

*You never knew it could be so simple...*

# ***FIVE STEPS TO SELL***

**An Introduction To The  
Art and Science of Salesmanship**

Discover the shockingly simple “selling psychology”  
That will boost your success in:

Sales ❖ Marketing ❖ Copywriting ❖ Life

Michael Cassman

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# Author's Note

Hi there.

**Maybe you're wondering, "Why did Michael write this book? And who is this guy anyway?"**

Great questions both, and I'll answer them as briefly as I can...

So, why did I write this book?

I've written it to be a *primer* or an *introductory guide* to the core selling principles of good marketing and advertising. If you like, it's an introduction to the art of *salesmanship*.

I've written it not only to help fellow salesmen, marketers and copywriters excel in and refine their craft, but also because good principles of salesmanship can impact and improve practically *every aspect of your life...*

- **Ever get a date you didn't think you'd get?**
- Ever ace an interview and land a job you didn't think you could?
- **Ever negotiated a promotion or a raise?**
- Ever haggled a great deal on a high-ticket item?
- **Ever convince the love of your life to marry you?**
- Ever persuade a friend to see a movie they wouldn't have seen otherwise?
- **Ever convince someone to give you another shot even if you didn't deserve it?**

If you've ever done *anything* that required *persuading someone to act*, you've put your salesmanship muscles to use. It's all about *selling stuff*. The stuff changes, but the selling is the same.

So don't be discouraged if you're not familiar with some of the marketing lingo in these pages because the lingo is not so important, it's the *principles of the sales process* that apply to *everyone*.

**Here's something most people don't know:** Everybody *can* sell and everybody *has* sold at some point in their life. Most people are just out of practice.

And I'm about to make what sounds like a bold claim that I hope by the end of this book, you'll come to agree with...

By getting good at selling you'll not only get good at things like marketing, advertising and copywriting, **you'll also get good at *just being a good person to your fellow man.***

That requires a good deal of explanation, but for now, if you'll humor me, I'll simply say that the *best of the best* advertisers and marketers are really, *really* good with people. Because they've got the secret sauce of strong human relationships: **EMPATHY**. Why is that so important? We'll get into that in greater detail later.

"But who is Michael to write this book?" You may be asking...

Well, I'm an experienced and skilled freelance direct response copywriter, and I've written powerful and persuasive advertisements for digital and print ads across a variety of industries.

I have a working knowledge of the sales process and put it to use every day, and my clients love me for it.

I write magazine ads, sales letters, landing pages, email campaigns, Facebook ads, Google Ads, social media copy, and more.

My writing has promoted food service, health and fitness, banking and finance, religion and spirituality, software, prepper/survival, education, non-profit organizations, construction, web services, advertising and design and so much more.

I currently freelance my advertising and copywriting skills and strive to provide the best possible service to my ideal clients.

If you don't know me, before I presume to go about sharing what I know, I'd like to at least give you some peace of mind. I'm not the most highly paid copywriter out there, nor am I the most experienced, but I know more than enough to get the job done and do it well.

But please don't take my word for it, read what my clients have to say about me...

## Endorsements



Working with Michael is stress-free; he communicates exceptionally well and delivers amazing, persuasive copy that speaks to the hearts and minds of audiences. A+ service.

**Loren Strand**

Founder | [TasksDoneRight.com](https://tasksdone.com)



Michael's copy was powerful and persuasive.

**Laurens Bendsorp**

CEO | [TradingMasterySchool.com](https://tradingmastery.com)



Michael is patient, persistent, and professional. He is extremely knowledgeable, pays attention to detail, maintains regular contact with his clients, completes his services in a timely manner, and does so for a reasonable fee. I highly recommend him.

**Mike Seagriff**

Author, Editor



Michael's writing is impeccable and his versatility is impressive... He's the kind of writer you don't want to share because others will find out how good he is and he'll raise his rates.

**Johnathan Martinez**

Upwork



Working with Michael has been great. He is a strong and capable writer and an enthusiastic team player who is not afraid to step outside of his comfort zone to do a great job.

**Diane DiPiero Rodio**

Director of Communications | FUZATI



OUTSTANDING WORK! Michael is a highly skilled sales writer. I'll be using him for another project soon!

**Jesse Wallace**

Wallace Group

# Introduction

*“Advertising is salesmanship in print.”*

John E. Kennedy

**From:**

Michael Cassman  
West of Langford Cove, TN  
Monday 4:43 pm

**To:**

You

Dear friend,

Hi there.

My name is Michael and I'm an advertising copywriter by trade. It's nice to make your acquaintance.

It's my profession and passion to harness the power of language to help marketing agencies and small business owners create hard-hitting and persuasive advertisements and sales messages that rake in leads, conversions and sales like clockwork.

If you're interested in that kind of thing, I think you'll find this book quite interesting.

But, there's one thing you should know about me...

I am very “unoriginal”, and I don't take risks with other people's money. I only write advertisements following the time-tested and PROVEN ad strategies of the world's greatest marketers...

Who are these “world's greatest marketers”?

**I'm glad you asked.**



If you've ever dabbled in the world of direct response marketing, you'll know many of these names:

*Claude Hopkins, Joe Karbo, David Ogilvy, John Carlton, Gary Halbert, Gary Bencivenga, and a few more...*

These titans of world-class advertising spent years racking up *Everest-sized* piles of moolah by following the timeless principles of "selling psychology" that haven't changed since the dawn of mankind.

It's worth saying that they did so much to the chagrin (and detriment) of typical mediocre advertising that tries to reinvent itself with every new generation or technological development. (And by the way... *No*, the internet has changed *NOTHING* essential to selling or marketing. The internet is merely a "delivery system" which is only 1/3 of what makes up an advertisement.)

Anyway, my point is, when other people's money, time or businesses are on the line, I'm not a trailblazer. I sit at the feet of and hope to stand on the shoulders of the direct response giants I named above. I follow their lead because...

**Their school of direct response advertising JUST WORKS... It always has and always will...**

Just a quick heads up. This little book is not exhaustive, it's much too short for that and I'll recommend a few titles at the end if you want a more comprehensive treatment of advertising and the art and science of salesmanship.

This humble work is meant to be a simple exposition merely of **the basic principles of the sales process at the *fundamental* level**. These fundamentals are *essential* to creating incredibly powerful sales messages, through any medium, for any industry and for any product you can imagine.

That's how universal these selling principles are...

In these few pages, I'll give you a cursory tour of what goes on behind the scenes of world-class advertising. Not everyone can become a master advertiser or copywriter, but everyone *can dramatically improve* their advertising by adopting these simple sales techniques.

Believe me, if a guy like me can understand this stuff, so can you. And it's for that reason that I want to share it with you.

**And here's why it's so important to me, which may be something you haven't heard before...**

The world of buying and selling, and therefore, the world of advertising is about much more than *just money*. Many people think "selling" is a *dirty word* because they've had a bad experience with a salesman, but at the heart of it all, the salesman making a quick buck is *at best* only 50% of the deal.

**Here's what I mean.**

People buy things either to *solve problems* or *increase success* in their life. Or, at an even more basic level, they buy things to *take away bad* and *increase good*.

People who sell things honestly sell things to help buyers make bad things go away and bring more good into their life.

It doesn't get much simpler than that. Pretty interesting right?

Here's where I'm going with this...

Buying and selling is about far more than exchanging goods and services for dollars, it's about creating transformations. Transformations that are made possible by a mutually beneficial relationship struck up by an exchange of goods and/or services.

The *money* and the *stuff* that make up a buying transaction are secondary. What's happening is that two parties are working together to

benefit one another and help each other along on their path to either take away bad or increase good.

The job of advertising, then, is to maximize the *quantity* and *quality* of those beneficial relationships. To unite buyers in need of solutions with sellers who offer the best possible solution to their unique problem.

*Less bad. More good.*

Good advertising facilitates the greatest possibility for helping as many people get the transformations they need, thereby helping them on their path to a better version of themselves.

I think that's a worthy mission and it's not something to be taken lightly. That's why I'm so passionate about it and why I'm eager to share it all with you.

*But I'll leave the real heavy lifting to the masters.* I'll be content if you walk away from this book with a few good ideas. Because good ideas put into action generate success, and success in the sales process means success and benefit for a lot of people.

I hope you'll find this work valuable, it's the synthesis of hundreds of intense hours of toil and study that I'd like to streamline for you if I can.

