

Sean Mize 60 Day Coaching

Day 19

Building Emotional Content Of Sales Letters: Advanced

Audio Length: 40 Minutes

Sean believes this piece is consistently missing—it's the piece that really draws people in.

Why do people buy from you?

We often get so hung up on thinking that people buy because of your perfect sales letter or nice membership site.

Think about why you buy. Do you buy because they used the right color on their headline?

None of these are really reasons you buy. Sure, these things can influence sales.

But, you buy from people and people buy from you because you have something they need.

Being perfect is much less important than meeting people's needs.

Do they need unlimited email access? Do they need your materials?

But what are they really buying? Are they buying 20 hours or are they buying the result?

A savvy consumer would rather pay for 1 hour than 20, if they're going to get the same result. We tend to think people just want more, more, more.

You're Selling The Results

But Sean wants you to realize that you're not selling those 20 hours, you're selling the results.

It's easy to fall into the trap of telling them how great the training is. But that's not what they're buying... they're buying the results.

Sean notes this took him a long time to grasp.

If people are going to buy based on the results they're going to get from you, they're a good prospect. If they don't need the results you can give them, they aren't a good prospect.

But if they don't recognize the need they won't buy either.

How do you make people realize they have a need for the result. When you write a sales letter, you have to reveal their need to them.

An Example

Let's say someone has been struggling to get some sort of results in their life. Let's say it's being 3X more productive.

Your solution is to help them manage their time better.

Or, maybe you're selling a vitamin. They won't buy it if they don't realize they need it.

Most of your sales letter should be about their problem and their need. You have to show them what they need and then they will buy.

They have to know they have a problem so they'll buy the solution.

Think about how bad your life was before you found the solution. That's what you need to convey in your sales letter.

Continue to tell stories. Stories and your experiences draw people in.

They'll connect with you when you tell your stories. They'll feel connected to you. If you have the right prospect, they'll connect.

This is what most sales letters are missing.

You have to let people know you've been through the same thing and that you understand exactly how they feel.

I Know How You Feel

You have to let people know that you understand how people feel.

Sean then asks people in the audience if they were helped by what he just shared. Listeners agree that this makes a lot of sense and that they will implement it in their sales letters.