

The Conscious Business Telesummit

Marketing for Conscious Entrepreneurs

**Why Won't They Buy? 3 Simple Secrets
To Selling Your Expertise Online**

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Why Won't They Buy? 3 Simple Secrets To Selling Your Expertise Online with Michele PW

Adela: Welcome everyone to the Conscious Business Telesummit. This is Adela Rubio, your host, and our guest today is Michele PW. It's a wonderful topic; one that frustrates many of us folks who are online is selling your expertise online. How do you do that? We are going to 'pump' Michele for all the information we can today. We are going to get all kinds of good stuff for you.

Michele is a return speaker for us here and we are very excited to have her here. I've followed Michele online for a little while but actually met her at the Alex Mandossian Teleseminar Reunion this year. I had an intention to meet her and the way that it happened was really interesting so we met not by my choice, I set an intention and then we actually ended up having dinner together so that is kind of cool.

Michele has worked for some of the 'big name folks' that you can think of. I mean, if she wanted to name drop, she could really name drop. She regularly works with national and international consultants and speakers and the top internet marketers. She is one of the hottest marketing strategists around and has a reputation for crafting promotional materials and creating marketing campaigns that get results.

She started writing professionally in 1992 working at agencies and on staff as a marketing communication and writing specialist and she is also a national speaker and author. As I said earlier, really, her client list is a 'who's who' in internet marketing so welcome Michele it's great to have you back.

Michele: Well thank you, it is really great to be back. I had a great time the first time.

Adela: Yeah, I know and this continues to be an area, I know that for me, it was really difficult to get. There seems to be so many pieces because it is an online experience and to capture who you are online, especially for conscious entrepreneurs who are mission oriented, vision oriented, service oriented, sometimes some of the strategies that we see out there just don't feel like us. So I wondered if you could speak a little bit to this idea that conscious marketers, because a lot of the comments that I hear are, "Do I really have to use that long sales letter?" I mean, what is it that

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conscious entrepreneurs need to understand about online marketing so that we can open up and get it?

Michele: Oh, that is a wonderful question and the perfect place to start with this so I'm really glad we started there. I've actually rethought a lot of this and I'm on a new mission, a new mission to explain the whole online sales letters and a new way to frame it because I agree, the unfortunate thing is that that mindset is hurting you. It's not really your fault that you even developed it.

What's going on, the internet is obviously an easy place to get your stuff out there and to sell things and so we have just been bombarded with it all a lot more. It's not just that we have been bombarded with long sales letters, I think that if there is just long sales letters out there I don't think that's the problem. I think the problem is that there are a lot of bad sales letters out there and I really truly believe, because if you read the masters, most people, it's not the masters that are getting people all 'up in arms and creped out' about these things. It's the people that don't know what they are doing, they haven't studied it.

All they are doing, because they haven't studied it, they don't understand why the copywriter and the marketing person is doing what they think they are doing. So they are simply responding to like the hype, the easy things, the band aids in terms of getting sales like the buy now, the stupid little java scripts that say the price is going up tomorrow and then it would change the next day. Do you remember all this crap?

Adela: Yeah.

Michele: That's really the purpose, it's surface ways of building urgency and it's surface ways of selling and yes it will work but the cost means you've ruined your credibility and quite frankly, you've made it harder for all of us to really embrace the long copy sales letter and use it in our business in a ethical and conscious way. I mean that's really what's happened.

So I understand why you are doing that because there is so much bad stuff out there so of course you don't want to be a part of it because there is no integrity in there. But the idea about long copy sales letter is not to sell, is not to be hypie, it's not to create this out of integrity experience.

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What it is, is your online show room. This is how I want you to think of sales letters, a long copy sales letter. If you had a car dealership, you would have invite people into your show room. People would come, you invite them to the show room, you would show the car; you would sit down and have a conversation if this was the right fit for you. We're internet marketers so by definition we don't have a show room so we are inviting people to our online show room which is the long copy sales letter. We want them to sit down and have a conversation with us to see if this is the right fit.

The solution that we are offering, which is what we are selling, is actually going to solve their problems. That's really what I want to stress. This is not about hype. This is an online show room. We are creating a buying environment that makes it wonderful for your ideal clients to say yes. It makes it easy for your ideal clients to say yes because you created a buying environment just for them and the people who aren't a good fit, that's fine, they are going to leave and that's not a problem. They are not our ideal clients and so even if they did buy, it probably wouldn't be a great experience anyway, so it's better to let them go.

Adela: Yeah, while we are on it, I have another question around sales letter because some of what I'm getting is yes, it is a showroom, but just like any showroom, if you went in and let's say for me for example, if I were going in and I wanted to buy a car and I saw one that I liked, that seemed like maybe I want to check that out, then I would be asking about all kinds of different features, "Does it do this, does it do that?" So it's a showroom and a conversation at the same time.

Michele: It is, exactly. It's a two-way conversation. That is what a true sales letter is. That's the thing. If you, and copywriter, sometimes we're not always our best, or should I say, I'm not. But our colleagues are not always our best advocates for sales letters because they themselves when they start talking, start selling copy and they themselves will turn to hype. You're creating cash machines out of your website and yada, yada, yada. They themselves will turn to it sometimes.

