

3 Undetectable Marketing Secrets!

By Larry Dotson

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Larry Dotson
bizreport@sssnet.com

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1. Have your prospects imagine they are getting something in return for their money. Try testing the phrase "invest in our product " instead of "purchase our product" or "buy our product". People associate the word "invest" as getting a return for their money or investing for the future. It creates a strong, logical reason to buy.

2. Encourage your prospects to imagine already making the choice to purchase your product. Write your ad copy assuming your prospects have already made the decision to buy. People will feel they have to buy to get the benefits in your statement. For example: You are going to be so successful when you buy and read our new book.

3. Attract your prospects to imagine they're having a conversation with you. Ask your readers questions then actually answer the questions for them. This is very powerful if you've research your target audience and know how the majority of your readers will answer the questions. Example: What will happen if you don't buy our product? You'll probably say, I'll sink deeper in debt and have to declare bankruptcy.

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