

Filip Szemiczek - May 26th - 4 Min Read

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3 Simple Steps To Convincing Customers To Buy From You

Imagine if you did everything correctly to win a sale from an ad.

An eye-catching image, a good headline, and interesting writing...

Yet there's still a final key component left.

And it's actually the whole point of your ad!

In the next 4 minutes, I will show you the easy 3-step method to turning even your most sceptical readers into buyers.

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What Most Ads Are Really Asking You To Do

So let's paint the picture.

You've interested the reader with:

- *An eye-catching image,*
- *An interesting headline,*
- *And a good solution to their problems.*

That's all good. You've done almost everything.

But there's one crucial thing missing...

And this is often misunderstood.

You must tell them what to do and how to do it.

That sounds easy, but there's still an issue. And this issue can best be summarised by this funny analogy:

"Would you give your kidney to a complete stranger?"

What?

I know how absurd that sounds. Yet it's still true.

The truth is that most ads are basically asking the customer to give them their kidney immediately.

So, you may be asking...

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"How Do Most Ads Do This?"

Let's look at this example:

You're scrolling when you run into an ad about weight loss.

The writing convinces you, saying it will make you more productive and make you feel more confident.

But then, the ending says...

"Book a 30-minute Zoom call to talk about your goals."

Hold on, 30 minutes?

Believe it or not, most people aren't sitting around waiting to hop on calls from ads; people are busy.

So why would they take 30 minutes off their calendar to talk with a stranger?

The effort of hopping onto a call is the dealbreaker for them.

This example clearly demonstrates one thing - even an amazing ad can ask for too much from the customer.

Or in other words, asking them for their kidney.

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What To Do Instead

If you want to ensure that you're not asking your customers for too much, consider lowering the amount of effort they will take.

Good examples of removing this effort barrier include:

- *Turning a 30-minute Zoom call into a quick form you can fill out,*
- *Turning an hour-long video masterclass into a short, digestible video.*

The hack to creating a good offer is having it be something your audience is interested in.

Entrepreneur and best-selling author Alex Hormozi has a great example about being specific with your offer, from his book \$100M Offers:

Imagine you were interested in something very specific.

Let's say 'Outbound B2B Sales'.

Let's also say that you needed a time management course.

Which course would you be more likely to buy?

- 1) *"Time Management Course"*
- 2) *"Time Management For Outbound B2B Sales Course"*

The first one is pretty generic. No target audience, just 'time management'.

But the second one...

If you had this niche interest, you would think,

"This is made exactly for me!"

And you need to do the same. Your offer needs to suit a specific audience and be interesting to them.

To summarise, you need to combine the two things I've just told you.

You must find offers with a low entry barrier that your perfect customer would be interested in.

Ok, so we've gone over what to offer. We've done most of the hard work.

Lastly, how do we offer this?

How To Convince Customers To Take You Up On Your Offer

Let's start with what **not** to do.

What you don't want to do is just say something like 'contact us for a free quote'.

Because any company could say that.

You need to craft a unique offer that stands out from everyone else.

Examples include:

- *A small discount if you buy now*
- *A freebie guide which comes along with purchasing*
- *A guarantee that if you're not happy, then you can be compensated.*

Just something that makes you stand out and gives the customer a reason to follow through.

This small addition gives them a reason to do what you say now instead of in a week.

Or a month, or a year.

Or never.

To sum up, you need:

- *An offer interesting to a specific market,*
- *To ask the reader to do something small,*
- *And an offer which stands out in your market.*

If you're still unsure, contact us today for a free analysis of your offer.

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