If you want to get the most out of this happy little adventure, grab a pen and paper and jot down quick notes of the simple ideas and examples you'll encounter throughout this little book.

Keep them close by whenever you're sitting down to craft a sales pitch, write an ad, draft a promotional email or social media post or whenever you need to persuade anyone for any reason.

I wish you the best of luck and hope you can help as many people have less bad and more good.

To your success,



Michael Cassman

Copywriter

[MichaelCassman.com](http://MichaelCassman.com)

**P.S.** This book touches on various principles from sales, marketing, advertising, ad writing and more. There are some people who would draw stark dividing lines between these categories and sub-categories, and I acknowledge that. But as a freelance and largely autonomous copywriter, I'm required to synthesize all of these aspects of the sales process to create an effective advertisement with minimal oversight, so I don't always observe those stark divisions.

The fact is, the principles of "selling psychology" don't seem to necessitate making such stark divisions anyway. These principles have extremely broad but impactful applications.

So whether you're in sales, marketing, advertising or copywriting, you'll greatly benefit from this book. So, if you would be so kind, please forgive me if I move freely between the planes.

**P.P.S.** I've included bullet points below with some general thoughts that might be helpful to bear in mind as you read through this book. They're not in any particular order but may help give additional context and explanation. Please enjoy, and I'll see you on the other side!

- **Before you try to get money out of your target audience, find out how best to serve them! Before you try to get paid, you better make sure you're providing serious value.**
- "Copy is King." Words sell. Everything else is secondary.
- **You are your prospect's *new best friend*, and the product he needs is *your new greatest passion*.**
- Write like you talk. Grammar rules aren't as strict in advertising unless your ad is targeting your 5th grade grammar teacher.

- **Write your sales pitch as if you were sitting across from your prospect over coffee.**
- People don't buy products, they buy transformations.
- **Everything in a sales pitch is ordered towards ONE goal, moving the prospect through the sales process. Every word in a sales pitch either adds or subtracts from that goal, *delete accordingly*.**
- Your ad is a little salesman you're sending out into the harsh world to face your prospects. There's no backup, no additional explanations, you won't be there to save him if the pitch doesn't work. So you have to send him out 100% prepared to meet any challenge he might face.
- **Exceed your customer's expectations, dare to *ASTONISH* them with your quality of service.**
- To create a sales pitch that sells, you need to join the conversation going on in your prospect's mind. Empathize with him, soothe his fears, preemptively answer his objections. Show him you're a friend who cares and has something amazing to share.

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## Step 1 - Know Your Stuff

Put on your detective's cap and find out how you can best serve your prospect.

*“Power isn't in what you say, it's in what you know!”*

Gary Halbert

No matter what kind of advertisement you try to create, whether print, video or audio, you need to have a pitch specifically prepared for your target audience. A pitch that has been painstakingly crafted to as close to perfection as you can get before sending it out to the world to fend for itself.

Odds are, you'll have to sit down and write (or type) it out. Then you'll edit, revise, finalize and at last, you'll present it through whatever medium you choose.

But before you can do any of that, you have to know that your pitch will actually appeal to your target audience.

Because it doesn't matter how perfect your advertisement is or if you hire the #1 ad writer on planet earth, as the old saying goes, *“you'll never be able to sell a deep freeze to an Eskimo.”*

You'll never be able to sell weight gain pills to overweight people or blood thinners to a hemophiliac.

That all seems quite obvious, but here's why.

The power of your advertisement doesn't come from what you write but from WHAT YOU KNOW.

In fact, billion-dollar copywriter Stan Dahl coined the phrase, “stop copyWRITING and start copyTHINKING.”

**Knowledge of your prospect is what gives your advertisement its greatest pulling power.**

If we didn't have common sense, simple market research would tell you that Eskimos don't need deep freezes, most overweight people aren't trying to bulk up and most hemophiliacs aren't trying to thin their blood...

That's because buyers are out to get *solutions to problems* they can't or won't solve for themselves, which means sellers have to offer those solutions...

That means before you sit down to create your sales message, whether it be spoken or written, you need to ask yourself:

- **Who is my target audience and what are their deepest needs and desires?**
- What problems does my product solve?
- **What are my prospects' feelings that move them to seek out my product?**
- What will they feel when my product helps them solve their problem?
- **What is the best way for them to hear about how I can solve their problem?**

The answers to these questions will form the foundation of your entire sales message.

This is why market research is the *first and indispensable step* to creating an effective advertisement.

If you have one hour to create a winning ad and you need it to succeed to avoid disaster, spend 40 minutes researching and 20 minutes writing.

And we're not just talking basic cursory market research like age, race, sex, etc...

Demographics are good and necessary, but what you're really going after are the *psychographics*.

You don't just need to know *who* your prospects are, you need to know *how* they are... You need to know their thoughts and feelings surrounding their decision to seek out your product.

What are the fears, worries and doubts that pain them? Or the hopes, dreams and aspirations that inspire them?

There's a reason, (*actually, more than one*), that your prospect is looking for solutions, and if you want to solve their problem, you need to have a crystal clear understanding of what the reasons are so that you can become part of the solution.

### **Here's something you'll want to bear in mind:**

Mark Twain wisely said about advertising, "*There are two reasons a man will buy something. The reason he'll give you and the real reason...*"

The real reason is always deeper and more emotionally motivated than the surface reason.

And this gives us a general marketing principle...write this down:

**An external buying decision ALWAYS has at least two principles that inspire it. One is external and visible, the other is internal and often invisible.**

But here's the kicker, the internal invisible principle is the most powerful and usually THE reason a person decides to buy. Hence why you need to do some *killer* market research.

A simple example can illustrate:

Let's say Bob hires a landscaping company to come and scape his land.

The obvious external reason for the purchase is to cut the yard, pull the weeds, trim the trees, spread the mulch, hedge the hedges, etc... These are all things Bob either can't or won't do for himself, which is why he's hiring someone to do it for him. These are the external reasons...



But what about the internal reasons?

Without delving too deeply into the psychographics of the average landscaping client, there are a few possibilities we could surmise, so I'll give a couple.

Perhaps Bob hires the landscapers because it makes him proud to see his home adorned with such well-kempt greenery and shrubbery. Bob likes having the most handsome property on the block.

Perhaps Bob lives in an affluent neighborhood, and his neighbor Joe is always looking to one-up him, so Bob hires the best landscapers in the area to keep Joe nipping at his heels.

Maybe Bob used to do the work himself but his aging joints can't handle it anymore, but as a matter of pride, he won't let his ideal lawn fade away. So instead, he hires the labor out and watches their every move with keen, piercing eyes.

Or maybe Bob just does it to please his wife, which is no small thing.

I think you get the picture.

But this is where you unlock the **full power** of your advertising. Once you know the internal invisible reason why your prospect seeks your product, you can *directly target* that in your advertising.

If you were to make an ad based purely on the external reason, you might have something along the lines of:

**We'll make your lawn beautiful, or your money back!**

Once you dial into the internal reason, you unlock *a whole new dimension* for your advertising:

**We specialize in the kind of landscaping that will make your neighbors *green with envy*.**

Here's a few more:

Be proud of your property, have the best-looking lawn on the block!

Enjoy the lawn you deserve without lifting a finger.

We'll give you a property you'll be proud to call your own.

Give your wife the gift of a springtime paradise she'll love you for.

Wouldn't you like a lawn that'll make your neighbors jealous?

A few pages ago, I gave you a list of questions you need to answer in any advertisement you write. For your convenience, I'll put them here again:

- **Who is my target audience and what are their deepest needs and desires?**
- What problems does my product solve?
- **What are my prospects' feelings that move them to seek out my product?**
- What will they feel when my product helps them solve their problem?
- **What is the best way for them to hear about how I can solve their problem?**

Now that you have the questions you need to answer and my little landscaping example, it's time for you to do it for yourself.

And I'll be honest with you. It's not always easy.

You have to get out of your own head and practically *become your prospect*.

You have to understand your product or service not as *you* understand it, but as *they* understand it.

And if I can do it, you can do it...

But there's no way around the grunt work... You'll have to put on your detective's cap and get your hands dirty.

You gotta dive deep into the mind and heart of your prospect to think what they think and feel what they feel.

Find out what they like to read and what they watch on tv, the music they listen to and the company they keep. Find out what it all does for them. See if you can't find some constants about their family culture or how they spend their leisure time.

