.

20 -Create trust with your prospects by telling them something they already know is true. They'll know for sure you're not lying and begin to trust you. For example, you could say, "I know you want to increase your sales..." Another example, "I know you want something for nothing..."

21 -Follow up with all your prospects. You can use a free e-zine, a follow-up autoresponder, an update or reminder list, etc. You could follow up to make sure they don't have any problems or questions, then just mention another product you are selling.

22 -Tell your potential customers special events your business has sponsored. It could be charities, fundraisers, charity auctions, etc. You could tell your prospects that you will donate a percentage of their order amount to charity. This could increase your profits because it might persuade them to buy more.

23 -Tell your potential customers about any mergers or joint ventures with other reputable organizations or businesses they would recognize. If they like or trust those businesses, it will help your profits when they know you are teamed up with them. Plus it can instantly brand your business.

24 -Tell your potential customers some valuable information within your ad copy. This will create rapport with them. It could be tips, how-to information, case studies, etc. Also design and start your ad out like a free report or article. People will be less hesitant to read it.

25 -Tell your potential customers about reviews of special events your business attended. It could be trade shows, seminars or conferences. You will be informing them and selling to them at the same time. Plus if they attended the same event, then you both have something in common which can help persuade them to buy.

26 -Tell your potential customers stories about your customer service. It could be how you helped a new customer, an award you won, etc. For example, you could say, "The other day a woman called and wanted to know if she could get a refund, because she bought the wrong product and couldn't afford to buy the other one till she got a refund. We said, 'Of course you can' and even made her refund a top priority."

27 -Tell your potential customers stories about your employees. It could be about why they like to work for you, their personal profile, etc. For example, you could say, "Our Human Resource Director, Susan, said she loves working here because we are all so polite, caring and friendly."

28 -Tell your potential customers about the milestones and goals your business has achieved. It could be a sales goal, customers served goal, etc. For example, you could say, "Last year we answered over 100,000 customer service calls and e-mails, and solved every problem our prospects and customers had."

29 -Tell your potential customers about the innovations your business has discovered. It could be inventions, new technologies, patents, new products, etc. Your prospects and customers will be impressed that you are constantly researching new ways to make their lives better.

30 -Tell your potential customers the things you have done to improve your product. It could be lighter, faster, heavier, slower, etc. You could show pictures of your product before and after you improved it. This tells your prospects that you care about them and that you want their experience with your product to be really good.

31 -Tell your potential customers a little history or past information about your business. It could be how it started, how you got the product idea, etc. This kind of information helps your prospects and customers know more about the kind of business they are buying from and makes it a more personal experience for them

32 -Publish testimonials for your free things. It would increase their value and if they're viral marketing tools, you'll have more people giving them away. Another tip is to give testimonials for other people's freebies. They might publish it on their web site. You can using include a link back to your web site too.

33 -Give your visitors a good time so they will visit your web site again. Use a few jokes, humorous graphics and funny stories. You could also provide a free online game they can play on your web site. If your visitors like it they will revisit again and again. Plus they might tell other people about it.

34 -Make your content into a story format. People will want to keep reading to find out what happens at the end of the story. For example, you could say, "On Tuesday, June 13, 1988, I was driving to work and...." Another example, "Just the other day I was at the store and..."

35 -Build rapport with your potential customers by teaching them something new. Provide them with free e-books, articles, tips, courses, etc. Offer them a free weekly e-zine. Include new, original articles, interviews with experts, case studies, web site profiles, news stories, etc.

36 -Allow your visitors to collect things from your web site so they will stop back again and again. It could be a series of software, e-books or articles. People like to collect things because it's a goal. It makes them feel good because every time they collect a new item, they are fulfilling their goal.

37 -Keep each page of your web site consistent or similar. Use similar text fonts, colors, graphics and background on every page. If you have one web page that is blue, one that is red and one that is orange, it doesn't look professional. It would look like you just threw it together and didn't think things through. Would you buy a product from someone who gave you that impression?

38 -Tell your readers how fast they can receive your product or service in your ad. Their buying decision may be based on how fast they can receive your product. They may need it by a certain deadline. For example, you could say, "You can download our e-book within minutes after you order."

39 -Tell your readers they'll receive surprise bonuses. This'll raise your readers' curiosity and make them want to buy so they can find out what the surprise bonuses are. You could also not tell them and make it a real surprise. For example, imagine how you would feel if you bought a product and got a second one for free without knowing it ahead of time?

40 -Use attention grabbing adjectives to describe your product. For example, "Sizzling, incredible, high powered, ultramodern, killer, eye-popping", etc. For example, which sounds more appealing to you "software" or "time-saving software"? Another example, "membership site" or "top secret membership site"?

