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Discover How To Reach The Desired Crowd

THE EFFECT OF EMOTIONS

Have you ever purchased a product you did not really need, but bought it anyway because the seller was so persuasive? Answer: Yes!

But more important: How did you feel afterwards? Were you still as glad as when you purchased the object? Did you feel an urge to purchase from that person a second time? Never again! Maybe you felt furious, dissatisfied, scammed... It is alright to feel that way. Everyone is entitled to their feelings. It is going to be the same for your clients. Sell them worthless stuff and they will have negative emotions. The worse thing is, they will associate those emotions with YOU!

Did it ever occur, while having a talk or seeing something in a movie which had a negative charge to it, that you were reminded of something that happened to you? You want to see the opposite with your clients. That is the effect you want to achieve.

WHAT ARE CLIENTS SEARCHING FOR?

Who are your customers? Find that out first.

Research if the product you are promoting has any added value to them. When it doesn't, don't waste energy sending them information about that product, still trying to change their mind.

If it does have value, service to them. Stop selling, service to them. Offer info about the item, teach how it can work for them. Describe features you liked and those you didn't like. Send them testimonials from clients who purchased before.

THE [_cheap](#) OFFER

I learned the core imperative of doing business is the offer.

Before you can make an offer, make it clear what they are purchasing. And for what price. Make clear what's in it for them. You most likely know what is in it for you, so just concentrate on the buyer.

Why should anyone buy from you? Why should they get your service instead of something somebody else is selling? What irritates people and what solutions can you offer them?

Communicate all of this, be clear and sincere. Obviously, make sure it is clear to you first.

MAKE THEM BUY FROM YOU MORE THAN ONCE

Your aim is a win-win situation. Your customer buys from you. Your customer is not only thrilled with his new product, but also appreciates the service you provided. This builds long-term relationships. I think you would not mind if that customer visited you again after a few months and made a new purchase, right?

Congratulate them and point out what a wonderful choice they made. Do not go overboard here, but do show you value their business. People buy based on emotion and then justify them with logic. It is okay to make them feel even better. It will show them even more they did well. And, like discussed before, they will link YOU with those emotions.

Good work!

Thank you for reading!

If this got you inspired, feel free to take a look at our way to [reach the right audience](#).

We put together an automated method which helped many others like you. There is this [amazing FREE video](#) which explains everything and make you practically an expert.

Find out practical info about the topic of [free traffic](#) - make sure to go through this site. The times have come when proper information is truly only one click of your mouse, use this possibility.

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