Explore niche magazines, blogs, or online publications.

Delve into online reviews, forums and message boards dedicated to the niche. Find social media groups exclusive to owners/fans/haters of the product or service in question. All information, positive and negative, is useful to the sales detective.

You can also scope out what successful competitors are doing. Analyze their marketing tactics and see what pain points they're addressing and how they present solutions. You could call them up to see how they handle prospective clients or even order from them to see what their sales process is like and how they treat their customers.

Interview the customer-facing employees of the company you're creating an ad for and see what they have to say. In some ways, they'll have a more useful perspective than those in leadership roles since they regularly encounter their customers in the wild, while company leaders often do not.

Of course, you can also simply go out yourself and find your prospect wandering around in the world. Meet them, talk to them, interview them even.

There are many ways you can do your market research, **but you must do it and *you must do it well*** if you want to create a winning ad.

If you've done your research properly, you should know your prospect so well that you have a detailed physical representation of them in your mind; like a vivid memory of a person you've actually met.

Marketers call these imaginary representations “personas” or “avatars.” It’s merely a difference in terminology, but from now on I’ll use the term “avatar.”

And maybe you have more than one avatar...

That’s okay. In fact, it’s not unusual that every unique product offered by a company has its own unique avatar.

But each avatar should be very real to you, you should even give them a name and draw up a profile specifying his/her demographics, psychographics and their state before and after obtaining the product.

With a profile of your avatar complete, you’ve actually done a substantial amount of work writing your ad. In fact, you could say that with sufficiently good market research, the ad can almost write itself. It just takes a little creativity, wordcraft and salesmanship to bring it all together.

It’s a lot of work, I know. But it’s 100% worth the time and effort to put in the work upfront to create a killer hyper-focused and pack-a-punch ad later on.

I might’ve said creating a winning ad was simple, but I never said it was easy.

Now that we’ve established that market research is the foundation of creating a successful sales message, it’s time to close this chapter with one final word that will be the heart and soul of every sales message you create...

## ***EMPATHY***

Learn it. Love it. Live it.

\*\*\*



## Step 2 - Say “Hello”

*Keep it short, sweet and relevant.*

### **Answer these questions in your potential customer’s mind:**

*Who are you?*

***Why should I care?***

*Why should I trust you?*

If you’re a normal human being, you’d bristle in annoyance and surprise if a random stranger approached you without so much as a word of greeting or explanation and tried to hard-sell you on his latest widget, NFT or questionable side-hustle.

Those feelings of discomfort are a good thing, it means you’re normal. It’s precisely for that reason that it’s appropriate to introduce yourself to someone you’re beginning a conversation with, it’s a simple and common courtesy...

They have a right to know who’s demanding their attention to decide whether to spend time entertaining the conversation. An introduction sets the tone for the interaction and establishes a relationship between the speaker and the listener.

As Harvard Business Professor Amy Cuddy explained it, there are two primary questions a person asks when they meet someone new:

***“Can I trust this person?”***

**AND**

***“Can I respect this person?”***

Your introduction should deftly answer both of those two questions along with the three questions mentioned at the beginning of this chapter.

That means there’s a *right way* and a *wrong way* to introduce yourself to a potential customer, and it’s important to get it right.

There are different forms of introductions: formal, informal, professional, personal, friendly, etc.

And not all introductions are equal and there are plenty of ways to ruin an introduction with *dire consequences*. The key to avoiding a destructive introduction is ensuring that it *properly considers both parties involved*.

### **Here's what I mean...**

A good introduction is always dependent upon the current and possible future relationship between the people involved. An informal and friendly introduction between people whose relationship should be purely formal, professional and distant would be out of place and inappropriate. One or both parties could easily feel uncomfortable or even slighted by the oversight, simply because the introduction is unfitting considering present and future expectations.

### **It's the same when you're addressing your audience in your advertisement.**

Before you can sell them anything, you have to put yourself forward from a position of:

- 1. Trust**
- 2. Friendship**
- 3. Authority**

And to do that, you'll need to spend a bit of time establishing who you are *in your prospect's mind*.

You need to be *real*. Someone who's *trustworthy*. Someone who *knows what you're talking about* and *genuinely* wants to *help* your prospect.

The introduction is necessary, but it needs to be done as quickly and seamlessly as possible because most times, *who you are* is far less important than the other points coming up...

## **The truth is: most people completely mess this up...**

And if you're an entrepreneur, freelancer or small business owner who has to craft your own sales messages, the odds are even greater that you'll mess it up. Because you have to get outside of your own head, look at your company and product with an outsider's perspective and understand it well enough to write convincingly about it. And getting outside of your own head is one of the hardest things to do in general, but especially in advertising.

It's easy to become fascinated with your brand, business, products, persona, glorious company history, etc and drone on and on about how "because we're so great, you should buy from us..."

**NEWS FLASH:** Your company being great is NOT why people buy from you.

They buy from you because it does something for THEM. You're just the means by which they get it.

The biggest mistake most advertisers make is that the introduction becomes all about the product or the company... anything other than the one person who matters, **the prospect**.

It's as if the ad is saying, "Hey potential buyer, we'll get to you in a minute, but right now I need to tell you who I am and why you should buy into what I'm offering."

*Wrong. Very bad.*

## **Here's the big problem with that.**

The prospect isn't interested in anything you have to say that doesn't have some direct benefit to him. If you're droning on and on, it won't take more than a few seconds for him to start thinking, "*What's this got to do with me? How's this going to help me?*"

Therein lies the key.



You must *always* introduce yourself in relation to your prospect's needs and never stray from how your story moves him along in the sales process.

The introduction could be as succinct as this:

“Hi Joe, I’m Bob. I couldn’t help overhearing that you got some serious joint pain. I’ve actually spent the last 20 years of my life curing people of crippling arthritis and I’d love to help you out. If you’re interested, I’d be happy to let you in on some insider info that’ll work so well you’ll feel like a teenager again. It’s cheap, easy and works almost overnight.”

**Not my best work, but you get the point.**

Bob is introducing himself to Joe, but everything is pointing back to Joe, or rather, *a pain that Joe has* that Bob can solve. The introduction, actually, has very little to do with Bob and almost everything to do with Joe.

Bob doesn’t brag about his Ph.D, he doesn’t brag about his company branding or his prestigious medical school. Bob doesn’t talk about how his hospital is a family business and that it’s been handed down for generations, blah, blah, blah. Cause nobody buys stuff for those kinds of reasons.

**People buy things because they’re in some sort of trauma and they’re looking for a solution.**

Your introduction has to reinforce that fact. You must introduce yourself in such a way that you are the *smallest part* of the introduction. The heart of a good introduction in an ad is the prospect, the pain point that moves him and the solution he’s seeking...

Sorry buddy, you’re just a side character in your own introduction...

As an exercise, examine your own advertising and see how you introduce yourself to your potential customers...

Is the introduction about you or about them?

How much of what you say about yourself has no direct benefit to your prospect?

How can you change your presentation to become more customer-focused?

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## Step 3 - Show Them The Goods

*They have a problem. Reveal the solution. Paint pleasing pictures of their incredible new life made possible by your product or service.*

### **Answer these questions in your prospect's mind:**

*Why are you barging into my life?*

***What do you want?***

*Are you wasting my time?*

***Okay, so you've got a product, what's it gonna do for me?***

*Why should I care?*

***So what?***

There you are, you've managed to get through a speedy, clear and meaningful introduction and your listener hasn't batted an eye or looked away so far. (*Good job.*)

They're still listening, possibly even interested in what you have to say.

Then you proudly reveal the widget you have to sell, and with the fervor of a spirit-filled Pentecostal, you proclaim its praises "... and that's why you absolutely must have my latest widget! It's made with the best materials using unique patented technology. It's got so many amazing features that you won't believe it. It's a limited edition, handmade with love by our certified professionals, and delicately packaged by chaste vestal virgins..."

***Nothing against chaste vestal virgins, but if you pitch a product to a prospect like that, it's only right that they give you the boot...***

Why?

Because you've made the pitch about *the product*, not about *the customer*. Much like how you can easily slip into making the introduction all about yourself, you can make the product all about, well, the product...

But that's *not* what the potential customer wants to hear. They want to hear about **what the product will do for them.**

A “product-centered” pitch (as opposed to a “customer-centered” one) is what most people resort to when it's time to reveal the product or service to the prospect. Even professional writers and successful businesses make this mistake all the time, and it can be extremely costly. (In fact, entire companies have died simply because they made this one critical mistake.)