I think it's because there might be a lack of objectivity, too. It is actually hard to write copy for yourself but if you're aware of that, you can. You

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just need to know that sometimes you have to take a couple of steps back to do that. You're kind of seeing the forest for the trees or you're not seeing the forest for the trees. I've got some tools and some other writing techniques that I use to try to keep myself objective when I'm writing which I'll share with you. Sometimes those other copywriter don't.

I read something from Gary Halbert, who was a master copywriter and he probably, if anyone knows anything about copywriting, a lot of people try to lump him into the whole hype thing. But you know, some of his stuff that he wrote were just masterful and did not sound like hype at all. It really did sound like conversation and it was amazing because that's what happens when you've truly elevated to the sales letter art.

It can be an art and when that happens is when you're ideal client is reading the sales letter and they think of a question and your sales letter answers it. They think of another question and then the sales letter answers it. That's how it becomes a two-way conversation. That's not easy and don't beat yourself if you can't do it yet. This is not - I'm not telling you - I don't expect any of you to be able to do that next week. That's what you want to strive for, conversation. And when that happens, the hypeness goes away. You're simply answering questions.

Adela: That's a nice reframing of a sales letter and I think that you're right. I think that a lot of that reaction to a sales letter is just misinformation, misunderstanding what the purpose of a sales letter is and being exposed to good sales letters.

Michele: Exactly and if this was before the internet, I don't think there would be such a backlash because there wasn't as many direct mail letters because that costs a lot of money to mail them. You know, on line, we can just - it doesn't cost that much money. What, a few bucks for hosting and a web person and off you go. That's why the internet is littered with bad sales letters and that's added to the confusion and the problems.

Adela: Yes, absolutely. Well, I've got more questions around sales letters but I want to come back around to that. I wanted to see and I know that you want to share these three simple secrets to selling expertise online, but I wonder if you might share with us because here's a mistake we make with a sales letter. So I wondered what are the mistakes you see that folks make trying to sell online.

Michele: One of the mistakes is and in fact I just had this conversation with some-

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body yesterday so I'm so glad you brought this up because typically my conversation with most clients typically will go along the lines of I'm not going to write anything that long because I don't read them and I don't believe my clients read them. You can't tell me anything that I haven't already heard about the whole idea of long copy sales letters.

The mistakes that people make, this is the biggest one, I think. This leads into the whole misunderstanding of your judging on length, you're not judging on content. When we say it's got to be longer, and I will slip up. I fell through this as well, but now I've decided I need to explain it because I will say, you know, it's got to - I'll look at sales letters, especially sales that's trying to sell something that's like \$500 and they're like - 300 words. Well there's no way anybody's going to buy a \$500 product on 300 words just looking at that sales letter. It's just not going to happen and it's not that it's not going to happen because there are not enough words. I don't want you to throw words up there just to throw words.

It's not going to happen because 300 words are not nearly enough words to fully explain what it is that you're selling, fully explain what the solution you're doing, what you're selling and overcome all the objections. It's not about length, it's about having the time and space to properly present what you're doing. Think about it, when you're having a two-way conversation with somebody and you're having a sales conversation that is what's going to be 10 - 12 pages. So, that's why and a lot of times even if you are selling something that's 500 bucks, it wouldn't be, or 1,000 or more. A 30 minute conversation is not out of the realm of possibilities. In fact it might be if you've got a more expensive program, it's probably going to be a lot longer than a half hour.

People don't think twice about having that 30 minute conversation, they do about reading a 10 page sales letter. It's not that the 10 page sales letter needs to be 10 pages, I'm not saying you need to hit this word count and voila, you're going to have all these sales. It's about having the time and space to properly explain to your client, so your ideal clients feel comfortable moving on with you.

I think the biggest thing is judging it on its appearance, I'm just going to write it short because I don't read it and I know clients don't read it. So I'm just going to write a short sales letter. That's not the right attitude nor is it the right attitude to say I'm going to write a long sales letter. I don't think that's the right attitude either because there are sales letters that are too long, believe it or not, because they just don't understand. People are just

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writing a long sales letter to write a long sales letter.

The right sales letter is a letter that presents, you know, talks about what your problem is - your ideal client's problem - what's keeping them up at night, explains the solution, goes through what you're doing, presents it very clearly, adds social proof and all this other stuff - packages the offer, presents the offer and once you're done and overcome the objections, and then gets it out. They've done everything they need to do to present their case and then they get it out. It's not a word too long so you just write enough until you get it done and then you stop.

Adela: That's great, so basically you answered one of my questions already which are the elements of the sales letter. Basically you just explained what the problem is...

Michele: If you've got that, let me explain. Let me say that even better, then. Should we go or should we look at a sales letter and I can explain what I'm doing?

Adela: That would be great. Can we direct them to what we were going to show them later on anyway?

Michele: Yes, that's what I was thinking.

Adela: Okay, folks. Go to www.consciousbusinesstribe.com/juicymarketing. Here's one of my questions too. This is great. I love it.

