

BIAB Article 3

Rough Outlines + Headlines

Source:

Arno About - WIIFM

Subject:

Customers only cares about what is in it for them

Working title / Headline:

-How to get people interested in you

General structure:

-What Is Your Customer's Impression Of Your Ad?

-How To Give People The Desire To Buy

-How Can I Implement This To My Business

Draft 1

How to get people interested in you

If you feel like people don't understand the value of what you are selling, pay attention, I am going to show you in 5min how to make your offer substantially more compelling to people, giving them the desire to buy.

I remember vividly my first course with my mentor, the first lesson he told me was "your customer only listens to one radio channel, WIIFM, What's In It For Me"

First thing, yes, my mentor is so ancient that he grew up listening to FM radio, but most importantly is that I discovered that I am the only one interested in what I am selling.

Now I had to figure out how to make people interested in what I offer. I had to understand how they perceive things to make that shift in interest pushing them to buy.

What Is Your Customer's Impression Of Your Ad?

"No one likes being sold to" my mentor said, "but everyone loves to buy"

You see all the big corporations launching ads like "introducing our new product" not knowing what they're actually doing, simply throwing money at it hoping it would sell

The worst part is everyone tends to do the same, it reduces the thinking process, since we love our great product and hate to think of ways it helps people.

All of this B.S. repels customers, making them feel they are sold to, there is a better way to give people the desire to buy from you

How To Give People The Desire To Buy

People want to know how your product will solve their problems. If you are selling a drill, I know you must think that your drill is amazing, but people aren't buying it for its awesomeness, they are buying it to drill a hole.

Now instead of "introducing our amazing drill" you could make people more interested by saying "drill a hole in just 10 seconds with no effort"

Tell them what is in it for them if they buy your product, tell them how your product solves their problems, adds value to their life

People love to buy things when they feel it will solve their problems, will add value to their life.

How Can I Implement This To My Business

Think about why people buy from you? What major issue does your product or service solve?

If you are struggling with this the best way to find out is by asking previous customers.

There is no harm in asking your customer what their feedback on your product/service is and why they buy it in the first place. On the contrary, If what you sell is truly valuable, it will show them that you care and make them more likely to buy from you again.

Always lead with the value your offer adds to people, they only care about what is in it for them.

That is how you make sure to grab people's interest and make them want to buy

There are plenty of ways to implement this technique for any business, including yours. If you want to know how we would do it for your business, get in touch.

Draft 2

How To Get People Interested In You

If you feel like people can't see the value of what you are selling, even though you know it will massively improve their lives, I completely understand. In fact, I have been there, and here is what I did to make people flooded with interest in what I offer.

I remember vividly my first course with my mentor. The first lesson he told me was, *"Your customer only listens to one radio channel: WIIFM, What's In It For Me."*

The first thing I thought was, *"Damn, my mentor is so ancient that he grew up listening to FM radio stations."*

But more importantly, I discovered that I was the only one interested in what I was selling.

I had to figure out how to make people interested in what I offer. I needed to understand how they perceive things to make that shift in interest, pushing them to buy.

What Is Your Customer's Impression Of Your Ad?

"No one likes being sold to," my mentor added, *"but everyone loves to buy."*

You see all the big corporations launching ads like *"Introducing our new product!"* not knowing what they're actually doing. They are simply throwing money at it, hoping it will sell.

The worst part is, everyone tends to do the same. It reduces the thinking process because we love our great product and hate to think of ways it helps people.

All of this B.S. repels customers, making them feel like they are being sold to. There is a better way to give people the desire to buy from you.

How To Give People The Desire To Buy

People want to know how your product will solve their problems.

If you are selling a drill, I know you must think that your drill is amazing, but people aren't buying it for its awesomeness; they are buying it to drill a hole.

Now, instead of saying, "Introducing our amazing drill," you could make people more interested by saying, "Drill a hole in just 10 seconds with no effort."

Tell them what is in it for them if they buy your product. Explain how your product solves their problems and adds value to their lives.

People love to buy things when they feel it will solve their problems and add value to their lives.

How Can I Implement This To My Business

Think about why people buy from you. What major issue does your product or service solve?

If you are struggling with this, the best way to find out is by asking previous customers.

There is no harm in asking your customers for their feedback on your product or service and why they bought it in the first place. On the contrary, if what you sell is truly valuable, it will show them that you care and make them more likely to buy from you again.

Always lead with the value your offer adds to people. They only care about what is in it for them.

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There are plenty of ways to implement this technique for any business, including yours. If you want to know how we would do it for your business, get in touch.

Anthony