

Source: Sell the need.

Headlines:

“This is how you sell even the most boring product on the planet”

“How to get an unlimited amount of sales using one simple trick”

“How to skyrocket your product sales by using this Simple trick”

Outline

- **Subject:** *How to skyrocket your product sales by using this Simple trick*
- **Problem:** you might find yourself selling your product. Yes, your product.
- **Agitate:** this sounds contradictory but you don't sell the product. Most times people don't buy products that they want, they buy products that they **NEED**.
- **Solve:** You want to convince people that they need your product. Sell the need, not the product.
- **Close** = Send us an email, and we will review your product advertisement for free.

First Draft

How to Skyrocket Your Product Sales with This Simple Trick

The vast majority of businesses focus only on selling their product, they fall for this trap of telling the world “how cool their product is”.

This is simply not the way.!

In the next 4 minutes I'm going to show you how you can go from barely getting sales, to skyrocket your sales by just changing this approach.

What are you selling?

This might sound mind blowing and really contradictory but you don't want to sell the product.

The absolute majority of the time people don't buy products because they want; they buy products because they need them.

Our brains are wired to prioritize things that we need over things that we want.

This fundamental is exactly what we use to shift our marketing in the right direction.

Sell the need, not the product

“Okay, how do I do it then?”

Use this analogy for a second: when you buy a bottle of water you don't think “I want a plastic bottle with a cute design”

No! You buy a bottle of water because you are thirsty, you need the bottle of water.

The design and all of that stuff is irrelevant for you.

The same principle with your product, you want to convince your customers that they need your product.

Here's how you can do it:

- Understand the problem that your product solves.
- Highlight the Consequences and the negative impact of not having your product.
- Show the customer that your product is the holy solution to this problem.

Ready to Skyrocket Your Product Sales?

There are plenty of ways to take businesses to the next level, yours included.

If you want to know how to take your business to the next level, get in touch with us for a free marketing consultation.