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Kind regards Ian Stables
Author

The Irresistible Thing

that
Makes Anyone Buy From You

By Ian Stables

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What makes buyers rush and bid like mad against other buyers. Most auctions don’t get this type of action. But you can, when you know how.

The secret is to turn your auction item into an irresistible offer. One that no-one in their right mind would turn down.

You can do this for any item you want. How?

By looking at what you're selling you can easily find out what to say about it that makes it an irresistible item.

How do you do this?

Before you can understand what I'm about to show you you'll need to understand what people want to buy.

It's very simple. Here it is…

We want to get as much as we possibly can for as little as possible.

If I could put that statement in flashing lights, I would.

Here are some examples…

If you were looking to buy a house which one would you buy?

---

3 bed detached house

Garage and large garden front and rear

£120,000

---

3 bed detached house with 2 weeks free vocation in Hawaii for 2

Holiday is unused honeymoon. (Long story.)

Garage and large garden front and rear

£120,000

Providing this is the right property and price you're looking for. You'd be a fool not to buy the second one.

You see it's like this…

Imagine a set of scales

See how the left scale has got more weight than the right one? Well if the price is the left scale and what you get is the right then you probably won't buy.

In most sales the what you get scale is the same weight if only slightly heavier than the what you give scale.

What makes an irresistible offer is the lower down the 'what you get' scale is.

Why? Well, it should be obvious.

If you're getting so much more than what you're willing to pay, or give if it's your time, then most will go for it.

You see, you're getting so much for so little in comparison.

How about this auction…

Ready made business making £22,000 a month. Hosted and set-up for one year completely free.

Products are best-sellers and are simply downloaded by the customer. All this is set up. All you need to do is change the bank to pay into your account details.

Runs all by itself, nothing to do.

Providing the price is reasonable this auction would generate a massive interest.

But wait…you say. I'm not selling house or ready made web businesses. I'm selling unwanted item from around the house. Or I'm selling things I buy from car boot sales. Or I'm selling information products.

Well the secret is…What you get isn't necessarily physical but perceived.

Let me explain…

No-one buys things just to have things. They buy them for what they'll do for them.

When antique collectors buy things it’s because they get pleasure from looking at them.

When e-book buyers buy it’s for how the information will improve their lives.

When someone buys a digital camera it’s for the advantages they’ll get.

So let’s look at some examples…

2 people selling the same camera…

Canon XL5 Digital Camera

Fully automatic

Canon XL5 Digital Camera

Fully automatic adjusts to take the best possible picture whatever the situation.

Comes with 2 memory sticks. Take up to 50 high quality pics on each stick.

Shoulder bag.

27 different special effects for pictures with a difference. Take a picture which turns it into a drawing, painting or make sunsets twice as luscious looking.

Same camera. Which one would you buy?

What’s the difference?

Simple. It’s more benefits are pointed out about the item.

A benefit is why people want the item. The more benefits someone gets the more irresistible the offer or auction is.

If you're selling e-books the same applies.

For the money they're giving you what is it you're going to tell them and how are they going to benefit.

If you're selling an e-book on how to write an e-book you could say…

How to Write Your Own e-Book

Explains how to write an e-book about any subject you wish.

Or you could say (providing it's true)…

How to Write Your Own e-Book
Whether you think you can write or not I'll show you a way ANYONE I mean anyone can sit down and write a saleable book very easily.

I'll show you the 2 ways that every good book is written. So simple that it makes writing very simple.

You'll never get writers' block.

I don't care if you've never even written a letter I'll have you able to write books in double quick time. I've often written 40 page guides in under 2 hours.

I'll also give you a free review of your first finished book. And if you want I'll smarten it up if necessary and make it

into the popular PDF format for e-books.

That’s much better isn’t it.

The more perceived benefits someone sees as getting for as little as they can the more buyers you’ll get.

Benefits are in my opinion can be 3 things only.

How you will look

How you will feel

What you can do

People want to look younger, more attractive, powerful etc.

People want to feel pleasure, laughter, proud, loved etc.

People want to be able to write books, paint pictures, influence people, attract members of the opposite sex etc.

What you can thing of they all fall within these 3 things.

Quite often when a benefit is a combination of 2 of all 3 the more compelling they are.

For instance you can lose weight, look more attractive to others and also feel good about how you look. 3 for 1.

To Summarise

Remember…

Everyone wants to get as much as possible for as little as possible.

Any item you wish to sell has many benefits you can point out to weight the scale in the buyers favour.

Or you can think of other things you can add to sweeten the deal.

The more you offer for the price the more irresistible your auctions will be.

Simple. Keep it that way. It’s not complicated.Best of luck to you!

Kind regards, Ian Stables.