

Forex Trading

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resulting benefits they receive from the added bonuses you're offering them. Take Away Their Risk... Give Them Your Guarantee Now let's overcome their last fear of purchasing. You've got to reverse the risk. You, the seller, must take the risk in this transaction. You give them your 100 money-back guarantee, and for the longest period possible. Think about, isn't that what you want when you make a purchase? You want to be assured that if this doesn't work, or if it's not what the seller has promised, that you can get your money back without a big fight. Most likely you already will refund money to someone who is not satisfied with your product or service, life's too short to have unhappy customers, isn't it? So all I'm saying is promote your guarantee, make it an integral part of your offer. Sub-Headline Into Warning - It's In Limited Supply... Tell Them, They'll Want It Even More (The Scarcity Persuader) Now let's time to poke and prod just a little. You've answered the reasons why and helped justify their buying decision, but still they need another emotional stir to get them to take action. Enter in... Scarcity. People will buy now, if they believe what you're offering them is scarce. Now it may be the number of these you have available for sale, it may be a time limitation, it may be that your pricing is going up... whatever it is, you must tell them they need to take action now, or miss out on this offer. Tell Them Exactly How To Order Now It's time to tell your reader exactly what to do ... Buy! And how to do it. You must give them precisely the how, what and when of ordering ... and do so in a very clear manner. Don't confuse them now, they've already decided to buy, and now it's your job to make it easy for them to do so. Let them pay you. Take their cash, check, credit card... by internet, phone, fax, in your store or office, or by mail. Let them order whatever way they want, but let them order. And tell them exactly how to do it.

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