

How To Get Your Customer To Say Yes... Without Even Trying

What if I told you that you could sell your customer without trying?

I'm talking about handling their own objections and doing... all the hard work.

Sounds impossible, doesn't it? Well, what if I told you it wasn't?

Businesses both small and large do this, and it's got something to do with what you give your reader.

An offer can make or break your sale and if you butcher the offer, it's gameover for your ad and you're back to zero.

In this article, I'm going to share with you a little something my mentor taught me that still makes me thousands to this day. Let's get into it!

What's Holding Your Readers Back?

A very wealthy man walks up to you...

He gives you some very simple instructions,

"I will transfer \$1,000,000 to your account if you give me your liver right now."

Bizarre scenario and if you're a normal person, your first reaction might be something like, "Is this dude f*cking nuts?"

Readers, everywhere, feel this way after reading ads.

Without any relationship building, they're expected to sign up for some 30 minute zoom call. They might start to think...

"What for?"

"Why should I?"

And there's a simple explanation as to why this happens.

Jumping Advertising Hurdles

Throughout my days of marketing, I've seen good ads and I've seen bad ads. 9/10 of the bad ads aren't bad from a copy standpoint, they're bad for another reason...

They have SUPER high thresholds.

“Threshold?” You may be asking yourself. That’s a fantastic question. A threshold simply put, is a barrier of some sort. This barrier, or threshold is what is holding your readers back from taking action.

Reader’s are more likely to take action when the threshold is low. As soon as that threshold starts to rise, the less likely the reader is to take action.

This is what we like to call a **Threshold Problem**.

How To Overcome Your Marketing Hurdle

No biggie, right? It can’t be that hard to fix this issue?

Ehhh, yes and no.

A threshold problem really depends on what you’re asking as well as the relationship between you and the customer.

Let’s say a personal trainer is wanting to start a Couch-to-Marathon Program. The trainer has two client options, one is a random dude walking outside and the other is one of the trainer’s longest clients who has seen MASSIVE results from the training.

Who is more likely to take action?

Anyone in the audience willing to take a jab at the answer?

...

WE HAVE A WINNER!!!!!!

The existing client is more likely to take action because the threshold between them is MUCH lower compared to the random dude.

So What Now?...

This is how you create an offer only a fool can say no to.

Don’t get ahead of yourself though, you can fall into the threshold trap at any time if you aren’t careful.

So if you want a professional who does marketing for a living and can guarantee you results, don’t be afraid to reach out to us!

We'll get back to you within 48 hours.

Talk soon,
Xavier Williams