41 -Use a testimonial on your banner ad. This'll give people proof they aren't wasting their time clicking on your banner ad. The testimonial should include enough information so they understand the offer. You could also make them click the banner to read the testimonial. For example, "See What (famous person's name) Had To Say About Our Marketing E-book!"

42 -Increase your traffic by holding free teleclasses. You can refer people to your web site for more information. You can also mention things you sell at the end or during the teleclass. You could offer one daily, weekly or monthly. You could also invite other experts to speak and teach.

43 -Tell people what they're thinking and feeling as they read your ad. Most people will actually experience the feelings. Your statements should help sell your product. For example, you could say, "As you



are reading this ad, you begin to think about a life without debt."

44 -Ask your visitors questions that induce thoughts, feelings, memories and emotions that will influence them to buy. You could ask questions about people's future, present and past. For example, you could say, "How many times in the past have you wished you had stuck with your diet?"

45 -Tell your prospects that your product tastes, smells, sounds, looks, or feels better. When you target the senses, you're triggering human appeal. Your senses also send the information to your brain and subconscious mind. Your prospect may be persuaded to buy because he or she imagined how something tasted.

46 -Create an e-mail discussion list. The list should be related to your web site's subject. Place your ad on all posts and it will remind people to visit your site. You could list your e-mail discussion list at online e-mail list directories. Just type in the keywords "e-mail discussion lists" into the search engine of your choice.

47 -Prove your product is a bargain. Add a lot of freebies to your offer or, if you've sold the product for a higher price before, show them the difference. For example, you could say, "Order our product for only \$19 before we raise it back up to \$29! That's a huge \$10 savings!"

48 -Make your web site more useful. Sell ad space, generate hot leads, answer visitors' questions, offer free content, be news friendly, etc. There are so many things you can do to make your web site more appealing and profitable. It's a good idea to regularly surf the web and study other web sites for ideas.

49 -Make the most of each visitor. Sometimes they'll think your price is too high. You should provide a variety of similar products at different price ranges. Offer free products, free trial or sample products, low priced products, subscription products, rent products, high priced products, etc.

50 -Test and redesign your banner ads till you get your desired click-through rate. Once you do, join many banner exchanges and buy ad space. For example, if you achieved 10 clicks per hundred viewers then placed your banner in 30 places and

got 100 viewers per day from each place, that would be 9000 visitors per month!

51 -Use holidays as a reason to get free publicity. Write a press release or article about the current holiday. It'll have a high chance of being published. For example, your title could be, "10 Smoking Ways To Increase Your Sales On Thanksgiving Day!" Another example, "How To Turbo Boost Your Traffic On Valentine's Day!"

52 -Utilize the free content which is freely available on the Internet. Publish one article on a single web page with your main web site link then upload it as a doorway or lead page. You would then just submit it to search engines and web directories. Also place an ad for your e-zine on the lead page to capture visitors' e-mails.

53 -Test your new products on the bottom of your home page or on other pages. You don't want to take away hits from your best selling products until others are proven. You could also take your new products and sell them as upsell or back-end product till they become more steady earners for you.

54 -Use a little humor in your ad copy. It could be the little extra push needed to close a sale. People are usually persuaded easier if they're in a good mood. How many times have you let your guard down and bought something when you were in a good mood?

55 -Offer a free trial of your product for a set period of time. Don't charge or bill your customers until they have decided to buy it. That should remove any perceived risk for them. For example, if you gave a person a sample of your membership web site and they liked it, they would probably join and pay for a full membership.

56 -Make your sales letters or ads sound like it is common sense to buy your product. For example, you could say, "Everyone knows you can't make money..." Another example, "Everyone realizes that designing a professional web site isn't hard like it use to be."

57 -Make sure your ad copy sounds like you know what you're talking about. If people sense you don't, they won't buy. For example, you could say, "I know this product will help you achieve your goals!" Another example, "I guarantee our product will end

your fear of snakes forever!"

58 -Allow other web sites to sell your product for a percentage of each sale. They can take a percentage of the sale and send you the rest of the order to drop ship. This is one way to set up an affiliate-like program without any tracking software or technology. It works really well for products that have to be shipped.

59 -Tell your prospects that you offer a lower price than the competition. If you can't afford to offer a lower price, try different ways to accomplish it. You could find different suppliers, joint venture with other businesses, sell back-end or upsell products to make up for the loss, etc.

60 -Sell people the rights to reproduce your product. You could sell the rights straight out for one price or collect royalty payments from each sale they make. You could just create one product or idea and sell it to one or more businesses then let them do all the work. All you need to do is collect the money.