Michele: Part of what I want to talk about here, why I actually -- I mean I love using the sales letter. First of all this sales letter converts very nicely so if you want to look at a sales letter that's working, this is a good one to mirror and to look at. When you read it you will see, I mean I don't go into a lot of hype now. In fact, it's great that we're talking about this copy because I can actually explain. I'm quite proud of this sales letter because one of the things I did that drives me a little bit crazy about copywriter, is this whole idea about turning your...like I said every now and then I sometimes try to get into that a little bit and I try not to because I think there's a lot of misunderstanding around it. It's like they'll turn your website into a cash machine.

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I actually do have a headline with that last summer. I don't go into a whole lot of hype after that and what I did - I actually, if you go through the sales letter I do actually explain what copywriting is and I actually bring up some of those words, those phrases, those hype things and to explain why they are so people actually can understand them so it's not just this mythical, magical thing and then people say, "Oh, I'm going to turn my website into a cash machine," and then they just - they grab the wrong pieces to use in their sales letter and create yet another bad sales letter. So I am on a mission to get rid of bad sales letters.

Adela: Let me just say that link again for those folks who may have joined at a different point. www.consciousbusinesstribe.com/juicy marketing if you just joined us. We're going to follow along and Michele's going to explain the elements of a sales letter since I asked.

Michele: Some of us will get into the three secrets to - I can sum them up in the end, if not. Alright, so we've got - first you have the pre-head. The pre-head is entrepreneurs who want to see bigger and better results and want to make more money online. The point of the pre-head is to get people to immediately identify who you are trying to attract. So we start there and it's because if you tell people straight up who this is for, chances are, some corporate exec is not going to read this which is fine because the corporate exec is probably not going to be that interested in it.

Okay, so videos are great. Now let's talk a little bit about this whole video sales letter mania going on out there. You know, I think Ryan Deiss, who is a fabulous internet marketer. I actually watched one of his videos where he's selling this whole video sales letter and if you actually watch it, you will see he's actually still using long copy sales letter. He's just broken it up into videos.

Unfortunately for all of you out there who really are hoping that you didn't have to write the sales letter and could just use videos, I'm trying to say that there's still writing out there, they just don't present them like this. They present them in a video instead. It's really the only difference. A little video introduction where people can get a sense of who you are, your personality and you direct them to where you want to go, is a really great place to start. So I do encourage, videos will increase your conversion rate. In this particular case, we had to wait to get the video because Lisa and I live in two different states and this was actually taken in San Diego. Isn't that a pretty picture?

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Then you have your headline, which is important. The point of the headline, of course, is to get people to read on. Then you get into this beginning part which is where you set the stage with what their pain is. This is where we're talking about what is keeping them up at night. This is important. I don't want you to stay in pain. The point of this is for you not to stay in pain. The point of this for you is to add enough pain so that there's urgency because pain adds urgency. And think about this because that's just the way we are. I mean that's just the way we're wired.

You probably have heard we move away from pain more than we move towards pleasure. It's true. But pain adds urgency, pleasure doesn't. And that's the problem. Think about this. When you break your leg, when are you going to see the doctor? Right now. You have to get your teeth cleaned, you know, whenever your six month appointment is. How urgent is that to see the dentist?

Adela: Yeah, exactly.

Michele: I mean you will eventually get the. If you miss those six months and you go in a year, you'll go in and kind of talk and say, I'm sorry, you know. But if you break your leg or your tooth is hurting, oh boy. You're calling the dentist in the middle of the night. Nobody calls the dentist in the middle of the night to set up a cleaning. So, that's the - it just makes sense. That's how we're wired. I mean, the pain could kill us. Back when we lived in caves, which our psychological triggers derive from. You know, the pain could kill us. That's why we have to deal with the pain and that's why it becomes more urgent. Just add enough pain to add urgency but don't add too much pain because if you go overboard and start really getting into a lot of pain -- and there was a time when I was seeing some sales letters that were really into the pain, especially when the economy turned. And they weren't working because buying is fun. People want to buy.

If you linger too much on the pain, the whole process ceases to become fun and people will leave so you have to add enough pain, enough urgency so people will go, "Okay, I want to buy now," and not so much so that they say, "Oh my God, I don't want to think about this anymore. It's too depressing."

Also you don't want to have so little in there people are like, "Wow, this is a great program, I'm going to do this next month." At which point, we all know, the chances of them doing that are pretty nil. So I can guarantee

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you that if you are getting people that say to you, "Oh my God, I love you, I can't wait to work with you. This program sounds great but, I'm going to do it next year," you have not put enough pain into your sales letter because the urgency isn't there. You haven't gotten it to where - there's always going to be a percentage of people who aren't ready to buy because that's just part of it. If your conversion rates are bad. I mean if you're really not selling it and it seems like the main thing you're getting from people is that I'll do it next year, I'll do it next month, I'll do it the next time you have it, you just haven't added enough urgency. You haven't touched enough pain so that people are like, "Okay, you know what, I have to take care of this now."

Adela: Michele, for those folks that are new, can you just explain what conversion rate means and what's a good one?

Michele: Oh, that's a great question. Conversion rates are basically how many people you're converting lookers to buyers, that kind of thing. It came from direct mail. You're converting people from a prospect to a buyer. So that's what a conversion rate is. Conversion rates are different depending on what you're doing. So conversion rates are like for a sales letter - something where you're asking people to buy.

