

# Source

Sell the need

# Notes

This is one of the most annoying things in the world

Please go buy a computer, anything technical, they bombard you with all of this bullshit

You have to convince someone they need your product

You don't talk about the product, you talk about their need

"sell me this pen" remember that from something?

Most people describe the pen. "oH, yEaH, tHiS pEn iS bLuE...

You need to talk about their need. " you need this pen because you need to write stuff. Those life.changin ideas will disappear otherwise.

oh yeah? But I got one already

Yes but that pen eventually will run out of ink so you will need to buy another ans why not now?

you need a pen to write your ideas, the shopping list, any important even in the calendar

Now let's see if you get it.

Someone goes to the hardware store and they ask you for a drill.

What are they really asking you?

. . . .

. . . .

Well, they are asking you is "how to get a hole in the wall"

No one buys a drill for the sake of having one... right?

For whatever reason you want to have a hole in the wall and to do that you know you need a drill.

You want to sell the hole, not the drill.

Your main goal in business is to make more money

Everything besides that is a completely waste of time.

Selling the need will feedback to this

## Headline

I wish I knew this before trying to improve my business

“I don’t get sales, what should I do?”

Having trouble with sales? This is the one-stop solution!

## Outline

Headline: Having trouble with sales? This is the one-stop solution!

Hook: Getting sales is the core value of every business. And lot of people are shit at this.

They make one of the most annoying things in the world

Story: Pen story. trivia drill

Offer: There are 2 paths, get this dielaed in, or pass and see your business be demolish, you choose

## First Draft

### **HavingTrouble With Sales? This Is The One-Stop Solution!**

As you should already know, sales is one of the most important things (if not the only one) in any business. It is the Atlas that holds the entire world.

And yet, it is one of the main fuck ups most business owners do. This is F\*\*\*ING. ANNOYING.

Because it is just a really simple change in how you frame your words. You can go from walking mindlessly in the forest to suddenly run into clear road.

But first, let me ask you this

### **What Do You Actually Sell?**

You sure have thought about your product right?

Although this could have multiple answers depending on the market. In reality, it only has one answer:

THE NEED!!

You need to sell your customers the need. Doesn't matter whether you are an architect, a chiropractor, a politician or an orangutan... Sell the need of getting what you offer.

### **But Why sell the need instead of the product?**

"Sell me this pen"... Sounds familiar?

When I ask you this, what would you answer? Most people would only describe the pen.  
"oH, yEaH, tHiS pEn iS bLuE, iT hAs iNk oN iT, yOu hAvE dIfFeReNt cOlOrS tO cHoOsE..."

I'm already dead! Talk about their need. What your audience is trying to achieve?

— "You need this pen to make notes, those life-changing ideas will eventually disappear if you don't write them down. You need a pen to write paperwork, the shopping list, any important event on the calendar.

Or, who knows... maybe you can write a novel and become the next Miguel de Cervantes".

— "Oh, yeah, but I already got one.

— And that pen eventually will run out of ink so you will need to buy another one, and why not buy this one now?

Get it? Let's see if you did.

You are currently running a hardware store. Someone comes in and asks you for a drill.

What are they really asking you?

. . .

. . .

*(whisper) Here's a clue → it is **NOT** a drill.*

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Well, what they are asking you is "how to get a hole in the wall"

No one buys a drill for the sake of having one..... right?

For whatever reason they want to have a hole in the wall and to do that you know you need a drill.

You want to sell the hole, not the drill.

## **Your main goal in business is to make more money**

Everything besides that is a complete waste of time. So do something that feeds back to getting money in.

Selling the need will lead back to this. But why is this soooooo difficult? Well... the main reason is that business owners forget about it because they are super in love with their product.

But let me tell you... As hard as it may sound to you, your audience doesn't really care about your product, they care about what they can solve with your product.

So now you are facing 2 paths.

Will you detach from your amazing product and sell the dream to take your business to the next level? Or will you ignore this and make your business disappear from existence?

The choice is yours.

## **Second Draft**

### **Trouble with Sales? This Is The One-Stop Solution!**

As you should already know, sales is one of the most important things (if not the only one) in any business. It is the Atlas that holds the entire world.

And yet, it is one of the main fuck ups most business owners do. This is F\*\*\*ING. ANNOYING.

Because just a simple change in how you frame your words will take you from walking mindlessly in the forest to suddenly run into a clear road.

But before diving into this, let me ask you a quick question.

### **What Do You Actually Sell?**

You for sure have thought about your product right?

Although this could have multiple answers depending on the market. In reality, it only has one answer:

THE NEED!!

You have to sell your customers the need. Doesn't matter whether you are an architect, a chiropractor, a politician or an orangutan... Selling the need is the only way of getting clients.

### **But Why sell the need instead of the product?**

"Sell me this pen"... Sounds familiar?

When I ask you this, what would you answer? Most people would only describe the pen.  
"oH, yEaH, tHiS pEn iS bLuE, i-iT hAs iNk oN iT, yOu hAvE dIfFeReNt cOlOrS tO cHoOsE..."

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### **Your main goal in business is to make more money**

Everything besides that is a complete waste of time. So do something that feeds back to getting money in.

Selling the need will lead back to this. But why is this soooooo difficult? Apparently... the main reason is that business owners forget about it because they are super in love with their product and they want to tell everyone how amazing it is.

But let me tell you... As hard as it may sound to you, your audience doesn't really care about your product, they care about what they can solve with it.

So now you are facing 2 paths.

Will you detach from your amazing product and sell the dream to take your business to the next level? Or will you ignore this and make your business disappear from existence?

The choice is yours.

