

The Secret Of Hitting People's Buying Trigger!

By Grady Smith

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It's a fact: You'll never make any real money online unless you know how to pull someone's buying trigger.

Sure, you may be a whiz at bringing people to your site. Maybe you're looking at 800 a day. But with that kind of traffic and the knowledge of how to cock someone's gun and make them buy -- you can make a very good living online.

So, what's the secret?

1) You've Got To Know Your Audience

What does someone really want that visits your site and takes a look at your product? Do they want to make money quick? Are they on a budget, and want to do it with very little investment? Knowing the specifics of your target is step one to hitting their buying button.

2) You've Got To Prove You Can Give Them What They Want

Sure, you can say "I'll show you how to make money online", but that sure doesn't pull my buying trigger.

But if I visited your site wanting to learn how to make money online without much investment, and you said something like "I'll show you how to make thousands each week without investing a dime", I would become very interested. Specifics directed to your target audience make the trigger finger itch.

3) You've Got To Create A Mental Picture

Can you tell me how life will be different after I purchase your product? Can you make it descriptive and excite me?

Which of these works better at exciting you?

"Picture working from home with no boss, no deadlines, and great money"!

Or...

"Imagine walking in my shoes ... working from a laptop from anywhere I like in my motor home. No one to tell me I have to go to work when I don't feel up to it. A couple of hours of simple, pleasing work that I really enjoy and tons of free time. The option to stay up late, watch game 7 of the world series, and then sleeping in until whenever. That's the true freedom of working from home"!

Which excites you more?

Learn how to pull your prospects trigger by putting yourself in their shoes. Done right, it's the most effective sales tool you'll ever find.

About the author:

Grady Smith is offering his FREE ebook "Secrets of Hard-Hitting Sales Letters" to those wanting to improve the power of their sales letters. Stop by for your free copy and for more copywriting tricks, techniques, and advice. <http://www.cheap-copy.com>

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