**The fact that most people screw this up is both *fortunate* and *unfortunate*.**

*Fortunate* in the sense that you can use it to your advantage. Since most people fail, you can easily get a leg up on the competition simply by avoiding failure. It's *unfortunate* in the sense that many people are robbed of products that could improve their life just because of poor advertising.

But *that's* the cost of advertisers not really learning their craft. (*We can change that.*)

**Here's how to properly pitch your product without making it all about the product.**

Again, everything in your sales pitch has one objective, move the prospect through the sales process. And what moves the prospect? **The prospect does**. You show him the way and make it easy, sensible and pleasing, but ultimately, the prospect is the one doing the moving; fueled by his own thoughts, desires, fears, hopes, aspirations and countless other internal motivations that are part of being human.

We're complicated little creatures...

**Anyway, here's how to talk about your product while staying focused on your customer:**

Never talk about features without referencing a benefit to your customer. A feature is *a fact about your product*. A benefit is *what that fact does for the customer*, how it improves his life.

Let's say your product is a hammer. Let's say it's made of the highest quality steel available on the market. That's a feature.

The benefit is: *because* it's made of the highest quality steel, it'll never break or rust, which means your customer could use it forever, he'll never have to buy another hammer again, his children and grandchildren could use that same hammer decades later and it'll be just as good as the first time it was used.

Maybe it's incredibly light and simultaneously insanely tough, which means that your customer could use it for hours and never feel the kind of fatigue he'd feel using lesser, heavier hammers. And no matter how bad he is at taking care of his things, there's no way this amazing hammer will ever suffer from neglect...

That's probably enough about the hammer. You get the idea...

All I did was connect at least one "surface benefit" and a deeper "unseen benefit" to a feature (the highest quality steel). **I took a disconnected fact about the product and directly related it to a need or want of the customer.** Suddenly, the feature becomes real and relevant to the prospect.

This is how the pros do it, and you can often tell the quality of an advertising writer on how well he does this one simple task.

Why does this work so well?

Because it's precisely your customers' deep longing for those "surface" and "unseen" benefits that moves them to consider your product in the first place. By connecting the fulfillment of a deep longing to a feature of the product, the prospect is able to associate themselves and their fulfillment to your product or service, making it much more likely they'll buy from you.

**Again, your goal when pitching your product or service is to position it to align with the needs and wants of your customer.**

Remember, (seriously, remember), you're not selling a *product*, you're selling a *transformation*.

This leads to my next point...

In most cases, it is far more beneficial to focus on the positive rather than the negative. Focus on success over failure, joy and hope over pain and sorrow, health and beauty over sickness and ugliness...

There is a time and place when negative emotion can be an important and suitable aspect in your advertising, but most people respond better to positive messaging.

Why?

Because people looking for your solution ALREADY FEEL a sufficient amount of pain and negative emotion that's brought them to you. They're in some amount of trauma, whether that amount is tiny or great, that's moving them to find a solution.

You don't need to remind them of that fact and rarely do you need to amplify it.

So...

If you're selling weight loss products, don't focus on the misery of being overweight, the chronic and deadly health problems associated with obesity, the embarrassment or self-consciousness of the state, etc.

Instead, focus on the incredible results they'll see after trying your products for only 30 days. The *joy* they'll feel when they step on the scale and watch the number drop, or the *excitement* of seeing results in the mirror, the *proud self-confidence* they'll have when they realize they

need to go shopping because all of their clothes have gotten too baggy, or the *thrill* of getting interested glances from the opposite sex.

**This is part of the art of selling... Remember the keyword???**

### ***EMPATHY***

Your product or service is going to alleviate some form of pain or trauma for your prospect.

Even if that trauma is as simple as needing weeds pulled from the flower bed.

Maybe it's not a huge deal, but if somebody doesn't pull 'em, they're not gonna get pulled, and maybe your prospect simply doesn't have time to do it. Yet she's constantly bothered and embarrassed by how unkempt the flowerbeds are. That's a little bit of trauma, a pain point, a little wound. That's why landscaping companies exist.

**And that's why customer-focused marketing just makes sense.**

You must *truly* know your prospect and connect with them so that you can paint pleasing pictures in their mind. These pleasing pictures are what their life could be if they take advantage of what you have to offer them.

In the context of connecting features to benefits, this step of painting the picture of a favorable future is the icing on the cake.

Do it and do it strongly.

Stay positive my friend. :)

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## Step 4 - Remove the Armor

*Help your prospect see that buying from you is sensible and they'll be better off and happier for it.*

### **Answer these questions in your prospect's mind:**

How do I know you're not lying to me?

**What happens if it's not as good as you say?**

What if it doesn't work for me?

**How do I know it's really worth it?**

How much am I risking by doing this?

Imagine you're back in the glorious 13<sup>th</sup> century...

You're a field doctor for the local crusading army gallivanting somewhere in the Kingdom of Tyre. You're enjoying a rancid cup of something no modern man would ever consume.

In the distance you hear a disturbance, shuffling of feet, and cries of "make way!" Then come cries of agony and a full-voiced litany of such unmentionable words even a grizzled mercenary would blush.

The commotion draws nearer and nearer to your tent.

The entrance flaps are torn back and light floods in, and so does a band of weary and breathless soldiers carrying one of their wounded comrades laying him on your operating table.

The wounded man wails and gnashes his teeth as he grips at the arrow sticking out of his shoulder. It had ripped through the chain mail like it wasn't even there.

But, you know the drill, you've seen it a hundred times.

You and his comrades begin unclasping the man's armor to examine the wound when suddenly the wounded man lashes out and strikes his friend across the face. He turns to you with a wicked glare, "You will not



remove my armor!” He winces and groans in agony as he slumps back down, again clutching the wounded area.

Naturally, you’re a bit confused, and you say to him “***...but I can’t treat your wound through steel plate and chain mail...***”

### **And so it is with selling...**

Your customers have a pain point, a wound, that’s urging them to seek out a solution, a remedy.

But, like a wounded 13th century knight...

**They’re coming at you covered in steel plate armor from head to foot, maybe even a shield for good measure...**

You can’t tend to the wound (sell them your product) until you remove the armor.

So, what am I talking about? What is this armor anyway?

### **Here’s the short version:**

Most people are on their guard against being sold. *Even if it’s to their own benefit...*

Part of it is a natural human reaction. We don’t like being sold because we fear vulnerability and uncertainty, or worse, being duped or taken advantage of...

Another part of it is more artificial but still understandable. Our potential customers are *conditioned* through the sorry state of current marketing paired with bad practices of bad salesmen who actually do try to swindle, con, and take advantage of their customers.

The obstacles to prospects making a purchase can be extreme, to the point they’ll raise up metaphorical bastions and spiked barricades to

protect themselves... even if doing business with you is in *their own best interest*.

Let's get right down to it...

What is this armor specifically? And how do we remove it?

Well, just like how an actual full suit of armor has many and various pieces, so does your prospects' anti-salesmanship armor.

It varies from person to person, but here are a few types of armor you'll certainly encounter (and maybe recognize):

- **Your potential customer suspects you're a scumbag like many other salesmen out there**
- He doesn't trust you because he doesn't know you
- **He doesn't want to spend money on something he needs (more common than you'd think)**
- He fears making a bad decision
- **He worries that his wife or his friends will think he's an idiot for buying it**
- He assumes it's not nearly as good as you say it is
- **He's concerned about whether or not he'll actually like it**
- He doesn't want to be persuaded, because that requires trust
- **He fears commitment (*this is a major factor with younger generations*)**
- And all of that's just to name a few...

This is just a glimpse into the suspicious mind of someone who knows they're being sold.

We have to *prove* we're trustworthy, which is why the introduction is so important to a sale.

And this brings up a crucial point:

**Any ambiguity or lack of clarity you allow to exist in your prospect's mind will likely be filled with doubt and confusion UNLESS you fill it with certainty and clarity.**

And the consequence if you don't?

### ***CONFUSED PROSPECTS NEVER BUY***

And if you *confuse* your customer, you deserve to *lose* your customer.

So here you are, face to face with someone you hope to help, and the steel plate and chainmail they're wearing makes it look like they're not interested in letting you do it.

