

GETTING TO YES!

The **3** Key Reasons Why
People Buy And How To Ensure
That They Say **YES** To Your Products!



Getting to Yes!

by

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The 3 Main Reasons People Buy



Are you selling hundreds, maybe even thousands of products every month (digital or otherwise) or are you still struggling to boost your sales volume so that you're able to at least break even every month?

If you are finding it difficult (if not impossible) to increase sales despite the fact that you are offering high quality, in-demand products then it's time to unlock the **3 key reasons** why people buy. (And these 3 reasons apply across the board – in any market, industry or niche imaginable!)

The reasons why someone buys from their favorite clothing store are the exact same as the reasons people would buy from you as opposed to your competition (or the other way around).

This holds true regardless of whether you sell website designs, artwork or even mail order.

Once you know and understand exactly what the 3 key reasons are, you can tap into the persuasive power that will ***instantly skyrocket your sales*** while putting you in a powerful position of expanding your business and ensuring steady growth over a long-term basis.

If you hadn't already guessed, this report is all about the power of psychology. But rather than give you a lengthy (and boring) overview of how to use questionable "*mind control*" tactics to unfairly influence buyers – I'm going to show you how to use legitimate, honest and proven buyer **triggers** that deliver a powerful message to your buyer base – ensuring that **your sales go up** and your refund rate goes down.

And we're not only going to uncover those all important three reasons that people buy, we're also going to figure out how we can get into the minds of potential buyers, so they come to you instead of your competitors.

Are you ready to turn the tables around and put YOUR brand in front of a hungry audience of buyers?

Let's begin!



How To Increase Sales With Buyer Triggers

Reason #1: “...to make money”

We all want to make more money, right? And so it should be no surprise that “making money” is one of the main reasons why people buy products. Just take a look around the marketplace today and you’ll see just how many products are designed to help people increase their income – and improve their financial situations.



More money means different things to different people: For some it might mean no more worrying about how to pay the bills. Other people may need to make money to fund projects, get businesses and projects off the ground, while for many others, making more money is simply about security and in their ability to provide a better life for their family and future generations.

If your product can help someone make more money, thus improving their financial situation, then you’ll be tapping into one of the key reasons why people purchase products.

Reason #2: “...to save money”

Saving money is just as important to buyers as making money is, and if you browse through both digital and physical product marketplaces you’ll find plenty of information on how people can reduce their overall costs and save more money.

From saving money on household bills to saving money at the pump, if your product can help people to save money you'll be taking advantage of yet another key buying trigger.

Reason #3: “...to alleviate pain and suffering”

This is a very powerful reason for people to buy because this group of buyers are absolutely desperate for a *quick and easy solution* to their problems and they are willing to pay or do just about anything to find one.

You may have heard the term “desperate buyers”, and there is an entire market dedicated to this avid group of buyers.

If you cater to a market that consists of buyers looking for prompt answers, fast solutions to personal problems, or relief from emotional or physical pain, showing them how your product will directly alleviate their suffering is a very powerful trigger that will result in increased sales.



Understanding What Your Buyers Really Want



You now understand the 3 key reasons **why** people buy, so your next step is to uncover **what** people buy, so that you can create a best selling product in your industry or niche market.

To do this, you need to get into the minds of your

potential buyers so you can understand what they're most interested in and willing to pay money for. It's like trying to find the need of a particular market. It'll help you create the best product you possibly can while ensuring that your time is spent wisely creating products that have already proven to sell rather than testing out unknown markets.

Your first step is to conduct market research. The more you know about your audience the better your results will be, both in being able to understand your buyers and your ability to reach out to them.

For example, if you were a photographer who was interested in creating an information product focusing on teaching beginner photography-based techniques, you would want to conduct market research to first determine demand, and second to identify a unique angle or focus that you could use to set your product apart in the market.

This research would also give you access to valuable information about your market as a whole including:

- Competition
- Traffic Sources
- Potential partners
- Existing products
- Leaders (authorities in your market)

Research can make all the difference between spending a lot of time on a product only to get few sales in return, and identifying whether there really is an audience out there for the information you want to publish.

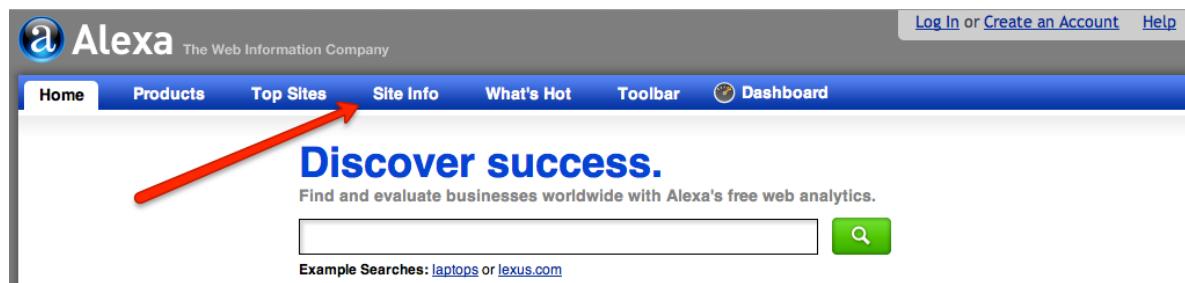
Using Alexa For Market Research

Source: <http://www.Alexa.com>

You've likely heard of Alexa, but have you ever considered it as a tool used to quickly (and thoroughly) analyze your market so you can better understand what people are looking for?

