

CIAB: Sell the need

-The simple trick to incredible results.

Headlines:

You can grow your conversion rate starting TODAY with this simple sales trick.

This sales tactic will 10x your business and it takes 5 minutes to implement.

The reason why you can't sell.

You need to implement this sales trick in your business.

This simple mistake in sales will destroy your business in less than a month.

This mistake in sales is costing you thousands.

How to sell anything to anyone using one simple trick.

Outline

Subject: You have to stop selling your product and start selling the need of your product.

Problem: Selling the product is a mistake. Focus on how your product can help the customer; why do they need your product?

Agitate: In this world no one has enough time to listen to your cute speech about how cool your product is; and frankly, no one gives a shit.

Closing/CTA: Let's connect and you will get a free analysis of your sales strategy and how you can implement this trick for your business to stop missing out on revenue.

Draft 1:

Your business is good enough to have endless clients and the reason why you are missing out on thousands of dollars is actually pretty simple.

Let's be real, everyone loves their product, why else would they sell it? But this is what you're missing: besides yourself, no one cares.

Clients do not want your product because of how much time and effort you've put into designing, building or perfecting it. They want a product that solves their needs, a product that solves a real issue that they have. Ask yourself these questions:

1. What does my client actually want from my product?
2. How can my product help this person?
3. How can I show them that they need my product?

We live in a busy world, no one has time to listen to your product's story. You have to get the need of your product out there and make it obvious in just a few seconds, otherwise you're completely lost.

Let's get in touch, [phone number], and you will get a free analysis of your current sales strategy and how to implement this simple trick to stop missing out on daily customers.

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