

4 Secrets to Controlling The Command Center Of Your Customers

By Keir Smith

4 Secrets to Controlling The Command Center Of Your Customers

Keir Smith
keirsmith2000@yahoo.com

mlbusiness <http://www.mlbusiness.com>

4 Secrets That Every E-business Owner Should Have To Control The Command Center of Your Customers, and Launch Your Sales Through The Roof!

by
Keir Smith
<http://www.mlbusiness.com>

Some of the best ad copy writers make use of one of most powerful techniques known to man.

Psychology!

I'm going to share with you 4 simple and easy ways to use the power of psychology to overthrow your customers internal command center.

1. Curiosity. Use this to your advantage. Write so your salesletter hits the curiosity button. Provide the end results without revealing the system.
2. Extravagance at a bargain price. People want to keep up with the Jones'. Simply tell your customer the exact process it took to create your product.
Ex: It may have taken 100 hours and \$1000.00 to create you product. Now tell them.
3. Fear of failure. There are basically 2 ways to overcome your customers fears. Simply present "proof".
using testimonials. Secondly, give a risk free guarantee.
4. Exclusivity. People like to get deals made just for them. Show your customers the value of your product, and how at the current price, they can only get it from you.

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

[Submit your article for reprint.](#)