Here's how to do it:

When you reach the main page of Alexa.com, click on the site info tab.



On this page, you are able to search 5 websites at once in order to compare traffic stats (including volume and history).

For our example, we'll use the website www.AustralianOpen.com

Alexa gives us a summary of stats for the site and unsurprisingly it reveals the traffic for the site exploded into action at the start of the year, just before the tournament began.

See the screenshot on the next page...

Site Information for australianopen.com [Get Details](#)

Alexa Traffic Rank: 4,998 Traffic Rank in US: 1,902
Sites Linking In: 3,079 ★★★★★

Search Results for AustralianOpen.com Displaying 1 to 10 out of 10 sites.

Tennis - Australian Open [Sponsored Links](#)
Search for Tennis - Australian Open Look Up Fast Results now!
www.ask.com/Tennis++Australian+Open

Australia open [Sponsored Links](#)
Tennis Australian Open 2013! News, Results, Standings & More.
www.sportsnet.ca/Tennis_French_Open

australianopen.com
Rank:4,998 Category: Sports > Tennis
Keywords: australian open, australian open 2013, australian open 2012, 2012 australian open, australian open tennis

tennis.com.au
Rank:125,549
Keywords: tennis, tennis australia, tennis ranking, sydney badge tennis, tennis australia development coach

oncourtadvantage.com
Rank:1,375,667
Keywords: roland garros 2012 schedule, roland garros 2012, grand slam, wimbledon 2013, tennis tournaments 2012

australianopenshop.com
Rank:759,756
Keywords: open online store australia, open online store, australian open, open store, t shirts

With this information, you can see how trends are an important part of your site research. When you have a potential product in mind for a specific audience, you can explore different sites that already cater to that audience and evaluate overall traffic, interest as well competing websites already in your market.

Over on the right hand side of the page you can see the main high impact search terms that will bring people to the websites you are researching.

You'll also be able to delve into search analytics including search terms that are rising and falling. This in particular is useful because it pinpoints potential trends. It can tell you what people need.

You can even find out more about the audience that visits this particular site. This is one of the most important features of all, because you can see how each age group compares to the general population.

For example, do more men between the ages of 25-34 visit this site than older men between the ages of 55-64? Do more female visitors go to the site overall than men?

As you can see, there is a wealth of information available on Alexa.com that can help you plan products that people are more likely to say yes to. It's a great tool to use during the early stages of development because the more you know about your intended target audience, the easier it will be to identify a product they will be in need of.

For example, the audience demographics on this site reveal whether the majority of visitors to the Australian Open site have children or not. Could this be useful in your product creation ideas and marketing strategies?

Quantcast.com

Source: <http://www.Quantcast.com>

In many ways, Quantcast is even more in depth than Alexa.com. You can plug in the name of a site you want to analyze, and see just how many visits it receives per day, week, or month, depending on your needs.

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2X
PERFORMANCE



The demographics available on this site tell you a lot about your target audience. Let's say you want to find out more about the people who use Amazon.com. Scroll down the results page and you'll find all sorts of valuable demographic information about the audience.

Do more college students use the site than grad school members? How about the earnings of those who visit the site? You'll get all kinds of answers from Quantcast!

Incidentally it's worth identifying any peak trends that hit your market at certain times of the year. For example gardening will always be more popular during the main growing seasons. November is when things really take off for anyone selling festive products for the Christmas

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<http://drhilalonline.com/event-registration/>

season. These two are obvious, but you'll find plenty of other ideas as well. Do any of them apply to your audience?

CrazyEgg – getting more information from YOUR visitors

Source: <http://www.CrazyEgg.com>

If you have a website and you're thinking about creating a product that is specific to your audience, CrazyEgg is a valuable resource both in terms of analyzing a market and in downloading "**Heat Maps**", a complete and detailed snapshot of your website, so you can improve your marketing campaigns and make changes that will increase conversions.

The screenshot shows the CrazyEgg homepage. At the top, there's a navigation bar with the CrazyEgg logo, a "visualize your visitors" tagline, "Help Center", and "Log in" buttons. Below the navigation, a main heading reads "The Astonishing Power of Eye Tracking Technology...Without the High Costs". Underneath, a subtext says "All the most powerful secrets, tips and tricks that have EVER been written on Heat Maps and how you can apply them to your site now." To the left, a sidebar lists "WHAT YOU'LL DISCOVER ON THIS PAGE" with links to "The Astonishing Power of Eye Tracking Technology", "What You Get", "A Risk-Free Way To Try Heatmapping", and "Boost Your Website's Profit Within 30 Days -- Guaranteed". Below this is a section titled "CRAZYEgg IS TRUSTED BY" featuring logos for eBay, Forrst, Dell, Costco Wholesale, Zappos, and Amazon.com. A large central image shows a cartoon character interacting with a computer screen displaying analytics charts and a video player. A yellow button labeled "SHOW ME MY HEATMAP" with the subtext "Show me my heatmap" is overlaid on the image, with two green arrows pointing towards it from the sides.