61 -Give your potential customers a bonus that will actually pay for their purchase. It could be money saving coupons, an affiliate program, etc. For example, you could say, "Buy our product for only \$47 and get 6 bonuses valued at \$250!" Another example would be to say, ""Buy our product for only \$47 and just 2 affiliates will pay for it!"

62 -Change the benefits on your product ad from text to links. When people click on the link, it will take them right to the order page. It'll give them an urge to buy your product. People will usually click on links because they think they might be getting one of the benefits for free.

63 -Charge people a cheap price to get a sample of your product. If they like it, they can pay full price to get the full version. Yes, you could offer a free sample too. When you charge for a sample, it gives your product more perceived value and you end up making a little money at the same time.

64 -Offer freebies that are related to the product you're selling. It could be free monthly updates, a free e-zine, free consulting, etc. Other rarely-used freebies could be an extended guarantee or warranty, a free coupon for some other business' product or free lifetime product replacement.

65 -Show your prospects a sample page out of your free e-book. Just black out some of the important information. This will make your prospects curious to download your free e-book. If you sell information products, this strategy can also work from them as well. Use it for your free e-zine to gain more subscribers too.

66 -Provide a low and high priced version of your product. Show benefits of each version side by side. People usually spend a little more for extra benefits and features. When they are side by side, the one with the most benefits usually grabs people's attention quicker too.

67 -Offer the reprint rights to your free e-book. You can allow people to sell it. Your ad in the e-book will be seen by proven, money-spending customers as well as freebie seekers. You could also provide people with proven ad copy and an e-book cover graphic.

68 -Make your target audience's experience reading your ad positive. You could educate them, tell a joke to make them laugh or compliment them to make them feel good. If their experience is enjoyable that's all it might take for them to decide to buy your product, subscribe to your free e-zine or join your affiliate program. All these actions can lead to income for you.

69 -Redesign your product for specific niches. You can create multiple profits with very little work. For example, you could easily turn a business e-book into an online auction business e-book and auction it off at online auctions. You would have a whole new and related target audience.

70 -Give your prospects discount coupons on other products when they purchase your product. It could be your products or other businesses you made deals with. Just contact other related businesses and propose your idea to them. They may do the same for your business too.

71 -Start publishing an extra issue of your e-zine every week. You could charge a recurring monthly subscription for the free subscribers who want to view the extra issue(s) each week. You could also include no ads in the extra issue because you're charging a subscription fee.

72 -Don't load your web site with a lot of high tech

clutter. Your visitors may miss your whole sales message. Haven't you ever visited a web site which had graphic ads, text scrolling and flashing words all crammed together? If you have, it was likely you found it confusing and hard on the eyes and you just said 'forget it'.

73 -Don't use unnecessary words or phrases on your site. You only have so much time to get your visitor's attention and interest; make every word count. Use short words, phrases, sentences and paragraphs. Also highlight attention-grabbing words like love, money, sex, etc.

74 -Don't make the mistake and think that everyone will totally understand your web site message. Use descriptive words and examples to get your point across more smoothly. Don't use hard to understand words that they might have to look up in a dictionary because they won't, they'll just leave your web site.

75 -Don't write your strongest point or benefit only once. You should repeat it at least 3 times because some people may miss it. Also when you repeat something it gets stored in your prospect's brain easier. This may persuade them to buy later on down the road because they will remember it when they really need or want your product.

76 -Don't push all your words together on your web site. People like to skim; use plenty of headings and sub-headings. People don't have time to search and read through every word. It's also harder to read online than offline. But you could remind them they could print out your web page to read it later when they are offline.

77 -You could offer your visitors a free e-book if they subscribe to your free e-zine. For example, you could say, "Subscribe to our free e-zine and get a our new e-book for free!" Another example, "Subscribe to our free e-zine and get five e-books with full give-away rights!"

78 -Don't use 50 different content formats all over your web site. Try to use only one or two of the same fonts, text sizes, text colors, etc. You don't want your visitors getting frustrated because they have to keep refocusing their eyes. Plus it looks unprofessional not to have a consistent look throughout your web site.

79 -Offer easy navigation. People will leave quicker if they have a hard time finding what they're looking for. Don't get them lost or they will leave. You could have a keyword search box, a side, top or bottom navigation bar, a web site map, etc.

80 -Don't let selling words and phrases go unnoticed. Highlight important words and phrases with color, bolding, italics, underlining, etc. Also think about about each and every word you use on your web site. Ask yourself "Is this word going to persuade them to buy my product, join my affiliate program, subscribe to my e-zine", etc.

