

How To Turn Doubters Into Buyers

You can have an ad that talks perfectly to the customer's needs and guides him to take action in the smoothest way possible.

And still, not everyone will buy.

Of course, otherwise marketing would be an infinite money printer.

BUT, there's still a large group of people who do need your stuff, and don't take action either way.

In this article I'll show you how to make sure those people DO take action, and buy your stuff.

The 3 Kinds Of Doubt That Block Sales

Before I show you how to make people take action, it's important to know why they don't take action. After this, I will give you the secrets to persuasion.

1. Cost

Ever stood in front of a shopping window, gazing at a product you would like, but didn't buy?

If it was free, you would've taken it home right then and there.

But it wasn't, so you left it standing there. Simply because your desire wasn't strong enough to give the price they were asking for.

2. Certainty

I am sure we all had this experience. You're at the barbers, and your favorite hair stylist is finishing up the dude before you.

And all of a sudden this barber you've never seen before pops out of nowhere, and tells you that he will be cutting your hair instead...

Your hands turn cold and you start sweating because you doubt this person will give you a good haircut.

If you would've known this was about to happen, you would've just stayed home.

Same happens with people scrolling past your ad. They aren't convinced that your product will satisfy their needs.

3. Trust

There's a lot of ads that promise you the world but it ends up being an aggressively mediocre product.

This turns people into skeptics any time they see a product they would like to buy.

"Where's the catch?"

They just do not trust the company or person that's behind the product.

Luckily, we can add extra elements in our texts so all these doubts fly right out the window.

How To Squeeze Out A Sale With Ease

Crank the pain or dream

This one fixes the first doubt: Cost.

It's up to you to convince those people that the value they are getting is in fact worth the money.

If they're looking to solve something, show them why it's important to fix NOW. Poke in their wounds a bit.

If they're looking for something they want, highlight why it's the best thing since sliced bread.

These are not some sleazy sales tactics. You are actually helping that person in the right direction.

Reduce risk

This is the best way to convince those skeptic people I talked about.

Provide a guarantee, show how inaction is more risky, and show how many people love your stuff using reviews.

Reduce perceived effort/ sacrifice

People are lazy. Sometimes the trip from the couch to the fridge is too much when the clock hits 12 when watching your favorite movie.

So you can be sure they want to put in as little effort as possible to get what they want.

So you need to highlight how easy implementing your product will be, or how easy it is in comparison to alternatives.

Now you're all geared up to turn those doubters into buyers.

Good luck,
Gianni

P.S. Don't have time to do this yourself? Get in contact with me now I'll get in contact with you the same day. [Just fill in this form.](#)