

“Are You The Cynical Type? (Me Too)”

In the last issue I told you about my 'real' secret to success.

It was finding my 'sales personality' - the side that loves to help other people get what they want.

That's what selling REALLY is... the problem is most people do not see it this way.

If you're a buyer and you see a 'sales pitch' your first reaction is, "He's just trying to sell me something to make money so the product must not be any good."

I'm cynical too. With all the marketing messages we are bombarded with everyday, skepticism is normal ;-)

And, for most offers, you're *probably right to be skeptical*...

But then there are some offers that seem really genuine... there's something about the offer that lowers your natural defenses and gets you excited... or at least 'interested' in the offer.

What makes the difference?

Sincerity, honesty, truth... well, yes.

But there is also a 'realness' about the person who wrote the offer you're reading.

They are **believable**, or **real**.

You get to know the person - they tell you about themselves and make you feel like you 'know' them and you feel like they are writing to you, personally.

The writer says things in a certain way that make you believe what he is telling you - he's credible and convincing.

THAT is selling. If you're writing sales letters here's the secret you need to keep in front of you:

**“Selling is all about creating a relationship
with your reader.”**

You reveal something personal... you reveal that you're not 'perfect', that you have faults too.

You're 'real'.

“Succeed By Failing”

You empathize with your reader. You then reveal something about them to let them know you really KNOW them too.

How can you reveal something about *them*?

You don't KNOW who they are? You're writing to 1,000 people - HOW can you reveal something about them??

Well, if you can't, you don't know your market.

Your market shares common problems and pains and you need to REMIND them what they are before you can sell them anything.

You need to KNOW your market... before writing anything.

Why?

Because your product or service is going to SOLVE that problem or HEAL that pain they have.

And if you don't know what your market wants, what problems they are having and what gives them pain then you have no market or you're in the wrong market.

This rule applies to all businesses, it doesn't matter what your selling.

Your market is a specific group of people who share a problem, pain or deep desire.

In most cases your best market is the one you are also in. Let me explain.

- What was the last problem you've solved?
- What was the last urgent difficulty you conquered?
- Are you having a problem right now that you're seeking a solution for?

THESE are your markets. You've been through the pain, and found a solution. I bet thousands of other people have had the same problem, and they would love to hear about your solution.

Or if you haven't found a solution yet, what 'resources' have you found that you can share with others who are still struggling with that problem?

The problems you've overcome or are going through right now is the best market in the world, because you are in that market!

Then you find a product or service that solves the problem, heals the pain or satisfies the deep desire they all share in common just as it has for you.

“Succeed By Failing”

The sales come when you convince others with the same problem you've had, beyond a reasonable doubt, that the product you've discovered will solve, heal or satisfy them in some way.

And to tell the truth... you don't even have to be *that* good to make sales and make lots of money.

Even if your marketing and sales messages stink, and you don't convince anyone to buy your product or one that you recommend as an 'affiliate' ... you can still make a ton of money if you do just ONE thing... ONE thing that 99% of all business owners NEVER do, or if they do it, they do NOT do it correctly.

The 'secret' to THAT statement will be revealed in the NEXT issue ;-)

A real cliffhanger, huh?

Until tomorrow best wishes,

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