

SELLING LIKE CRAZY!

If like many, you're struggling to sell your products, or you simply want to sell a greater number of products faster, click the link below to get our FREE material on how to start getting customers today.

Find out the psychology behind why people buy, what makes them buy immediately, and how you can make them start buying from you today. Sales is not just an art but also a science.



“Become the person who attracts the
result you seek.”

- Jim Cathcart

A certain village had a tree cutter – a very enterprising young man who had been cutting trees all his life. John had learnt how to cut trees from his father, who equally learnt from his own father. In fact, he was the 5th generation tree cutter in his village. It was a very lucrative business as there were lots of trees in the village, and the neighboring villages would always come to their village for their wood needs. He knew his craft well, as he had honed it over the years.

A few months down the line, he was walking home after a very long day cutting a tree when he saw a flyer hanging at a very strategic corner. The flier read:

“I will prune your garden for free. Call xxxxxxxxx.”

He laughed it off. He hadn't had any villager call him to request the pruning of their trees. They always called to cut them. He went home that night to a very lovely meal, slept, and forgot about the flyer.

Few days down the line, news started making rounds about a new tree cutter that could cut your trees in as little as fifteen minutes for half the price John was charging. Soon, nobody was calling John to cut trees any more.

So what happened?

Pete was a new resident in the village. Few days after he settled into his new environment, while looking around, he noticed that there were trees everywhere. Everyone had a garden with more trees than they needed. He also learnt the village had a tree cutter named John who they all liked and trusted. So he couldn't just go knocking on doors hoping the villagers who leave their tree cutter for him.

So he designed a plan.

He traveled to a town some kilometers away, bought a brand new chain saw, and a pruning saw. He was going to prune a tree per home for free, and if they liked his work, they could hire him to cut their trees.

It worked like magic.

When the villagers saw the flyer, they suddenly realized they had a need they weren't aware of. They could prune some trees they liked, then cut the rest. That way, they had a very clean garden, preserved the environment and still made money from their trees.

That same day Pete posted his flyer, he got a call. An elderly gentleman wanted a tree that his cat enjoyed climbing to be pruned. Pete got there with his pruning saw, as well as his chain saw. In little time, the elderly man's tree was pruned.

The man was so in awe of the job that he said to Pete, "I can't believe you did this for free. Your work is amazing."

"Thank you," Pete responded smiling, "I can also cut the trees you don't want for a very small fee, and I can do it in 15 mins." Pete said while brandishing his brand new chain saw.

The elderly man accepted his offer. John had cut his tree a year earlier, and it took him the entire day. If someone could do the same job in a lesser amount of time for lesser money, it was an offer HE COULD NOT REFUSE.

After Pete had the tree cut, the word spread like wild fire. Everyone started calling Pete for their trees. They were literally begging him to cut their trees. Pete bought more chain saws, trained more tree cutters, and expanded to more villages.

John still sat in his veranda wondering how it all went wrong for him.

The Problem?

The truth is, no matter how good you think your product is, if nobody is buying it, then you have no business, period. Every entrepreneur must know how to market effectively.

Everybody wants to sell better, faster and in larger quantities. However, the problem is that most people are going about it the absolute wrong way. They knock on as many doors hoping that one would open, then hear them out. They hand out flyers of their business on the streets to strangers who throw them down the trash can. They go for as many networking events as possible, dishing out business cards no one really cares about, and then they wonder why nobody is buying from them despite all their 'efforts'.

Have you ever gotten out of a meeting, gone to your car, and then realize that there's a flyer sticking out your wipers? Remember how irritated you were? Or have you walked down the road, and then a total stranger rudely hands you a flyer, or worse still, stick it into your hands whether you want it or not.

It's annoying. It's irritating.

Don't chase customers, there's a better way – let them chase you.

The Better Way – Strategic Giving

How about instead of looking for customers and clients, they come looking for you instead? Knowing how to attract your customers is like having super powers.

A few years ago while reading a book by Richard Branson, I came across a quote by him, "doing good is good for business." And this quote is what this book is all about – doing good.

So what's the better way? Attract by doing good. In an interview with The Wall Street Journal, legendary basketball player and sports analyst, Shaquille O'Neal while discussing investment said, "I heard Jeff Bezos say one time [that] he makes his investments based on if it's going to change people's lives," and "once I started doing that strategy, I think I probably quadrupled what I'm worth."

O'Neal is a successful investor who has accumulated a very impressive portfolio including being an early investor in Google, as well as having investments in Apple, 24 Hour Fitness and night clubs in Las Vegas. I found it very instructive that he had to base his investment decisions based on companies that very invested in doing good and changing lives.

You may be wondering, what does this have to do with attracting customers?

It's simple. Care about people so much to be able to give freely and genuinely without the expectation of a payback. Be genuinely helpful, and it will come back to you. The more you focus your businesses on helping people and being of great value to them, the more your business will grow, and the more money you'll make.

This goes against what capitalism is known for – getting and getting more; closing sales as quickly as possible and then moving to the next prospect. Strategic giving isn't about that. It's about building relationships, and not just a short-term tactic for short-term success. Strategic giving is a strategy.

We see this play out all the time with social media influencers. A tech company would make a product, then send it out for free to some influencers who will in return, tell their audience, and this brings in more customers.

