

How To Get People To Buy From You Again And Again.

"You may be months away from closing your business but you can turn things around."

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Transforming Setbacks Into Sales



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You Do The Below, And You Will Sell More



1. Add Value



2. Reward Loyalty



3. Track Progress



4. Stress Scarcity



5. Smooth Runnings



6. It's About Why

LET'S S DIVE IN!

1. Add Value

Customers buy products which satisfies a deep desire

Everyone (when purchasing a product/service) wants a specific goal to be achieved. Whether it's buying groceries at its cheapest price (think Aldi) or satisfying a desire to be trendy - think expensive Nike trainers bought by teenagers.

You must figure out what specific goal your target customer has, then ensure your product meets that goal.

EXERCISE

FLUSH OUT YOUR POTENTIAL CUSTOMER'S DEEPEST NEEDS AND DESIRES.



2. Reward Loyalty

Find a way to thank customers so they come again

The reason why coffee houses like Starbucks and Costa provide loyalty cards to their customers is because people love being rewarded for what they do. It works as a 'thank you' for completing a specific transaction and if you do it a specific number of times the idea of being rewarded with a free drink motivates customers to stay with you. Everyone loves feeling valued.

EXERCISE

CREATE A LOYALTY SCHEME. PROVIDE A FREE PRODUCT RECEIVED AFTER X NUMBER OF PURCHASES.





3. Track Progress

Measuring The Customer's Performance Is Motivational

People love tracking progress towards achieving their goal. Progress motivates people to keep going. Think about exercise apps which counts down the number of sits-ups left to do. Encouraging people by saying, 'You're nearly there, just 3 more to go' boosts a feeling of pride and Users feel rewarded by progress made.

EXERCISE

CREATE A TRACKING PROCESS WHICH ENABLES CUSTOMERS TO SEE HOW NEAR THEY ARE TO ACHIEVING THE GOAL.



4. Stress Scarcity

The Less There Is, The More We Want It

We place a higher value on products which appear to be scarce and a lower value on products which appear to be abundant. This tactic is used by companies who encourage sign up through 'invitation only - limited to only a few'. The idea that what we buy isn't available to everyone encourages us to buy something which others can't get.

EXERCISE

THINK ABOUT HOW YOU CAN INSERT 'INVITATION ONLY' OR 'LIMITED TIME' OFFERS SO YOUR PRODUCT APPEARS SCARCE.



5. Smooth Runnings

Get People To Experience The Customer Experience

People love a great experience when purchasing something. They want it to be easy and simple to examine your product, buy it and then use it. We all hate being disappointed.

EXERCISE

HIRE SOMEONE OR ASK A FRIEND TO BE A 'GUINEA PIG' TO TEST THE CUSTOMER EXPERIENCE WHEN ENGAGING WITH YOU.



6. It's About Why

Provoke Passion For What You Sell

People are also interested in WHY you do what you do.

- What lead you to create this product/service?
- How does this make us feel better?
- Why do you believe in it so much?

When you share your passion, people are more likely to be drawn in and buy from you. If you believe in the product, so do we.

EXERCISE

EXPLORE WHY YOU SELL WHAT YOU SELL. WHAT MAKES THE PRODUCT SO WONDERFUL?



So Now You Know How To Get People
To Buy From You Again And Again.

By Understanding How They Behave.

TEST EACH OF THESE HACKS BEFORE IMPLEMENTING THEM
WIDELY. THEY DO WORK FOR YOUR BUSINESS.



Get Your Game-Plan On!

10 Keys To Unlocking Facebook So People Buy From You Again And Again

01.



YOU'RE 10 STEPS AWAY FROM PERSUADING FACEBOOK USERS TO BUY FROM YOU!

