

How to Sell Anything to Anybody

A Worksheet

29 May 2021

Step #1

Name your product or service in simple, memorable terms.

Step #2

Prepare to write ad. Start with the five Pillars of Persuasion.

Who is your audience? Describe your avatar. This is the **person** you will be talking to and about.

What is the **problem** your product or service is going to solve? Describe it in emotional terms from the **person's** perspective.

What is the big **promise** that is truly meaningful to your customer? Show them how transformative your product or service will be. Paint the picture of their wonderful lives once your product or service has removed their problem.

What **proof** do you offer? This 'proof' is not proof in the mathematical or legal sense but 'proof' in an emotional and social sense. For example, testimony or before and after pictures can 'prove' the efficacy of your product or service.

Propose to your audience that they buy. Make it compelling. A benefit-rich offer has proven to be particularly effective. Don't be pushy or salesy. – That could cost you your sale.

Of course your offer needs a **Call to Action (CTA.)** Tell them to buy and how to buy.

Step #3

Now that you've thought about how to communicate with your audience, let's look at what you're going to say. Write at least two versions of each of these. Pick the winner when you assemble your ad.

Encourage their dreams. – Tell them how realistic, noble, and justified their dreams and ambitions are.

Justify their failures. – Make excuses for them. Tell them that it's not their fault. Plant the seeds of finding someone or something beyond their control to blame for their failures. Later you will show them ... prove to them ... that their failures can be reversed and you're the one ... perhaps the only one ... who will show them how.

Allay their fears. – Assure them that there is low risk in buying... perhaps with a guarantee or testimony of others' successes or both. In the case of weight loss, you might tell them that they no longer have to fear the humiliation of failure.

Confirm their suspicions. – This is where you identify their enemy... that person or thing that has been causing their problems. This is their excuse for failure.

Help them throw rocks at their enemies. – Elaborate on how they or it (the enemy) has stymied their progress or caused them to fail. This more of "It's not your fault... I'm on your side." You're bonding with your audience.

Step #4 Write Your Ad

Your ad need not follow the same sequence outlined above. In fact there is no evidence that you must use the paragraphs you prepared. You can interweave these concepts to the limit of your creative genius.

Your ad does not have to be embodied in one letter, video, or blog post. They are often even more effectively distributed over four or five separate communications.

My only admonition is that you make certain that you touch on all five Pillars of Persuasion and include all five Emotional Motivators.

Your ad can never be too long. It can only be too boring. Some of the most effective ads are quite long. But the longer the ad the more challenging it is to keep your audience's interest.

Remember that every communication with your audience, your followers, or your prospects is an advertisement of you and your products or services.

Be sure to read your ads aloud. I often catch clumsy wording and outright mistakes when I do.

Finally split test and optimize your ads. You will be amazed how often tiny changes generate enormous gains.