If they're extra suspicious, they've probably mapped out escape routes in case they don't like you for any reason, maybe they've even got a broadsword at their side because they just hate being sold that much.

It's a challenge.

But it's nothing a salesman hasn't seen (and overcome), before.

*FUN FACT: John Carlton, the most respected and ripped-off writer online, once quipped that the folks who are most certain of their immunity from being sold are often the **easiest to flip** and became some of the most raving repeat buyers... Food for thought...*

Anyway, by this point in the sales process, you've already introduced yourself to your prospect and hopefully connected with him in a meaningful way.

You've also explained how your product or service is precisely what he needs to solve the exact problem he's suffering from.

Having done this properly, you're well on the road to a sale.

Maybe your prospect believes you to a point, but that's not enough. He has to believe you A LOT.

What a customer says when they buy from you is something like this:

"I believe you can help me acquire [fill in the blank], and I believe it so strongly that I'm willing to put some skin in the game. I'm willing to put my own money forward as a token of my belief..."

**The biggest obstacle to this level of trust boils down to one thing: RISK.**

To remove your prospect's armor, you must remove all of the risk from the transaction (and take that risk upon yourself).

By shouldering all of the risk, you show yourself to be a well-intentioned, generous, genuine and trustworthy person.

How do you go about taking on the risk?

For this, you'll need three ingredients:

- 1. Sugar**
- 2. Scarcity**
- 3. Big Promises**

Now, "sugar" is simply an allusion to "sweetening the deal" and this is done by adding additional value to the sale to increase the idea of "I'm getting a killer deal" in the mind of your prospect.

And the ways you can do this are practically limitless...

**Just pile it on:**

- **An ebook and audiobook along with the purchase of a physical book...**
- Additional days or weeks for a subscription at discounted or no additional cost.

- **Complimentary consultation calls attached to the purchase of marketing services.**
- One-month insider club membership included with the reservation for a digital seminar.

Your imagination (and your generosity) are your only limits here...

If you really want to serve your prospect well and turn them into *lifelong customers*, why not offer the most insanely valuable deal you could possibly afford?

Surpassing customers' expectations is so exceptionally rare. If you pull it off from the very beginning of the relationship, it's something they won't forget and they buy from you over and over again.

In fact, it's for that reason that Gary Halbert, one of the greatest minds in direct marketing, joyfully proclaimed that your *first* sale should be your *most unprofitable one*. Because the *first* sale is merely the *beginning* of a long-term and mutually beneficial relationship, from which many other sales will come...

So go ahead and add as much sugar as you can afford.

### **Next is scarcity.**

Scarcity is the idea that "if you want this deal, you need to act on it now." Scarcity increases the perceived value of a deal and lights a fire under the prospect to take advantage of it. Because *delay murders sales...*

And here's why:

**The *reasons* to buy something are rational, but the *decision* to buy something is emotional.**

And *delay* gives the prospect time to calm his emotions down, return to his normal indifference and sweep all of the logical reasons that he almost bought your product under the rug...

Because at a very deep level, humans operate on passion...

Scarcity is a direct counter against delay and therefore, against indifference and indecision.

The role of scarcity is to create a bit of turbulence in the sales process. You've already laid out how amazing the deal is, but now the prospect starts to feel a bit of a squeeze, the smallest hint of commitment starts to creep in.

### **Because now the entire deal is on the line...**

Scarcity adds an element of productive fear, "this is a killer deal, but I need to act now because I really do want it and don't want to miss out."

We've all been in a position where we sat on a buying decision for far too long, weighing the pros and cons, worrying about it, thinking about it... And then we finally just said, "you know what, screw it. I want it, I'm buying it..."

### **That's what's called pulling the trigger.**

And we need scarcity to help our prospects do that.

Here's a couple ways to do it with brief examples:

- **Set an Amount Limit** - "I've only got 257 of these left and they're going quick, I'd love to get you one but it's first come first serve..."
- **Set a Time Limit** - "I'm only offering this amazing deal for another 37 hours and then it goes back to the normal price..."
- **Attention Limit** - "It's a crazy world out there and if you're like me you get easily distracted, you may wanna act right now while it's on your mind..."
- **Direct Appeal** - "I've got a copy with your name on it sitting right here..."
- **Indecisive Millennial** - "If you've been missing opportunities because you haven't been paying attention this is really

something you should take a look at because you don't want to miss out on this one.”

Here's the general idea in a colloquial style:

“Hey man, look. This is an amazing opportunity, it's gonna change your life for the better and we'd love to do it for ya. It'll be a fun ride and it'd be great to have you along, but the train's leaving soon and if you're not onboard you're gonna miss out...”

'Nuff said about scarcity...

### **Finally, we come to the “Big Promises.”**

This is a borrowed term from my copywriting role model John Carlton. The Big Promise is when you push your prospect over the edge. You promise them either the happiness and fulfillment they're looking for or a *complete redemption* of anything they invested with you to attain it. And preferably, even in the worst-case scenario, they walk away from the deal with more than they started with. So no matter what, they benefit from doing business with you...

The Big Promise is often a marketing tool used to push people from “maybe I'll buy” to “PLEASE TAKE MY MONEY NOW...”

It's used to eliminate that last remnant of doubt, hesitation or distrust. It's the cherry on top.

Consequently, big promises can sound *almost* unbelievable.

So you need to be careful about sounding “too good to be true”...

But as long as your promises are believable enough that your prospect will give your product a try, it'll work.

Big Promises usually take the form of guarantees, refund policies, and the like.

Here's a couple strategies for crafting a Big Promise:

- **100% Money-Back Guarantee - if for any reason the product doesn't live up to all of your prospect's expectations, they get their money back - no questions asked**
- The UNLIMITED Guarantee - your customers can return the product for a refund at ANY TIME. Your customers' grandchildren could return your product for a refund - that's how strongly you stand behind your product
  - Believe it or not, the experts say this strategy actually causes refunds to go down in most cases, because the pressure and stress to remember a certain day to return the product is gone. There's no risk of forgetting, no point of no return... You've eliminated *all of the risk* that would accompany a limited guarantee...
- **DOUBLE Your Money-back Guarantee - the customer gets refunded *double* what he paid if he returns the product**
  - This guarantee is almost always a "*conditional*" guarantee whereas the previous ones are unconditional. Meaning that the person offering the DOUBLE Your Money Guarantee will require some proof from the buyer that they *actually* used the product as instructed and fulfilled certain conditions to qualify for the DOUBLE your money back.
  - If you choose this route, as incredibly successful marketers have, you *always* refund the exact amount your buyer paid *immediately and without question*. If they want the double your money-back guarantee, they'll have to meet the conditions you set for it.
- 100% refund with a free premium - your prospect gets a free premium product along with a trial of a more valuable product. If he returns the more expensive product for a refund, he gets to keep the free premium.

Using sugar, scarcity, and Big Promises to "Remove the Armor" is your last step before the moment of truth, *calling your prospect to action*.

It's also one of the easiest ways around stiff competition.



Maybe your competition is pretty good, but when people order from you, you'll deliver *more, sooner, cheaper* and with a *better guarantee*... Just by making a stronger offer you might come out on top.

So go *all out*, throw in the kitchen sink, give your customers an opportunity and buying experience they've never had before. You're asking them to give you their hard-earned cash after all...

By crafting an offer no sane man could refuse, you remove all of the risk. And risk (along with delay) are the two arch-enemies of the sales process.

**Here's the bottom line:**

Buyers are not pushovers, they're not idiots, they weren't born yesterday. They're rightfully suspicious and on their guard and you're asking them to trust you. You need to make it as easy, painless and risk-free as possible.

So remember: *Sugar, Scarcity* and *Big Promises*.

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# Step 5 - Help Them Get the Goods

*Give them what they need as simply and quickly as possible.*

## **Answer these questions in your prospect's mind:**

*What do I do now?*

***How much is it?***

*Is it easy to order?*

***How do I get ahold of this thing?***

This is the moment of truth.

All of your work creating a killer advertisement or making a world-class sales pitch has brought you to this point...

- 1. You've done your market research**
2. You've introduced yourself to your audience
- 3. You've demonstrated the value of your product or service**
4. You've removed the prospect's anti-salesmanship armor
5. And now...

## **You must call your prospect to action!**

And this is where many would-be salesmen fall flat. They prefer to tip-toe around the issue of selling something, they offer a weak, half-hearted and convoluted effort at a call to action.