A Heat Map provides you with the opportunity to take a look at your website in a whole new way. You'll see a darkened view of a particular page – and your Heat Map will show you which links are the most popular on that page.

So if someone clicks on a link only occasionally, it would show as a bluish color. However if one link is very popular, producing a high number of click-throughs, it will appear in red. In other words the warmer the color, the hotter that area of your site really is.

This is a paid service but you do get a thirty-day period free to try it out. And the basic service is very affordable so it might be worth a look if you are serious about finding out what your visitors want and need.

Getting Into The Minds Of Your Buyers

If you want to increase your sales, you have to get into the minds of your buyers, and understand how and why they think the way they do.

The more information you can gather and analyze – through using sites like Alexa to track the competition and Heat Maps to track the information on your own website – the easier it will be to create products that are guaranteed to sell.



If you've been creating products based on what you *think* your audience wants, you've been going about it in the wrong way. It's all about finding a need your audience already has, and figuring out how to fill that need.

That's why you should never begin creating products until you know your audience. You can get to know them in various ways – by exploring the market, finding out what they like and dislike about similar products in your market, evaluating the competition, researching demand and finally, discovering a unique angle that you can take, in order to ensure that your products stand-out in the market!

Tracking Results

Of course there comes a time when you have to think about launching a product and seeing where it takes you. For this you'll need a dedicated website and a sales page that is designed to bring in as many buyers as possible.

This is where a service like CrazyEgg's heatmap comes in extremely handy. Let's imagine you write your sales page and put it up there for people to find. Once you start getting traffic to it you can use the likes of Google Analytics to see which phrases are bringing people to the site and how long they are staying there before they leave – or go through to buy your product, as the case may be.

But the Heat Map will show you how your links are performing, what pages are more popular than others as well as what areas of your website could use improvement in order to boost conversion rates.

Heat Maps won't only show you which links, graphics and pages are receiving more exposure, clicks or visits, but it can also help you determine how colors, headlines, sub headlines and other sales page elements are affecting sales.

For example, let's say you've used two different colors for two different buy now buttons. One color may be outperforming the other one, but unless you know which one is doing this you won't be able to capitalize on it and change the color of the other buttons as well. A Heat Map will highlight which button is outperforming the other, making it easy for you to change!

You shouldn't underestimate the power of testing and tracking when it comes to launching any new product. It can be the difference between a successful product and an absolute loss.

A/B Split Testing

It's worth mentioning the process of A/B testing here. You may also have heard this referred to as split testing. We made a brief mention of this above when we talked about having two different colored buy now buttons.

The idea is you change just one element on two landing pages, whether it is a headline, bullet point, color scheme, layout or perhaps even just button or link placement.

For example you might have a newsletter you want to send out to your 2,000 strong email list. So you send 1,000 people the standard newsletter with one subject line, while the other 1,000 people get exactly the same newsletter with a different subject line.

Apart from the subject lines everything else is exactly the same.

By running an A/B split test campaign you can see which subject line drew the most attention, which one garnered a higher number of open-rates and which one ultimately out-performed the other.

The same test can be conducted to evaluate two different headlines, sub-headlines, greetings and even website designs.

Test your ideas. Test your audience. Find out what makes them tick – and then test whether they react more strongly to one element in your sales funnel than another.

The great thing is, some of this knowledge you'll learn as you go along can be applied to more than one product launch. As you get to know your target audience, you'll start to understand

them better. You'll instinctively know whether one product is likely to out-sell another. You'll have far more hits than misses, and you'll ultimately, sell more than you ever have before.



Final Words

Nothing is more important than understanding your buyers, what they want most, what they are interested in and what they will buy (and buy again).

When you know your target audience, you know how to create and deliver products that will outsell and outperform the competition. In fact, the more you know your buyer, the greater position you are in to become a leading authority in your niche and someone that people recognize as a primary source of quality products that they can feel comfortable buying.

Knowing your market is also important when building your brand. Nothing will speak to your audience more clearly than when you truly understand what is most important to them. Your products will have a solid angle, a distinct voice, and will stand out in your market, no matter how crowded.

You'll become a primary player in your industry – a force to be reckoned with, and an authority figure.

Get to your audience and you'll build a strong, polished brand that will stand the test of time.

It's a real win-win situation – you get what you're looking for, the customers get what they're looking for, and both parties are likely to want to maintain an ongoing business relationship for many years to come.

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<http://www.drhilal.com/drhilalebook>

3- Get 2,100 optin leads every month. Guaranteed!

<http://DrHilal.com/Resources/organic.html>

4- Learn how to make \$1,575.90 - \$2,556.80 Per DAY in easy steps.

<http://DrHilal.com/Resources/gsniper.html>

5- Let other people build your list on autopilot and make you much money.

<http://DrHilal.com/Resources/hfs.html>

6- BIG guys only! Want to make \$20,000 per customer?

<http://DrHilal.com/Resources/mlr.html>

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