

# Make The Market Salivate Over Your Sexy Advertising

Do you remember this scene in Wolf Of Wall Street?



**Leo:** "Sell me this pen."

**The slick salesman takes the pen:**



**Leo (deadpan):** I don't have a pen.

*\*Salesman placing the pen in front of Leo\*:*

*“EXACTLY. Supply and demand my friend.”*

Leo huddles his team in with an intoxicating intensity:

*“Do you see what I mean? He’s creating urgency. We **sell them something that they NEED.**”*

## **The Basic Tennenet Of Business: *Convince People They Need What You Sell***

We could take a bunch of other angles on the pen sale:

You need another pen. You could write the next novel! You could become a billionaire. Otherwise, what are you going to do with all your ideas? Forget them without writing them down?

That’s how you sell the NEED. It’s the total opposite of tech sales where they bombard you with features.

### **Ask yourself this: Do you buy a drill or a hole in the wall?**

Here’s what people do NOT care about when they buy a drill:

- The rotations p/second... 🙄
- The specific type of metal in the drill bit... 😐
- Whether the plastic sheath is built from recycled material... 😐

...A customer sees this and thinks “**I DON’T CARE!**” Or pays no attention at all.

Customers want to know they can drill a hole in the wall. Or even better... They'll pay a handyman many multiples the cost of a drill to do it *for* them. It's a better offer. **You want to sell the amazing end result.** A better experience. Something they need and care about.

Take the business market as another example. Everyone on Twitter tries to sell an "18-page Ebook..." It's a right of passage. But who cares? **NOBODY.** I don't need to read an 18-page ebook! I'm here to make money in business. So what do I want?

Give me [4 Easy Steps To Make Money!](#)

Most suffer in the market because they sell on features or price. Boring!

That's exactly why Tear It Up has grown so fast. The competition is weak. They've grown lackadaisical... We THINK deeply about each offer... About the needs of your customers... About how we will raid the market with **sexy advertising that drives customers to your door, foaming at the mouth** in anticipation. We get to the root of the matter. That gives us an edge.

So, **if you're in business to make a lot of money** [get in contact here](#) to see how we can help.