One percent is considered really good. This one actually gets almost three percent so this is actually - this is a pretty good sales letter to look at. But one percent if you're selling something, one percent is considered good, but that also depends on prices so if you're selling something that's \$30, you should probably strive for more than one percent, especially if you're selling something for less than \$100. I would think you should get a two to three percent conversation rate.

If you're selling anything between \$100 and \$1000, anything that's one percent and above is wonderful. You can fiddle around with that if you want. Obviously, more is better but if you're getting one percent for anything between \$100 and \$1000, that's great.

Once it hits over \$1,000 it's - then a good conversion rate is going to drop. Chances are if you're selling a \$1000 plus program and you're getting a half percent conversion rate, I would jump up and down and cheer because that's really good for something that's that expensive.

Then if it's free, if you're sending people to a squeeze page and they're ice cold, you know, like you're sending paid traffic, if you're getting a 30 percent

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conversion rate, anywhere between a 20 and 30 percent conversion rate - from what I'm hearing from other people, that seems pretty good.

If you're sending somewhat warm people, I really try to get above a 50 percent conversion rate and I usually do with my squeeze pages. The squeeze page for the preview call, which is, whywon'ttheybuy.com, if you want to look at it. That gets almost a 70 percent conversion rate. It's always good to improve. So whywon'ttheybuy.com, if you want to skip the recording, feel free. That's got about or very close to a 70 percent conversion rate.

Adela: That's great.

Michele: Okay, so back to this. I'm talking about the problem and then we move into why copywriting is so important. One of the things that I hear, people don't - when somebody starts a business - they really aren't my ideal client. Because somebody starts a business and what do they do? They're going to hire a web person, they're going to hire a graphics person. They may hire a writer to write the copy on the website because they don't want to write it themselves or they don't think they're a good writer. But they don't understand the words that are going to make the sale.

They're not going to hire me because they're going to look at my prices and say, "Ooh." They're going to go hire someone who's charging \$50 an hour and will spend like a couple of hours on this and that's what's going to be in their budget and that's great. They put up this nice, pretty website. They'll get their business cards and do all that and then they're not going to make sales or they're going to struggle along and then they're going to say, "I wonder what's going on."

They'll start poking around and then that's when they're going to suddenly realize that there's this whole world of direct response copy and very expensive copywriter like me floating around and the reason why we charge so much is because we actually show you how we can improve your results. That needs to be explained and I don't feel like it ever really is. So this sales letter actually has some real information here because I actually break it down why copywriter are so important. Regardless of whether you want to work with me or not, copywriting is important and one of the things you do see with a lot of these ultra successful entrepreneurs that I've worked with, a lot of them started out as copywriter. I mean, Kendall Summerhawk, Ali Brown, Alex Mandossian - they started out as copywriters.

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Adela: Michele, let me give some of them the page once again because folks are sending me messages. If you're on the speaker page, look above the phone number. There's a hyperlink up there that says Juicy Online Marketing Essentials. All you have to do is click that link and it will take you to the page we're looking at. If you're on the phone and you're not on the speaker page, it's [www.consciousbusinesstribe.com/juicy marketing](http://www.consciousbusinesstribe.com/juicy_marketing). So, great, continue.

Michele: Okay, so that's where - and a good sales letter, there are better sales letters out there, do have some information and think about it like a speech. Most good speeches, you know, speeches that get people to buy, they do have constants in there. And even those pitch fests, you know, the ones that are really pitchy, well some of them. And that's the thing, if they're really pitchy, they have no content and then they probably, and there are very few of them, are not going to sell very well.

But if you go to a pitch fest speaking thing - if the speaker knows what they're doing, there will be content even in a free speech, so you do want - content is important because you want to showcase your expertise. Now I'm not saying all sales letters have to have content in it, but if it's something that when you're writing it, you're like, "This would work, it would actually do some teaching," do it because that is very persuasive to hear this. I think that's one of the reasons why this one does work so well is because I was able to get a little teaching in here.

Alright, now we have testimonials which are very important and then you have your story, what I call millionaire dollar story. You need to do this because you have to position yourself. You have to position yourself as credible and you also have to position yourself as someone that your ideal clients can relate to because if you don't and this can be one of the keys to selling your expertise online. The more you can create something that gives your credibility, the ad allows you to connect with your ideal clients on a deep level, the more powerful all this is going to be.

Melanie actually, who you heard, speak yesterday, Melanie's story is actually what got me to hire as a coach, and trust me, when I hired her as a coach it was 2005 and I wasn't hiring, the idea of hiring a coach, I think it was five hundred bucks a month, and I mean it was horrifying.

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I had been struggling. As a freelance copywriter I made about fifty thousand dollars a year, which there was nothing wrong with that but it was a salary and I never could seem to get beyond that. I finally decided one year after I had watched that Seinfeld where Seinfeld decided to do everything the opposite. He orders chicken salad for the tuna, and he tells his girlfriend who lives with his mom. So anyway, everything works out for him.

So I decided I would do everything opposite so one of the things I would do was I would hire a coach. What made me decide on Melanie was her million dollar story because she said that she was making a thousand dollars a month, barely getting by in L.A. and then she tried to borrow money from her dad who said, "Sweetheart you need to get a job," and then she completely transformed and in 6 months she broke six figures. I just went, "That's what I want that." I had been puttering around at 50,000 and so I wanted to know what I needed to do to break six figures and that's why I hired her. It was her million dollar story.