1. Collaborate - Work with people who share your target market
2. Post Everyday - Build your audience through daily banter
3. Get People Talking - Encourage people to think and do
4. Create Visual Content - Catch people's eye and wow them!
5. Offer Freebies - Giveaway samples to generate love for your products
6. Be Patient- Don't give up it takes time to generate Leads
7. Encourage People To Like and Follow You To Widen Your Reach
8. Track responses to identify popular posts and expand on topics
9. Create Tutorials to educate and seduce potential customers
10. Time your engagement to ensure you reach your target market



1. Collaborate

Identify ideal joint venture partners you can work with. Their customers/clients must be interested in what you sell.

For example if you're an Accountant hook up with Business Coaches who can recommend your services to their clients.

Join Facebook groups where you potential partners hang out then engage with people you'd like to work with.

Don't be too hasty as you may come across as self-serving. Build a relationship first through liking and sharing posts then message that person when it feels right.





How To Get People To Buy From You Using Facebook

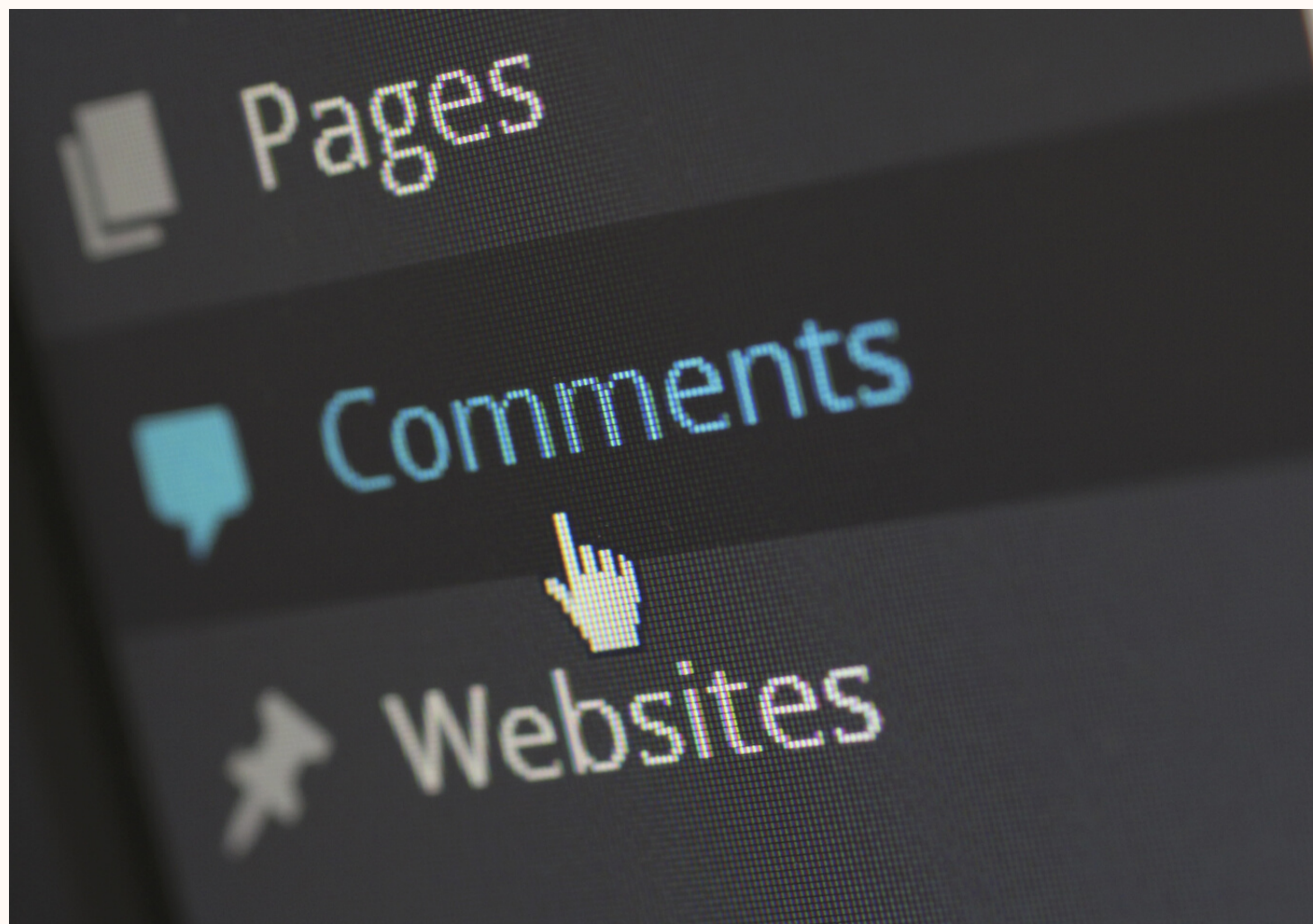
2. Post Everyday

SEDUCE YOUR TARGET MARKET THROUGH DAILY ENGAGEMENT

Within Facebook groups create, comment and like posts which engage readers as well as demonstrate the skills and knowledge you have.

Your target market over time will warm to you. The more engaging your contributions, the more likely they'll like and follow your business page.

So be funny, insightful, relevant and helpful to build your following. Aim to post at least one blog on your Facebook page each week.





How To Get People To Buy From You Using Facebook

3. Get People Talking

TRIGGER THOUGHTS AND TALK

Don't just post statements but pose questions/ideas in order to motivate potential customers to think and comment. This raises your profile as an Expert in your field and gives you credibility.



For example, create a quiz with a poll of answers and ask people to vote. Then follow up with comments so voters know you're interested in their feedback. Get a conversation going!

Don't be put off if responses are low at first. Keep trying each week and you'll find the right questions to ask, through trial and error.

4. Create Visually Impressive Content Which Stands Out In News Feeds



VIDEO POSTS ARE MORE MEMORABLE AND THEY HAVE A HIGH ENGAGEMENT RATE

BE NATURAL, INFORMATIVE AND SMILE SO PEOPLE BEGIN TO LIKE YOU