81 -Give people plenty of things to do at your web site. Allow them to submit classified ads, play interactive games, add their link, sign your guest book, etc. This will keep them busy and they will have a higher chance of seeing your ad a couple of times and buying your product or service.

82 -Address your targeted audience on your business site. For example, "Welcome Internet Marketers". If you have more than one, address them all. When you want to get their attention in the ad copy, you could say, "Attention! All Internet marketers, business owners, opportunity seekers and other entrepreneurs."

83 -Make sure your content and graphics are relevant to your web site's theme. You wouldn't want to use a bird graphic on a business web site, unless the bird had a business suit on or was doing something business related. That would grab your prospects' attention and the bird would convey the impression that you sell to businesses or that you are a business.

84 -Alert visitors by e-mail when you add new content to your web site. This will remind people to revisit your web site. For example, you could say on your web site, "Sign up to our opt-in list to be reminded in the future when our web site is updated or we add new products."

85 -Offer a way for visitors to contact you on each web page. List your e-mail address, fax number and phone number. If you're selling a product, remind them to order on each page. If you're giving away a free subscription to your e-zine, remind them to subscribe on every page.

86 -Give people the option of viewing your web site offline. Offer it by way of an autoresponder message

or by a printer-friendly web page. They may forward it to their friends or family members if it's an e-mail or they may give it to them if they have it printed out.

87 -Make sure that at least 50% of your content is original. The other option is to offer something else original other than content, like software or an online utility. You need to offer something they can't go anywhere else to get. Then they can't think, "Well I saw another web site that has that same free e-book so I'll just go there instead."

88 -Offer your visitors incentives for revisiting your web site. You could give them new content, e-books, software, e-zines, etc. Offer a new weekly contest so they have to revisit every week to re-enter. Offer a new, original freebie every week so they have to revisit. You can just ask them to sign up to a reminder e-mail list.

89 -Publish FAQs for your business, products and web site. They could have questions about multiple parts of your business. You could answer questions about your products, business, web site, free e-zine, affiliate program, message board, chat room, free e-book and other services.

90 -Make sure all links on the navigational bar are clickable. If people can't get to where they want to go, they will leave. It's a good idea to go through your whole web site and check all your links once in awhile. There are also software programs that can do it for you too.

91 -Organize your web site in a logical and profitable sequence. You don't want to give away a freebie before they learn about the product(s) you're selling. Make your visitors see at least one or two of your ads before they get to your freebie. Then include those ads somewhere in or around your freebie.

92 -Use plenty of examples in your ad copy. This will allow your whole target audience to understand your sales pitch completely. If they don't understand your product offer, how do you expect them to buy. Have a few younger kids read it. If they understand it, you'll know an older person will definitely understand it.

93 -Gain extra credibility by using terms your readers may not understand but can follow, by explaining them in simple terms. This will show you're an expert. People often find it interesting to see new words

as they could get bored seeing the same old words every day.

94 -Reveal how excited you are about the product. You could use words, or even a picture of yourself looking very excited. For example, you could say in your ad copy, "I'm super EXCITED about our new product!" Another example, "I'm so PUMPED UP about our new product I can't wait to tell you about it!"

95 -Write your e-zine's ad to sound like it is common sense to subscribe. For example, you could say, "Everyone knows you have to know a few things before you start a business!" Another example, "We all know that knowledge is a key factor in making a business profitable."

96 -Assume people are going to instantly subscribe to your e-zine. For example, "Dear Healthy Subscriber". They will want to subscribe in order to feel healthy. Another example, "Dear Intelligent Subscriber". They will want to subscribe in order to feel intelligent.

97 -Allow your subscribers to collect things from each issue of your e-zine. It could be e-books or software. They'll tell others and those people will subscribe too. For example, you could say, "In each issue of our e-zine we will be giving away a new limited edition business report! Collect them all!"

98 -Tell people what their friends or family might say as a result of them learning what's in your e-zine. People care about what other people think of them. For example, you could say, "Just imagine your wife telling you how proud she is of you for starting your own business!"

99 -Make people feel like it's their idea to subscribe, they will be less hesitant. For example, you could say, "You are making a smart decision for subscribing." Another example, "Thank you for making an intelligent choice and subscribing to our e-zine!" Plus you're assuming ahead of time they are going to subscribe.

100 -Use less than seven points in your ad copy. If you start revealing too many topics, your readers might get confused and quit reading. Your points could be your benefits, guarantees, testimonials, closing, opening, postscripts, and headline. Some other points would be features, case studies, customer lists, etc.