Think about it, at that time, I was making more than a thousand, so I'm already breaking more than a thousand, I should be able to be breaking six figures by talking to her all the time but she mirrored where I was going. She was worse than me and now she was better than me in a short amount of time and that's what I wanted. And you've all probably heard Ali Brown's story about how she was wondering around the shopping malls because she can't take out twenty bucks waiting for a client check.

Adela: Yeah, yeah, you remember the story.

Michele: We've all been there and so that's what makes it kind of relating. They were where I was, or even worse than where I was and now look at where they are, so I want to learn from them. Don't worry about some of the stuff, if you're going, "God, I don't know my million dollar story." We get that a lot.

If this course is interesting to you and it is starting tomorrow, we do go through the million dollar story, we have a whole module based on it so that can really help you. It can really make a difference. That alone could, like I said, that was why I decided to work with Melanie and it also helped

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me. I don't want to say I bonded more with Ali, but that was one of the things, because I was a freelance copywriter myself, and there were times when I was waiting for that darn check too to come and I had to move some things around to pay for it so it really helped me to relate more to her as well..

We talked about that, we go through the story, there's more testimonials, more testimonials. Now I am presenting the solution. I have gone from what's keeping you up at night and then I talked about the solution, I threw in some training, I have my million dollar story and now we're presenting the offer. Well this is not presenting the offer, but this is presenting the product. And the product is this beautiful course here that you see, Juicy Online Marketing Essential Boot Camp.

Then we go through each module and I break it down very clearly and this is part of what you need to do. This is why these things are so long. Now you know exactly what you are going to get. So you can read it and say, "This makes sense to me".

This template, the idea of doing a module with a couple paragraph and bullets are really powerful because it is answers your question. That doesn't mean everyone is going to buy from you, all this means is that you know exactly what the program is so you can make an informed decision if this is what you want to do or not want to do. That is all what this is because that's what a sales conversation is. You present everything so the person understand what exactly they are going to get and then they can make an informed decision if they want it or not.

If you're vague about what you are selling, and you are vague about what exactly they are going to be getting, even if that would be the perfect solution, the person is probably not going to buy because they don't really understand what they are getting. If they are confused they're not going to move forward, so be as clear as possible.

Yes, there will still be people who won't buy but the people who will buy because they understand exactly what they are doing. Now, this alone right here that I'm telling you, is just a jewel. If you take your information

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product and you restructure your sales letter so they are like this, this alone could probably change your conversion rates.

I've got an old sales letter on my website, which I'm not going to tell you where, if you guys can go poking around, you can find it. I've got to fix that sales letter and I did have an old copywriting sales letter on there which is from my first copywriter course, which is a wonderful course by the way. The sales letter was okay. It converted okay, but when I started to go to this template of breaking this thing down, the conversion rate with this product hands down beats the other one. That's why I have to go back and fix it.

Adela: So you can clearly see what you are getting here.

Michele: Exactly. I can't tell you, and so you got to be clear in your head, too. That's part of the technique that I use and they're contained right in this program. I told you I was going to talk about them. There are these work sheets and the way we talk about things that you can pull it out of.

This is why Lisa and I work so great together because Lisa is far more of a coach than I am, I'm not a coach. Lisa knows how to pull things out of you and once they are out of you, I can shape them. So the first part of Juicy, it's all about pulling information out of you so you know, so you can be this clear. Then I take over the second half and show you how to shape it into copy that is going to actually get you results. And it doesn't have to be just copy, just creating a long copy sales letter. It can also be how you present somebody when you are in an elevator, your thirty second speech. You can use these same techniques to do that.

Adela: Awesome. I can see where that could be one of the challenges. I mean this looks really nice here how you spelled it all out and its all clear. And I could already hear people on the call saying, "Well, how could I do that with my work, with my product, with my services?". So wonderful.

Michele: Yeah, and this is the stuff I talk about in there. Being able to do this is really good and this is part of what we do talk about. What you get with this program is not only information only about pulling it out of you and then how to shape it into copy, but you also get out support because we actually are the boot camp part of this course, is all hot seats and Q&A.

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We send you the teachings. The teachings are on the form right now. If you invest you'll immediately get the form and can start downloading everything and you'll get all this information.

Then the beauty of this course is that we'll actually walk you through it. So we are going to take you through this step by step so if you have questions of exactly how that is, like, "How I do this myself," get on a call with us we'll walk you through it so you know how to do this. That's really what it is.

In the last module here, I give you my templates. Now you have all the things pulled, you've got it shaped, now I give you templates so you can actually put it all together and move on. You've got your sales letter, squeeze page, emails, all there.

So now continuing with what needs to be in the sales letter, now we move into my little bit of features. If you notice when you read these modules, you noticed that what the bullets were are benefits. It is very clear what it but these are juicy benefits, sweet juicy benefits, that's what we call them. They are really about what's in it for you, what you're really going to get, the value that you're going to get. That's what most of the modules are but you do need features and the features are, "What exactly is this program and I don't understand it. What am I getting? How is this working? When are the calls?"