YOU CAN CREATE QUALITY BLOGS IF YOU DON'T FANCY FILMING YOURSELF

5. Offer Freebies

Offer samples of what you sell and promote them. Ensure what you give away really meet their needs, is valuable and unique. For example, if you have unsold beauty products, why not offer them? The only cost attached is they pay for post and packaging. Remember, all these tips are at zero cost to you.

This tactic works if your products are highly desirable. So do ensure you've targeted the right people using great promotional messaging.

If they love the samples, they'll more likely become a paying customer.



6. Be Patient

So many women sadly feel let down when they get little or no engagement when they start posting.

Please keep going and be patient as it can take weeks even months for new customers to come your way.

People need to get to know you first before buying from you.





How To Get People To Buy From You Using Facebook

7. Encourage People to Like And Follow You

LIKES GET YOU NOTICED

Ask friends, family and those who post comments against your articles to like and follow you on Facebook. This boosts your profile as the more people respond, the more news-feeds you appear in. This increases your chances of reaching those who are interested in what you sell.



8. Track Responses To Your Posts To Identify Popular Topics

Less is more effective, so track those subjects which triggers more likes and comments and find ways to expand on these topics to sustain interest.



9. Create Tutorials

Teach or demonstrate what you sell through online tutorials.

Why?

Because you want to present yourself as a trusted expert in your field.

Let your awesome personality shine!

Videos are very popular on Facebook and get loads of views which can only help boost your profile.



10. Time Your Engagement

Identify the peak times your target market is online to ensure your posts are seen by the maximum number of people. For example, if you're focusing on busy mums, late evenings are ideal when their young children are in bed.

**By deploying all these techniques
you can quickly convert mere
interest into sales very quickly**



Explore every technique and test

Some methods will work better than others so deploy every technique and measure which ones work best



Answer Customers Quickly

Respond to customer queries quickly because within that moment you can convert interest into a sale



Stay With Me – Pause2Win.Com

Follow me to discover even more ways to change bystanders into buyers. You Can Sell More!

Linda St Mart