Give something away, and watch people gather.

One scripture that captures this concept excellently is this, "Give and you will receive. Your gift will return to you in full – pressed down, shaken together to make room for more, running over, and poured into your lap. For with the measure you use, it will be measured back to you."

This principle in 4th Chapter of Luke is evergreen.

How?

First, what are you selling?

This seems like a very obvious answer, doesn't it? An app developer sells apps, a phone maker sells phones, etc., right? Wrong.

Coca-Cola doesn't sell drinks, they sell what they call 'happiness in a bottle'. Simply put, they're selling happiness to their customers. Their marketing campaigns tell the same story. So when next you're tired, thirty and worn out, the first thing you want to do is just forget about the day and be happy, and the next thing you think about is to pick up a bottle of coke.

When Apple sells iPhone, they're not just selling an overpriced phone, they're selling class. Harley-Davidson doesn't just sell bikes, they're selling freedom.

This is what value is – your ability to provide someone something that resonates deeply within them, and offers them the closure, happiness, purpose (or anything else) their soul is seeking. This makes them see your product as more than just a product, but as a channel to affect their lives for good. This way, you're in business not just to make profit, but also to do good.

Give a definition to what you're selling, that way it's easier to market. This said definition is called your selling point. Find the selling point of your business.

Secondly, who are you selling to?

The more specific you are about who you're selling to, the faster you can sell. If for instance you sell body cream, you can be super specific about it. You can sell body cream for middle aged women with acne. That way, a middle aged woman who is battling acne can choose your product over any other out there because she feels your product was made specifically for her.

One mistake people generally try to do is say that their product is for everyone thinking that more people will want it. But what they're doing is swimming in the red ocean that everyone else is swimming. The bigger sharks in the water will eat them up. What you need to do is swim in the blue ocean. Create a super niche for yourself and watch it flourish. Knowing who your customers are is very crucial for success.

Now that you've found a selling point for your business, and you're clear who your customers are, it's time to attract them.

Freely give, freely receive.

In Nigeria, one of the most popular street meals is called *Suya*. *Suya* is simply roasted meat. *Suya* sellers in the north of Nigeria have a unique selling strategy. They offer you a free piece of meat as you pass by, with no strings attached. If you like it, you can buy it. The catch is that most people who are offered the meat end up buying.

One way to attract someone is to give them something they cannot refuse. It's like giving sugar to any ant. In fact, you don't have to go looking for the ant. Drop the sugar, and the ant will find itself there.

However, you have to be careful too. You can't go about giving out the products you're meant to sell for free, you'll go out of business. If you you're an architect, you can't go about designing houses for free for people, however, you could offer to advise them on latest trends on house designs, and then offer to design one for them.

Whatever you choose to give out should have three qualities:

- It must be very valuable to the receiver
- It must not cost you much
- It must make the receiver want what you sell.

For instance, at [Primedux](https://www.primedux.com), we help emerging and established brands grow rapidly by creating custom digital experience for them. One of the ways we do this is by [building custom websites](#) designed as marketing and sales machines that can make them money in their sleep. But of course, we can't go about building free websites for everyone, however, we hold free strategy sessions with potential clients to discover how best to position their online presence for business success and how their website functions in the equation.

So how can you start doing this for your business?

If you run a restaurant for instance, you can give out a free coffee to anyone visiting for the first time. Or you can give out free coffee for anyone that comes into the shop from 7am to 10 am, then increase the price of snacks that could go with a coffee. This way, you don't get to lose money since

the price of the coffee has been included in the snacks. It may not be coffee, it may be free airtime, or a voucher. Let your creative juices run.

A makeup business can give free facials on opening day. A wedding planner can give out a personal wedding checklist. A school can give out free workshops for parents on teaching their kids at home. A barber can give people special discounts on their customer's favorite day of the week, etc.

Get Online!

The best way to attract customers is making use of the amazing potential of the internet to drive sales for your business. Depending on your business, there are a lot of things you can give out for free. From free webinars, books, email courses, etc., the list is just endless.

We strongly advise you get a [website](#), or a way to collect the information (email, phone number) you get in exchange for your free gift. If you already have a [website](#), then you need to turn it into a sales and marketing tool working 23/7 for you.

Also, for your social media platforms, regularly do a contest/giveaway to get people engaged. Feel free to try out both to find the one that works best for you. You can do the following to make sure you keep giving:

- Maintain a regular social media presence
- Ask for help, and also give back.
- Connect with your existing customers, ask them how you can be of help to them, then pay attention to what they say.

By giving strategically, you don't chase after more customers, instead you attract them.

Do you need help figuring out a strategic gift for your audience? [Let us know.](#)

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Our Plan

Profile: Experts in exceeding expectations

Our plan simple: to build you a classy and functional website that gets your business more exposure, lets you reach more clients and make more sales. And all these in one week so you quickly get started enjoying a new life.



Service in excellence

We deliver a website fully equipped with the tools your business needs to thrive.



Strategy for success

We implement tailor made strategies for your website growth and success.



Security guaranteed

We set up hacker-proof security settings, as well as periodic backups of your website.



Support and stability

We partner with you on your project, so never let you walk alone.