That's why after I presented it, all of the different modules, now you can do your features which are what they're actually going to get. And if you notice it's very short, a very short part of it. So you get five, seventy-five minute training calls, you get transcripts and calls and you get the worksheet samples and it's all mailed to you and it's also online in the forms, so you can do that. And then we've got the four, seventy-five minute training calls and here is the schedule for training.

That is all very spelled out and clear what you're going to get. Then we've got the bonuses, and by the way, at this point when I got to the features part of this where I actually say five, seventy-five minute training calls. Nobody here is going to buy this because they're getting five, seventy-five minute training calls. You're buying it because of the information in it so

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that's why we mean this is a feature. Now you know what it is, which satisfies your head but you would never buy, "Oh, I'm going to buy this program because I get a whole bunch of CDs that I just can't wait to listen to," without any idea what the content is.

That's not the point but a lot of people say, "Do I get transcripts? Do I get this." At this point, once they are sold on the information, they want to know how they are going to deliver it. That's how you get to the features part of it. And when we get to this point, this is called packing your genius because I am presenting the offer. We do this, we go through the bonuses, and then we do the money and the price objections. This is where we start hitting objections because people have objection. You have to. I mean, there is only so much money in the world. We can't buy every single thing out there so you have to make decisions. So is it this or that or something else? You always have a price objection.

You also will have time objections for a lot of things, not if you're selling shoes but if you're selling other things, you will have time objections, too, that you have to talk about. But you do need to present the time objection and do it. However I will share with all of you, price objections, many times are covering something else up. They are covering up the real objection and if the real objection was answered then this objection would go away.

You do need to present the price because people need to realize they are getting good value and they need to know that they're not getting taken. There are very few instances where money alone is really what's stopping them. It's typically something else. So now that you have got that, this is why you go into my 'frequently asked questions' which is the real way to get rid of all those personal objections that are personal to this course.

If you scroll down pass Anne's testimonial and you'll see 'ready to get started' or 'you still have a few questions'. There is this place where you can begin to start answering questions specific to your course, to your program or product, whatever it is you are selling. And specific to your ideal client because while everyone will have the money and the time, there are specific objections for your ideal client and for where it is that you're selling that you need to address.

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So if you read this, you're going to see what it is that my objections are or what the objections are for doing this and one of the big ones are, "I've already hired a web designer and our copywriter are going to write the copy for me." So we're back again to the, "somebody else will take care of it." If you don't give them the right information, the copywriter can't write it.

Also the other thing is, even if you decide you do want to hire a copywriter, which I think is a good idea, which is how I make my money, you still need to know what a "good" copy is and what a "bad" copy is. If you have no idea of what's going to work and what's not going to work how are you going to be able to judge what a copywriter gives you. There are lots of copywriter out there and a lot of them have not been trained in direct response. And even if they have been trained in direct response, it doesn't necessarily mean they know what they're doing. So you have nothing to judge so if you don't understand it, you can't judge it.

The other thing is you just have to get an email out. There are just those times when you just have to get an email out and you know all of a sudden some things change and you just want to get an email out. So if you understand this, you could whip out your own email and you can do a few of these things, even if you have another copywriter helping you. It just takes some of the pressure off because you know you have the skills that you could actually do something.

Adela: Yeah, you know I remember Alex Mandossian actually saying that there were four things he didn't outsource. I don't remember what the other three things were. I think the delivery of his content was one of them but one of the things he said he did not outsource, which may not be completely true, but he does a lot of stuff was his copywriting. He did a lot of his own copywriting.

Michele: He does a lot of his own copywriting, I helped him with some of it but he does do an awful lot of his own copywriting.

Adela: Yet earlier you said something, I am not sure if I misunderstood something about not doing your own copywriting. Maybe I misunderstood, but I am thinking it is a great skill to be able to do your own copywriting.

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Michele: I think everybody should be able to do their own copywriting, I think everyone should be able to do their own copy because at least know something about it. The reason why is because first off you need to understand what good copy and what bad copy is. If you don't understand it then you're in trouble, but sometimes like I said, you just need to get something out there.

I don't necessarily think everybody needs to be writing their own copy because it gets to a point in your business and especially if you don't really like it, I certainly don't think that you should be doing it. At that point outsourcing it makes a lot of sense. But if you don't understand it, that's the thing, that's why, wasn't there something, I don't know if I one hundred percent believe this because I really I don't really understand QuickBooks but there is a saying that you should not outsource something you do not have an understanding of. I actually did do my own books forever but you should at least have some passing understanding. Otherwise you can't understand if they are giving you crap or not.

Adela: And now I remember what it is that you said that I got confused about. You said that you were going to share with us some tools to keep yourself objective that's what it was.

Michele: Oh, yes and that's where these worksheets come in, these worksheets and these templates to keep yourselves objective. That's what I said because it is hard to write your own copy or I should say it can be. It doesn't have to be sometimes it is hard to write your own copy because you can lose your objectivity.

Adele: Okay.