For many people a call to action might go something like this:

*"As you can see we've got a pretty cool thing going on here, and I hope you'll agree that it would help you out. If you want, here's a [brochure, link, pamphlet, etc] where you can read more about who we are and what we do. There's no hurry and no pressure at all, our contact info is all there so if you ever would like to order anything don't hesitate to reach out!"*

As nice and amiable as all of that might sound, this kind of selling approach is disastrous. And not just from the standpoint of closing the deal, but also of best serving your customer (more on that in a minute)...

This half-hearted selling is what some marketing gurus refer to as “selling from the heels.”

Why put in all this work to research your prospect, connect with them and get to know them, present a product or service that will *really* make a positive impact in their life, and then get all coy and shy when it comes to actually telling them to buy it?

Here’s something you might find interesting...

Most people won’t act, even in their own interest, unless motivated by an external force.

**You have to tell people:**

- Get off the couch and exercise, watch what you eat: *get in shape*
- Don’t blow all your money on parties, drugs and sex: *invest in your future*
- Get serious about your education: *true wealth is the wealth between your ears*

These are *basic* aspects of caring for our human existence and yet **people must be told to do them.**

Why on earth do we need that?

Here’s why:

The truth is, people *always* value the present over the future to some degree. It takes some fortitude, self-discipline and a certain pain threshold to give up a present good for a future one, and often, there has to be substantial gain to justify it.

**Example:** Would you rather have a million dollars now or a million dollars a year from now?

If you're like me, you'd say "I'll take it now, there's no difference in the amount, so why wait?" (especially considering current inflation rates...)

But things get interesting when you start adding some variables...

**Example:** Would you take \$500,000 today or \$750,000 next year? Or a million dollars two years from now?

If you asked 20 people that question, I think you'd get answers all over the map.

And that's normal. But why?

Because everybody's "present/future value balance" is slightly different based on their needs and aspirations because...

The present is guaranteed, and the future is uncertain. We don't know where we'll be in five years, or even in five minutes for that matter. But we're pretty sure we're "right here", "right now", so if we can get something good "right here", "right now" we tend to prefer that.

*By the way, I know what you're thinking, and I promise I'm not getting off track, this is all relevant...*

**The key importance of a call to action is because of a question of *sacrifice*...**

To buy something, a prospect has to sacrifice something - in most cases, their hard-earned cash - in hopes of obtaining a future good that will make the sacrifice worth it.

It's a give and take.

Just like how someone trying to lose weight has to *sacrifice* the food they prefer and their passive recreations in hopes of a healthier and happier future.

Or how the slacker and professional partier has to *sacrifice* his wild and memorable yet only half-remembered weekends and nightly blackouts in hopes of getting his life straight and preparing for a stable future.

When people have to sacrifice something, they don't need weak, "only if you want", "selling from the heels" encouragement. They need something to do RIGHT HERE, RIGHT NOW that will get them on the path they want to be on.

They need a call to action that is direct, strong and bold.

Would you like to know how it's done?

I'll tell you right now.

When you craft a call to action (CTA), it must be:

- **Simple** — devoid of all unnecessary options and non-essential details
- **Clear** — complete with fool-proof instruction for the journey ahead
- **Easy** — they should be able to comprehend it and act on it in under 10 seconds

When I say a CTA must be *simple*, I mean it needs to be ONE and not multiple.

Multiple CTAs (or even multiple response options), is a fast-track way to lose *massive amounts* of money with the *least* possible effort, simply because multiple options opens the door to both *confusion* and *delay*, the arch-enemies of the sales process....

Give them ONE path to get your product, ONE path to get the future result they want.

Your CTA must be *clear* because any uncertain or ambiguous language will further introduce confusion into what is already the most sensitive and delicate part of the sales process.

Remember: ***Confused Prospects NEVER Buy.***

Your call to action must also be *easy*. If you have a complex CTA process, you're throwing money off a cliff.

Imagine if you're selling handmade trinkets and your CTA was "Fill out this 50 question survey, scan it into PDF format, and email it to DontDolt@BadIdeaDOTcom. Once we've received your order, please wait 5-7 business days and we'll send you an order form..."

Would you do all of that work just to get your hands on some handmade trinkets?

What if another trinket store had the CTA "Call This Number to Order", and within five minutes you made a purchase and had confirmation that they'd be on your doorstep in 2 business days or less?

**Making things easy for your customer makes a big difference.**

Here it is in a nutshell:

**Your CTA needs to express in one breath, "Here's the one thing you have to do right now to get [x]" and then tell them exactly what to do...(and don't be shy about it)...**

"Click here"

"Call this number"

"Send your address here"

**...and then, tell them what will happen afterward...**

"And when you do, we'll send your [download, widget, subscription code] to you immediately, you'll get an [email, letter, message] from us confirming your order and its prompt delivery."

Spell it all out for them, remove any mystery in the process and be entirely transparent. People are afraid of the dark because they don't know what may be hiding, so turn on the lights and show them!

Sometimes the question arises about how to transition into the CTA from the rest of the pitch. As if to say, "Okay all that was nice, but now it's time to get down to business and close the deal." That's not only unnecessary and artificial, it could also be jarring and off-putting for your prospect...

Those who have mastered the art of the CTA don't even break stride from the rest of the message. It's the same friendly voice, the same recognizable flow that transitions seamlessly from the introduction, to the climax and then to the call to action.

I'll gladly borrow a perfect example from the "King of Copy", Sir Gary of Halbert:

**"Will this [product/service] help you? It's easy to find out with no risk whatsoever. Here's how to order..."**

Boom. Done.

It can be that simple.

But here's something else on the topic of "clarity" you may find interesting...

This is another one of Gary's pitches that puts on full display the importance of having clear and easy-to-follow order instructions:

**"...Here's how to order. Simply call my voicemail and leave your name and address. Make sure you pronounce everything slowly and clearly and spell out any hard-to-spell words in your name or address. Again, when you call this number, you won't get a live person, you'll get my voicemail, and you'll hear me, [FIRSTNAME / LASTNAME] saying..."**

Gary then went on to spell out, word for word, exactly what his voicemail recording would say to the caller. He then repeated what information the caller would leave with the voicemail, and what would happen right after they had done so.

Maybe you'll laugh at the amount of "irrelevant detail" in his style...

But is it really irrelevant?

In a couple of sentences, he eliminated every shadow of doubt from the ordering process. There will be no surprises for the caller, no fear of a high-pressure sales pitch, everything will be exactly as they were told and the transaction will be a walk in the park.

Gary may be old-school, but few people in the history of mankind raked in as much cash as he did through direct advertising.

One last word of his before moving on, and it's something you can take to the bank:

**"It's better to be redundant than remiss..."**

Concluding this chapter on the Call to Action, I'd like to point out something else.

All of this work we're going through isn't just to "make the sale" or "close the deal." It's about establishing a relationship. A relationship that is *positive* and *mutually beneficial*.

If you've got an honest product to sell, you've got something of value that will *really and truly* improve the life of your prospect. If you *really* believe that, then you should do everything in your power to get it into their hands so they can start enjoying that positive impact and live a happier life.

And shame on you if you don't...



No matter how big or small that impact is, it's still a question of helping a fellow human being overcome a challenge, solve a problem or alleviate a wound that's causing them pain.

It's an advertiser's job to help make that happen as much as possible!

This is what makes the CTA so important. It's the deciding factor of the entire sales process. It produces the "yes" or "no" that will determine the fate of the relationship you've thus far sought to establish.

With that in mind, if you care about your prospect, **don't pussy-foot your call to action.**

Don't try to side-step the sale or tip-toe around what they need to do to get the offer.

Doing so will *murder* all of the hard work you've put into your sales message up to that point and (*and this is the biggest injustice*), it may deprive someone of a solution that would make their life better, which is a serious disservice.

Your prospect deserves more than that.

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## Bonus: The Fortune Is In The Follow-up

*Astonish the living daylights out of your customers and keep them coming back for more...*

### **Answer these questions in your prospect's mind:**

*What's next?*

***Did I make the right decision?***

*Will everything turn out the way I hope?*

***What do I do now?***

*Is it over?*

First off, if you manage to successfully complete the sales process and generate a conversion, I'd like to personally congratulate you on this success.

Even a small success remains a success and credit should be given where it is due...

Well done my friend!

But now you have a choice.

You can make this success either the end or the beginning of your relationship with your new customer...

