

# Benefits Of Resisting The "Buy Now!" Temptation

By Joe Bingham

Benefits Of Resisting The "Buy Now!" Temptation

Joe Bingham  
thunderberry@msn.com

NetPlay Newsletters <http://www.netplaynewsletters.com>

There are countless Internet marketing articles out there on how to influence your customer to get excited and 'buy now!'

That's great, but let's turn things around for a minute. What happens when YOU are the potential customer?

Guess what? Others will be reading those same articles and trying those same tactics on you! That's ok, I mean, fair is fair, but what can you do to make sure you don't end up being counted among the many thousands who feel they were scammed, betrayed, or ripped off?

## AVOIDING THE HYPE

Good salesmanship is about showing your potential customers what your product or program can do for them. In other words, it's about expressing the greatest potential benefits possible. Notice the wording I used there. Good salesmanship is about expressing the 'greatest potential benefits POSSIBLE'.

I believe many times when people feel scammed or ripped off it's because the product or program did not live up to the person's expectations created by those possible great benefits. However, that's not always the fault of the seller, especially when it comes to network marketing programs.

Running your own business takes work, and no matter how good the sales copy for a program sounds, marvelous results will NOT come to pass if you don't do the work.

Now, I know many programs claim it takes very little to no effort to be successful. That's the HYPE of the salesman expressing the 'greatest potential benefit possible'. Sure, if you put in enough effort and build a solid downline, the day will come when your organization will grow with little effort on your part. That's what the hype of a sales letter is hinting at, and it IS potentially true.

However, your job when looking over a product or program is to sort through the hype and think about what is really being offered to you.

Ask yourself how much work is really going to be involved and under reasonable circumstances how long will it take to achieve the kind of results you are looking for.

It's OK to hype things up a little, and get people excited about potential benefits. If no one did that at all, would anybody ever buy anything? A real scam is defined by outright dishonesty, not the expression of potential benefits. You've got to understand that as products and programs are presented to you.

## FOLLOWING OTHERS

Most generally, and this can be a good thing, people tend to follow others that they respect. It's only natural to copy success and follow those who have already accomplished what it is you are seeking to do.

The key here is to be a good judge of character and make sure you are following the right people in the right direction FOR YOU.

However, this NEVER entails following along blindly!

I can't stress that statement enough. Just because someone you label as a 'guru' joins a particular program does NOT mean that program is for you. If you respect that person's opinion, then fine listen to him or her, but do NOT sign up solely based on their thoughts. You've got to first consider how you feel about the program, and if you can see your self successfully working it.

## GET INFORMATION FIRST

If a program sounds good to you the first time you read about it, then great, keep it in mind. However, I don't suggest you sign up right away. Give it some thought, ask around, contact your would-be sponsor and ask them what the program is really like.

Then, if you are still excited about it, go ahead and sign up. You'll get off to a better start with it this way, since you'll know more what to expect, be more likely to stay active with it, and have more success. Nothing is worse than jumping in without knowing how a program is going to be and then being disappointed with it. That merely wastes your time and money.

I know we all work so hard to create exciting sales copy and instill the 'buy now' desire in our potential customers. That's fine, but if we would all resist that temptation until it proves to be a longer lasting interest, backed up by a little research, I'd bet we'd all come out happier in the end.

---

"Want to know what a program is like before you buy into it?"  
I recommend receiving "The LOBO Letter" from John Soares at  
Online Scam Reports. John offers objective reviews of many  
popular Internet programs from those already involved in them.  
Get the Info BEFORE you spend your time and money. Read a  
sample issue of the LOBO Letter today at:  
<mailto:lobo@netplaynewsletters.com>

Written by Joe Bingham of the NetPlay Newsletter  
<http://www.netplaynewsletters.com>

---

[Get-Articles.com](#) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)