Michele: That's the only thing because you forget you know. You know your product so well and this may be another reason why sales letters get short too because you already know it. "I know it," so you don't explain it properly so that's what you have to keep in mind when you are writing that you don't fall into that trap. It's an easy trap to fall into kind of what you brought me back and you said to explain conversion rates because I do occasionally myself, because you live and breathe this stuff, you forget to go back and define things. That's why these worksheets and these

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templates we have provided can be so helpful, well they are so helpful, because they will keep you from falling into the trap of, "Everyone knows this. I don't need to explain it," when the reality is maybe ten percent of the people reading it know it while everybody else doesn't have a clue. Having a structure and keeping yourself objective can be so valuable

Adele: Yeah, so I know you were going over the packaging. I had a question about these PPSs but once you're done.

Michele: Oh yes, okay. People love reading Q&As by the way, so Q&As are always a good thing to have. So now you are ready to get started. Now we've summarize this so that you can see that the investment is \$497 and this is going to be a great time to say, "I'm throwing in a special bonus just for you guys so you have to make sure you tell me that you bought from Adela, because I actually do a critique call. It's not even on here. It's already filled by the way. We've got so many people in this program, it's amazing. Some networking is going on, the forum is filled up, so just the networking alone, which is not what I had intended for this to happen but we attract a great group of people.

So this critique call, but I do a live critique call where I critique four to five people and maybe I'll do more. The last time I actually did nine, I got myself in a...I thought I would critique nine. I actually did okay, I had a timer and I went through it. But it's critiquing on live and that bonus in closed because it's filled. But I will let all of you, if you decide to invest, you just have to make sure that you tell me it's coming from you otherwise I won't let you in because it's closed so you need to get on the right auto responder list so that you get information.

You can apply for me to critique your copy and you may get picked and you can also be on the call live and that can be a great summery after you have gone through the program, you've gotten all this information, now you can see how to put it all together. You can see live results and you can hear me critique. This is kind of what I do as I go through this stuff.

This is the last time Lisa and I are offering the bootcamp and the home study course at this price, so if this is something that your thinking about doing and your thinking, "I'll do it next time, I'll catch her next time," well

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that's wonderful, and I would love to see you next time but you're going to pay more so you may want to think about rearranging your schedule now and doing it now. It actually starts tomorrow with the first one, but there are four of them and plus the critique call so you can get in. You can immediately get all the recordings and everything. You'll immediately get all the forum and you'll be able to do all that. So it will still work out for you.

Adela: I was just going to say that I heard from one of the folks that signed up from my community, I actually talked to her on Saturday and she signed up for your course and she is in heaven I just wanted to say that, her name is Kamara and she was telling me how...

Michele: Yes, I remember her.

Adela: Yeah, she is just having such fun and I was like, "Wait a minute, I didn't think it had started yet," but I guess it's all the content and whatever is going on over there, but she's loving it.

Michele: I know, the form is just buzzing so it's wonderful.

Adela: Yeah.

Michele: Alright, so what were your questions about the PS

Adela: Well, what's the deal with the PS, and the PPS and the PPPS. I mean, what do you use those for?

Michele: Alright, so the reason why you add PS, is because for whatever reason, is that PS is like the second most read thing on the sales letter, so the most read thing is the headline and the second thing that's read is the PSs. And I suspect what's going on because people are scrolling down looking for the price. It's like, "Well, how much this thing, if I'm even going to waste my time." So they scroll down for the price, then they get to the price, then they just finish scrolling down to see the whole thing and they get to the PS and they read the PS.

At that point what happens is that they scroll up, scroll up and start reading things that have caught their eye as they strolled down. But they have done study after study and it's headlines and PS and also what they've found, and this came back from direct mail and which is where

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these online sales letters, their father is that direct mail thing. But they found that with actual multiple PS's are better. I don't know if you've seen that. That went away, that was I minor blip, but there was a time were people who had like twenty PS's and it's kind of like, "What's in the sales letter?" We'd hunt forever.

So you don't have to have twenty PS's. But more than one PS for some reason works better and actually it's good to have three and the two and the second one is actually read the most. So people will actually read the second one first and depending on, you know they will either read the third one or the first one, go figure so that's why having, I had somebody once say that three hits like symmetrical, you have something in the middle and two on every side and maybe that's why we read the second one. Some things I can kind of figure out, some things I can't.

But that's why you have PS's, otherwise if people are scrolling all the way down and they keep going and you don't have a PS you've find of wasted real estate were you could be getting your message in there.

Adela: Awesome. I've got a couple of questions here, Michele. Yeah, I'm so excited. I had wanted to sign up for this course the last time you were on this thing. I better hurry up.

Michele: I know. We're starting tomorrow.

Adela: Uh oh. I've learned some copywriting on my own and I've been doing actually pretty well. Some of my sales letters have converted with even the little knowledge I have. There haven't been huge price points you know, below a hundred, but they have converted at three and four percent.

Michele: That's great and you might be, you're probably an instinctual copywriter, so anything you learned with this would be, would just add that much strengthen to your skills.

Adela: Yeah, I figure it would be good to train with some trained copywriter. So I'll be signing up. Just a couple of questions here, one from Ruth Helen, "How important is the hook and how do we know when we have one?"

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Michele: Oh, the hook. You mean, she means the hook on the headline or she means...there are a lot of different hooks. There is a headline hook or there is a package like your hook for your offer.