This transaction can be the one and only time you improve their life in some way, or it can be the first of many that bring more and more meaning and benefit to the relationship as you continue to provide additional value.

If you've already gone through the delicate process of winning a sale from your prospect, why cut off the relationship there when there is so much further potential to be realized?

After all, most of the work has already been done!

You've already laid the foundation of trust and mutual benefit to the point that they've surrendered their payment information to you or laid down the proverbial "cash on the barrelhead" to get ahold of whatever you're offering.

Clearly, your customer believes to some degree in what you're offering and the joy they'll have once they get it in their hands...

Why not ride that momentum and maximize the positive change and transformation in their lives that they've *already decided* to opt into by making that first purchase?

**Imagine this:**

**Example #1**

You purchase an ebook for download.

You click the beautiful "Buy Now" button and your credit card is charged.

You're redirected to a download page with a button that says "Download Your Book Now!"

You click it and a file is immediately downloaded to your computer.

The End.

Quick and easy right?

But how does it work from a marketing/relationship-building approach?

Well, it seems like once the customer hits that "download" button, the relationship is concluded.

**But how about this:**

**Example #2**

You click “Buy Now” and your card is charged.

You’re redirected to a “Thank You” page telling you to check your email for an email containing your download link.

You do. There’s an email from the author of the book you just ordered with your name on it.

Inside this email is a customized “thank you” message with a download link that allows you to immediately acquire your purchase.

But underneath the link, there begins a stirring and inspiring text, the likes of which is seldom read by mortal men.

It begins:

“Dear Bob, I’m not here to sell you anything because you’ve already bought my book. But I do want to sell you on *actually reading* it...

Because unlike most books out there, this book isn’t full of hot air and useless platitudes or purposeless fluff.

This book has the possibility to *actually* improve your life, but only if you *actually* read it and seriously consider the words on the page, because I meant every single one of 'em.

Unfortunately, 90% of people who buy a book don’t make it past chapter one.

I don’t want you to be part of the 90%...

I promise you this: if by chapter three you don’t have at least **one great idea** about how you can change your life for the better, I’ll consider this entire book a failure and I DEMAND that you request an immediate refund and send me a scathing piece of hate mail for wasting your time...

Would you please do that for me?

Pretty please? Ok. Good.

Now, if you want the best possible results from this little gem of a book, listen closely...

Here are three things you can do right now to ensure that you'll get every ounce of value out of it...

1. [first thing]
2. [second thing]
3. [third thing]

And once you've read it, here are three things you'll be able to do right away that'll put it all into practice..."

You get the idea.

There's quite a difference between the two examples provided, and they're both real-life selling philosophies used across all industries.

What are the major differences and why is it important?

Well for starters, the first example is about facilitating *a transaction* and the second one is about facilitating *a relationship*.

Wouldn't you expect the transaction-based philosophy to rake in more cash than its counterpart? (Seeing as though transactions are what result in you getting the cash?)

It would seem to be the logical thing, right?

But it's funny, people value relationships more than transactions...

We're deeply social creatures, and there's overwhelming evidence that the more a relationship is built with a customer, the more times he'll buy from you, in increasingly greater amounts, and the more likely he'll become a brand evangelist and send referrals your way.

That's the power of relationship building and every majorly successful business knows this (*and if they've forgotten it, they're living on borrowed time...*)

Now let's take a quick look at the details of the imagination exercise.

The first example, the transaction-centered one, is much shorter, distant, and less involved. Yet it still delivers on the promise, the customer pays money and gets a download. The end. The transaction is a success, no more, no less.

But the downside is the lost opportunity cost...

Here's the thing, if your delivery process goes like the first example, almost like a drive-thru service, that relationship you worked so hard to create through the five steps of the sales message is probably over.

With the exchange of goods, (cash exchanged for the product), as the buyer, you might never hear from the author again and as the author, you may never hear from the buyer again, (unless he's dissatisfied with the product, that is.)

Let's contrast that to the second example to really see how far it falls short of first-class service...

The second example, the relationship-centered one, creates a more personal connection with the buyer. It begins with an email from the author delivering what was promised...

But the author then goes the extra mile.

He not only delivers the product but rekindles the buyer's excitement and conviction by reminding him of all of the many and excellent reasons he decided to buy the book in the first place.

The author reminds the buyer of how much he'll benefit from the book and the ways it'll change his life.

Then he does what so few people do.

He *urges* the buyer to *read* the book.

This is more important than it might seem at first glance. But what the author has done is insist that the buyer make use of the product he bought and there's only one reason he'd do so. To make certain that the buyer *benefits* from it.

Why else would he do it?

From a "just in it for the money" perspective, it doesn't matter if the buyer uses it or not, you got the money and closed the deal. "Job well done" right?

Not for the master salesman. The master salesman knows that the more he provides value to the buyer and the more he can improve his life, the more likely the customer will return and buy again.

And not simply because of the quality of the product necessarily, but on the quality of the relationship that the salesman has made superior efforts to create and nourish.

When you urge a customer to actually make use of your product, it gives them further evidence:

1. That you believe in the quality of your product
2. That you care about your customers and want them to benefit
3. You're different from the rest of sellers who don't really seem to care

You set yourself up as a real human being with empathy and compassion, somebody who's only selling something to help other people find success, happiness, etc. It's a rare thing...

Now that's just part one of how to have a killer follow-up with your new customer.

What follows next is often called a nurturing/upsell campaign.

It's a series of casual "follow-up" or "touching base" communications with your customer, usually in the form of an email sequence over a short period of time, typically spanning 10-14 days following the purchase. (This strategy is also very common and beneficial with *potential* customers who have opted in for a free lead magnet.)

The purpose of this "nurture" campaign is to essentially keep resurrecting the excitement, encouragement and inspiration from Example #2 above.

Remind the buyer of why they bought. Ask them how they like it. How far they're coming along. Give them some helpful tips and advice to get through it. Answer some frequently asked questions. Fuel their determination in the present and their imagination for the future.

As the relationship is further deepened by the "nurture/follow up" campaign, now comes time to reveal the "upsell."

An additional product, maybe even a more complete and expensive product related to the product that the customer purchased.

Here's how you'd pitch it (roughly):

**Example:**

"Now, the book you've already got is a powerful resource and will get you well on your way to achieving [the customer's desired outcome], but if you're really serious about this, (and if you're reading this, I think you are), you'll definitely want in on the next step in the process..."

It's called [PRODUCT NAME], and it takes everything you love about [BOOK THEY'VE ALREADY BOUGHT] to a whole new level.



Seriously, you won't regret taking two minutes to watch this video and see what it's all about [INSERT LINK TO THE UPSELL PRODUCT SALES PAGE.]”

I think you get the idea...

Nourish the relationship, keep the excitement alive and invest in your customers.

Always seek to provide more and more value. Never stop trying to make more positive impacts in their life.

When you think about it, furthering the relationship and offering superior service to your customers is really a win-win scenario. They get a superior product with superior benefits to their life, and the seller continues to be compensated for the value he provides.

Don't you wish more businesses operated that way?

It's kind of a no-brainer in my opinion.

Anyway, there you have it, the two major parts of a killer follow up:

- A follow-up letter urging the buyer to actually benefit from the product
- A nurture follow-up campaign culminating with a fantastic upsell they can't refuse.

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## Appendix: Mandatory Reading For Aspiring Marketers

Wanna dive deeper into the fascinating and potentially lucrative world of direct response marketing and ad creation?

This book is simply an overview to get you started...

Think of it as a primer or a starter's guide...

Or an appetizer to whet your appetite for the main course.

I've collected a short list of some of the most important works on marketing and advertising that human hands hath composed. The books on this list have made a small number of folks shamefully wealthy because they actually put them to use. They didn't just read the stuff, they lived it.

And you can too...

If you're serious about learning and getting good, become a perpetual student of these timeless works and the other masters of direct response.

- **Scientific Advertising - Claude Hopkins**
- How To Write a Good Advertisement - Victor Schwab
- **Elements of Style - William Strunk Jr.**
- Ogilvy on Advertising - David Ogilvy
- **Kickass Copywriting Secrets of a Marketing Rebel - John Carlton**
- Advertising Secrets of the Written Word - Joe Sugarman
- **The Greatest Salesman in the World - Og Mandino**

By the way, if you're interested...