P.D. If you need help on this, you can schedule a call with me <Link>

## **Third Draft**

### **Trouble with Sales? Here's the One-Stop Solution**

Sales is the lifeblood of every business. It's the Atlas holding the world of your business on its shoulders.

And yet, it's where most business owners mess up. It's frustrating—because fixing it is often as simple as reframing how you speak to your audience.

It's like stumbling through a dense forest and suddenly finding a clear path.

Let me ask you something:

## **What Are You Really Selling?**

What's the first thing that comes to mind? Your product, right?

Wrong.

No matter your industry—whether you're an architect, chiropractor, politician, or even an orangutan—there's only one thing you're selling:

**The need.**

## **Why You Should Sell the Need, Not the Product**

Ever heard the phrase *"Sell me this pen"*?

How would you answer that? Most people fumble and start describing the pen: "Oh, uh, yeah, it's blue, it has ink, and comes in different colors..."

Stop.

If you're doing this, you've already lost.

Instead, focus on the need. What's your audience trying to achieve?

**Example:**

“You need this pen to jot down those brilliant ideas before they vanish forever. For signing contracts, making lists, or marking important dates. Who knows? Maybe you’ll even write a novel with it—your *Don Quixote* moment.”

And if they say, “Oh, but I already have a pen,” hit them with this:

“Great! But when that pen runs out of ink, you’ll need a new one. Why not get ahead of the game and grab this one now?”

See the difference?

## **Sell the Hole, Not the Drill**

Imagine you’re running a hardware store. Someone comes in asking for a drill. What are they really asking for?

Spoiler: It’s not the drill.

They want a hole in the wall.

Nobody buys a drill for the sake of owning a drill. They need a solution to hang a picture, install a shelf, or fix something.

Your job is to sell the hole—not the tool.

## **Why Business Owners Struggle with This**

Here’s the issue: Most business owners are so in love with their product that they forget what their audience actually cares about.



Let me break it to you—your audience doesn't care about your product. They care about what your product can solve for them.

## **The Choice Is Yours**

You've got two options:

1. Detach yourself from the product, focus on selling the dream, and take your business to the next level.
2. Stay stuck talking about the product and watch your business fade into irrelevance.

What's it going to be?

Talk soon,

Enrique

P.S. Need help shifting your focus and selling the need? Let's talk. I'll personally help you identify your customers' needs and craft messages that convert—all in a free, no-pressure call. Ready to elevate your sales? Let's make it happen.

## **Spanish version**

### **¿Problemas con las Ventas? Aquí Tienes la Solución Definitiva**

Las ventas son el alma de cualquier negocio. Son el Atlas que sostiene todo el mundo de tu empresa.

Y, sin embargo, es donde la mayoría de los dueños de negocios fallan. Es frustrante, porque solucionar esto puede ser tan simple como cambiar la forma en que hablas con tu audiencia.

Es como estar perdido en un bosque y de repente encontrar un camino claro.

Déjame preguntarte algo:

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## ¿Qué Estás Vendiendo Realmente?

¿Qué es lo primero que se te viene a la mente? ¿Tu producto?

Error.

No importa tu industria—ya seas arquitecto, quiropráctico, político o incluso orangután—solo hay una cosa que estás vendiendo:

**La necesidad.**

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## Por Qué Vender la Necesidad y No el Producto

¿Has escuchado la frase “Véndeme este bolígrafo”?

¿Cómo responderías? La mayoría empieza a describir el bolígrafo:  
“Oh, eh, sí, es azul, tiene tinta, viene en diferentes colores...”

¡Alto ahí!

Si haces esto, ya perdiste.

En su lugar, concéntrate en la necesidad. ¿Qué está tratando de lograr tu audiencia?

### Ejemplo:

“Necesitas este bolígrafo para anotar esas ideas brillantes antes de que desaparezcan. Para firmar contratos, hacer listas o marcar fechas importantes. ¿Quién sabe? Tal vez escribas una novela con él—tu propio *Don Quijote*.”

Y si te dicen: “Oh, pero ya tengo un bolígrafo,” responde:

“¡Genial! Pero cuando ese bolígrafo se quede sin tinta, necesitarás otro. ¿Por qué no adelantarte y llevarte este ahora?”

¿Notas la diferencia?

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## Vende el Agujero, No el Taladro

Imagina que tienes una ferretería. Alguien entra pidiendo un taladro. ¿Qué están pidiendo realmente?

Spoiler: No es el taladro.

Quieren un agujero en la pared.

Nadie compra un taladro solo por tener uno. Necesitan una solución para colgar un cuadro, instalar una repisa o reparar algo.

Tu trabajo es vender el agujero, no la herramienta.

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## **Por Qué Los Dueños de Negocios Luchan con Esto**

Aquí está el problema: La mayoría de los dueños de negocios están tan enamorados de su producto que olvidan lo que realmente le importa a su audiencia.

Déjame decírtelo claro: Tu audiencia no se preocupa por tu producto. Se preocupa por lo que tu producto puede resolver para ellos.

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## **La Elección Es Tuya**

Tienes dos opciones:

1. Desapégate del producto, enfócate en vender el sueño y lleva tu negocio al siguiente nivel.
2. Sigue hablando solo del producto y mira cómo tu negocio desaparece en la irrelevancia.

¿Qué vas a hacer?

Nos vemos pronto,  
[Tu Nombre]

P.D. ¿Necesitas ayuda para cambiar tu enfoque y vender la necesidad? Hablemos. Te ayudaré a identificar las necesidades de tus clientes y a crear mensajes que conviertan, todo en una llamada gratuita y sin compromiso. ¿Listo para mejorar tus ventas? ¡Hagámoslo realidad!