Adela: Ruth Ellen, clarify which hook you are talking about darling. Just type write it in and we will go on to the next question. Okay, this is from Gena Diane in Vancouver, "I offer classes helping people transform their energy from low vibration to high vibration. I want to help them transform as they move into the shift in 2012. As you can see, the words I use are etheric. I have worked with a coach to help me use tangible languaging." So, she wants to know, can this course help her with being able to with the languaging that she resonates with?

Michele: Absolutely. In fact, I am so glad you said that, Dr. Lisa Turner, I don't know if you are aware of her, she is a spiritual entrepreneur. In fact I'm doing her teleclass Spiritual Entrepreneur next week at the Spiritual Entrepreneur Summit, and I know all about the 2012 shift because I've worked with her. She took the first Juicy and she is also a private client and she trains psychics, that's what she does, and she took the first Juicy. She was so frustrated before because she would get on the phone and sell everything one on one. I didn't matter if it was a \$30 eBook or a \$500 course, it didn't matter what she was selling, she had to get on the phone and actually make the sell.

She fixed her sales letters based on Juicy and within a week she had like 4 or 5 sales on her \$300 product and she didn't have to get on the phone with any of them and she was jumping up and down. She loves this product.

Adela: Awesome, so Gina had another question, "Where do you want us to say that we are from Adela's tribe?" If they use my link you will know, right? It is an affiliate link.

Michele: If you use the link I'll know but also put in the notes, I think there is a note section like, "How did you hear?" Just put that in there.

Adela: Okay, wonderful. And she won't be behind because she can access the information on the internet online?

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Michele: Yes.

Adela: Okay, great. So Ruth Ellen responded and she said, "Either." So a hooky headline...

Michele: Okay, so how do you know if you have a hook or not or if you've got the hooky thing? Well, one way you are going to find out is if, I think it is something that you almost have to, you have to throw it out there and get feedback from your ideal clients which it may not be exactly what you want to hear but you can ask me and I'll certainly give you my two cents because if you haven't figured it out, I've got lots of opinions. My opinion doesn't count, the only opinions that really count is your ideal clients out there. If they start getting excited about it, that's when you are going to know that you're going to see something hook. If you can search and start to see things turning viral, that's when you're going to know that you're going to start to see the hook. Part of it is that you want to capture, how you start with something hooky is that you really want to get to the essence of what it really is. You want to connect on a deep level and you want to get at the essence of what your ideal clients are looking for and I will tell you that it's funny that we're Juicy. That's actually Lisa's branding. She is the Juicy marketing expert and when we got together to create this product, we decided to use Juicy, and it is sort of a long story how we got to that. It was actually funny; I got some feedback mainly from my husband who thought Juicy was really silly and I said, "Well, I'm going to try it anyway."

Juicy really resonates with our ideal clients and that's one of the things that since putting it out there I can see that because people want things to be Juicy. So make sure if you are going to ask people, make sure you are asking your ideal clients, make sure you are getting at what they want. Our ideal clients love the idea of it being Juicy because that's what they are looking for. They're looking for something authentic, something Juicy, something that they can get excited about. They want to get excited about their marketing; they don't want their marketing to be like, "Oh crap, I've got to do this e-mail and send it out and my list is going to hate me because I'm sending another e-mail out." That's what they don't want. They want to get really excited and be happy about marketing and so the idea of making it Juicy really resonates with them.

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So you need to learn your ideal client. I didn't talk much about ideal clients but there is a whole module about that and then get into what really is important to them and connect with them on this deep level, then that will help you start to get to what's juicy. Well, get to what's 'hooky' and then I guess it could be juicy too and then from there, you get it out there and see what results you get and if people are still, "I don't know," you can always tweak, it but that's how you at least start.

Adela: Okay, wonderful, its top of the hour already, time flew. Can you just real quickly, Michele, because I knew we covered so much but can you just recap those three simple secrets to selling your expertise online.

Michele: Yes, your ideal client is a big one. The ones that I was going to talk about but I ended up talking about a lot more, is your ideal client, connecting with your ideal clients on a deep level and then the juicy benefits, making sure that you are really getting that value across and then the objections. I had five, and every module is actually something that you need to, headlines, your million dollar story, actually they are seven I guess, or six because the seventh one is just putting it all together, but those six are essential and what I normally do on these calls as you can see I can talk forever, just pick three.

Adela: Awesome. I'm so glad you covered everything that you did. I mean I got a first class education on sales letter here and all kinds of other extra stuff. For folks who may have missed that link again its www.consciousbusinesstribe.com/juicymarketing, and it starts tomorrow. I'm signing up today for sure because this is one area of my education that I really want to strengthen in a big way. If your online this is how your getting your message out to your potential client so it's really an essential aspect off your business.

Michele thank you so much, darling, for being with us again.

Michele: Thank you.

Adela: I hope you come back because you have always got so much information to share.

Michele: Oh, I would love to come back. You're the best interviewer so I love this.

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Adela: Thank you, Michele. Thank you so much, darling and thank you every one for being with us today at the Conscious Business Telesummit and we will see you later on at our 4'clock call. Thanks Michele.

Michele: Thank you.

Adela: Bye-bye.