On my website, I give away a series of free reports called "The Copywriter's Goldmine" with a far more extensive list of sources to lead you on your journey. Check out [MichaelCassman.com](http://MichaelCassman.com) and see if they're

available. I keep my free reports on a rotation so it may not be up, but it's worth a shot.

And if it's not there, just shoot me an email at [michael.cassman@invocabo.com](mailto:michael.cassman@invocabo.com) and I'll give you the first volume. If you're nice to me and tell me I'm tall and handsome, I'll give you *all* of the volumes at once.

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## Afterword

I'll be honest, friend, I'm not a fan of saying goodbye, but I suppose it's unavoidable. If you've made it this far, (which puts you in the top 3% of all humans who start reading a book), I'd like to bid you farewell with a few final words that I've touched on at least once in this little book.

In the five steps we've covered, I've introduced you to the world of "benefit-focused" and "customer-centered" advertising, specifically, direct response marketing. It's powerful stuff and if you want to make use of it, you should be very aware that you can use it for good or ill.

The greatest con-men use it to benefit themselves at the buyer's expense...

But true salesmen use it to bring about a mutually beneficial relationship that hopefully generates untold numbers of mutually beneficial outcomes.

Because that's what it's all about.

As cheesy and silly as it may sound: advertising is about **propagating happiness**.

Let me explain.

When you take away all the fluff and changing details of specific products/services, you'll get down to the core issue of why people buy and sell.

People buy to alleviate pain. Maybe that pain is as simple as "I need a tool to finish building the shed in the backyard" or maybe it's as complex as "I need a course to help me save my marriage."

Whatever the case may be, people buy *solutions to their problems*, or more specifically, they buy transformations of their old life *without* the product/service into a new life *with* it...a life that is presumably superior and happier than before.

Selling, at its core, is about facilitating problem-solving or increasing success in the lives of as many of our fellow men as possible.

Marketing and advertising is about *multiplying* and *maximizing* those relationships between buyers and sellers that allow buyers to realize positive transformation while compensating the sellers for making it possible.

And I don't know about you, but I think that's a pretty beautiful thing.

But here's what's crazy...

The "selling" methods I present in this little book *extend far beyond just selling*, because the tactics of direct response marketing are about creating connections, building relationships and through that, persuading people to act... which *extends far beyond selling*.

Here's why.

A great salesman is a master of two rare talents:

- **Empathy**, because a deep understanding of your fellow man is what allows you to create connections with them, build trust and move them to action
- **Language**, because words convey ideas which inspire action

**Mastering empathy** allows you to *truly understand and appreciate* your fellow humans, and really, it allows you to develop a greater love for them, because you realize they're just as deep, if not deeper, than you are. And that maybe, just maybe, you have a lot more in common with them than you previously thought.

We're very selfish little creatures, our instinct is to go through life seeing others as "extras" in the drama where we're the star. It's an interesting thought that *they* see it exactly the same way, except you're the "extra."

**Mastering language** allows you to utilize your deep understanding of a person (empathy) to *communicate* with him in a way that will persuade him to make his own life better.

Mastery of empathy and mastery of language is the *recipe for persuasion*.

And persuasion is a tool that can impact practically every aspect of your life...

- **You can “sell” the idea of going out for a drink to a hot date with the irresistible suave of a 00.**
- You can “sell” yourself as the right employee for a job, or as the best fit for public office with the cool confidence of a Chessmaster who sees mate in three.
- **You can “sell” the idea of daily exercise to your spouse in a way that makes her feel loved, valued and thrilled to get back in shape for you.**
- You can “sell” the idea of quitting a dead-end job to a despairing friend in a way that increases his self-worth and gives him hope.
- **You can “sell” your employees on increasing productivity and efficiency in the office in a way that makes them feel happy, appreciated and glad to make your business more profitable.**

That’s the power of the sales process, the power of persuasion, and the further possibilities are practically limitless.

In saying all of that. I hope that if you truly intend to develop skills in the sales process, the process of influence and persuasion, that you do so for the right reasons with real intentional action to improve the lives of others.

And not just in marketing products and services, but seeking to improve the lives of everyone you meet, starting with those closest to you.

Now go out there and sell the living daylights of em’.

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## Did This Book Help You?

If so, there's more where this came from, and I'd love to share it with you.

***If you'd like to learn more about direct response marketing...***

***Or you're looking to hire a skilled and experienced copywriter to help you craft irresistible sales messages that'll rake in leads and conversions while you sleep...***

Please visit my website: [MichaelCassman.com](http://MichaelCassman.com)

And connect with me on LinkedIn: [@CassmanMichael](https://www.linkedin.com/company/@CassmanMichael)

For any inquiries, you may email me at any time at:  
[Michael.Cassman@Invocabo.com](mailto:Michael.Cassman@Invocabo.com)

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# About The Author

Who I am is much less important than what I have to say.

But for those who would ask, “Who is Michael Cassman and why should I care?” I suppose I wrote this section for you.

First I’ll tell you who I’m not...

- **I’m not a master or a guru, and I’ve never claimed to be a teacher.**
- I’m not an “A-list” copywriter or world-class marketer, although I’m doing everything I can to reach that lofty goal by getting a little better... Every. Single. Day.
- **I don’t pretend to know everything about my work, as there are many people far more experienced than me who continue to learn something new each day. There is no end to this learning.**

So with those admissions out of the way, now I’ll tell you who I am.

I’m a skilled and experienced direct response copywriter and perpetual student of sales, marketing and human psychology. Creating compelling and persuasive sales messages that captivate and resonate with audiences is my profession and passion.

I’ve successfully freelanced my copywriting and marketing services since a dramatic “career shift” in 2021. My extensive portfolio and Wall o’ Testimonials are available at my website <https://MichaelCassman.com>.

I was raised the oldest of 14 children in a devout Catholic family which taught me leadership, virtue and discipline.

I was homeschooled for much of my youth with spurts of attendance at both private and public schools. Homeschooling instilled in me the habits of time management, self-sufficiency and a perpetual drive to improve. Public school taught me other, more interesting things.

In my final two years of high school, I took courses and unpaid internships in marketing and copywriting.

Being raised in a pretty seriously Catholic family, instead of pursuing the professional path, I decided to go the religious route.

After graduation, I entered seminary to become a Catholic priest and pursued that goal for nearly six years.

During that time I received an extraordinary education in humanities, philosophy, psychology, rhetoric and writing.

Most importantly, these years taught me how to think critically and order my thoughts, quickly grasp new concepts, reduce complex ideas into their simplest parts and identify common-sense solutions to efficiently solve problems.

Believe it or not, I use what I learned from seminary in my advertising work every day...

Now, clearly the seminary thing didn't work out for me...

After my six years (I still had a few more to go), I came to realize that religious life was not the path for me, and so I left.

At 25 I returned to the workforce about where I left it all those years ago as a part-time unpaid copywriting intern. My resume was a joke... Chick-Fil-A and Coca-Cola were the highlights...

I didn't have a degree since I didn't get ordained a priest and I didn't have a dollar of my own earning to support myself.

Thanks to my generous and loving family, I had a place to sleep, a car to drive and food to eat. And a number of my friends (God bless them), gave me a gift of \$250 to help me "start anew."

By day two after leaving seminary I'd spent nearly all of it on piecing together a home office to get to work as quickly as possible.

With a collection of top-notch marketing and copywriting resources, a new laptop, snowball microphone, ergonomic Logitech Bluetooth mouse with a sticky left click button and a borrowed computer monitor I set out on my new journey.

I spent the next several months, nearly a year in fact, voraciously reading, watching, and listening to any direct response marketing material I could get my hands on. I put them on a loop, submerging myself constantly, in the writings, lectures and courses offered by the world's greatest marketers.

All the while I was scraping for clients to start making some kind of living. I did work for free for family and friends to hone my skills and get experience. When I finally did start getting clients, I learned quickly the do's and don'ts of client relationships, got beat up a little bit at times, but not as badly as others have.

But one thing I always kept in my mind continues to serve me well, "Learn at every moment."

I still keep up this regimen to some degree, although I now spend less time studying and more time putting what I've learned into practice, which is both the source of my livelihood and a continuation of the learning process.

I'm on a mission to provide the best possible service to as many of my ideal clients as I can and make good money doing it. I strive to always learn, grow and improve my craft, and if I can, share my knowledge with others so that they can improve their own lives in whatever little ways they can.

I hope you enjoyed this book and it helps you.

Thank you for reading!

