

KICKASS

Salespages





Created & Published By
Omar and Melinda Martin
<http://kickasssalespages.com/>

Copyright © 2014 – Omar and Melinda Martin. All rights reserved.

DISCLAIMER AND TERMS OF USE AGREEMENT

Every effort has been made to make this publication as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this publication contains information that is the view and opinion of the author. Therefore, this publication should be used as a guide and not as the ultimate source on the subject matter. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else's, in fact, no guarantees are made that you will achieve any results from our ideas and techniques in our material. The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this report. All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

If you have any questions about what you can or can not do with this product please contact:
<http://hlshelpdesk.com>





Table Of Contents

Click on the page number to go to the corresponding chapter.

About The Author	page 1
Introduction	page 3
The Pleasure Principles	page 4
Identifying with the Need or Challenge	page 6
Demonstrating While Subliminally Selling	page 8
Presenting Features Versus Benefits	page 10
Up-sell them into a Solution to their Fear	page 13
Conclusion	page 15

About The Author



Marketing.

Higher Level Strategies (HLS) exists to EMPOWER Internet entrepreneurs. We provide quality services to serious Internet marketing success seekers by way of web design, product creation and “Done For You” web business development. We aim to deliver cutting edge solutions to ordinary people that don't necessarily have an extensive technical, internet or online sales experience. Unlike coaching and mentoring companies that promise to teach you Ecommerce, Real Estate Investing, Financial Planning, Stock Market Investing and everything under the sun, we specialize in one thing and one thing only, Internet

HLS is owned and operated by Omar Martin, and his wife Melinda since early 2009. Omar's vision for HLS to become a multifaceted Internet Entrepreneur Empowerment Company is now a reality.

At present, the HLS team is made up of a powerful staff of 4 extremely skilled and talented individuals. The company is operated by Omar and his lovely bride Melinda Martin right out of their humble home in Palm Bay Florida. The personal interaction with their clients is unparalleled. They take on only a few serious clients per month so that they can personally interact with each of them. With HLS web services you get a personal touch that you just won't find anywhere else.

HLS was established to serve success minded individuals just like you that are tired of buying old rehashed ebooks and software products to no avail. We want to help you leverage the power of the internet to launch a successful business through step by step mentorship. With HLS mentoring, marketing and “Done For You” web business development, we will help you devise a training syllabus and development schedule that is custom tailored to your specific needs and time constraints if that is what you desire. Our professional staff is comprised of industry experts that will help you achieve online success through courteous, one on one attention and service.

If you prefer to have the web work DONE FOR YOU, we've got you covered there as well. Our



team can create your website, continuity program, email marketing campaigns, social web presence, list building squeeze page, custom blog themes, professional sales videos, product launch campaigns, membership websites and much more. We custom tailor our web development services to your EXACT needs so you can be as involved as YOU like or as hands off if you wish. Whichever you prefer, we've got your back.

Internet Marketing can be a very time consuming, frustrating and even costly endeavor when you try to do it all alone. Omar Martin has helped thousands of people build websites and online businesses throughout the years. Many of them now work for themselves and even earn a six figure income. We welcome the opportunity to help you build your business and achieve online success today.





Chapter 1

Introduction

In this volume we are going to talk about selling digital gizmos and widgets. As consumers we love magical pushbutton solution that solve our problems quickly and ultimately make our lives easier and better. However, many Internet marketers are under the impression that selling these types of solutions are easier to sell than information products. Or, they believe that that these types of solutions can be sold in the same manner. I'm here to tell you that this simply is not true as there is a whole set of other things to consider.

In other volumes we have addressed selling digital information products. Now we will discuss what I call "pushbutton" solutions. Whether it is a web-based software as a service or actual downloadable software to install, the common denominator is that the product contains a button to click where it does something and solves a problem for the user.

When most people think of software solutions, either video games or business tools come to mind. However, there are many kinds of niche software out there. In our industry, a push button solution might be a WordPress plugin, theme, or a "software as a service" product where users log into a website to accomplish a certain outcome. Generally a user, of a web-based application, logs in and creates a piece of code, or a file, that can then be taken away to solve a problem.



Chapter 2

The Pleasure Principles

When selling software we need to cover the “pleasure principles” and how it applies to selling these digital gizmos and widgets. Consumer behavior, regardless of rationalizations on why they made a particular purchase, ultimately boils down to either increasing their pleasure, or decreasing their pain. This becomes especially important when selling gizmos and widgets.

Perhaps the consumer finds a frequent task in their daily life complicated, or tedious, and associate pain with the drudgery of performing this mundane chore. It’s tough, time consuming, and at times actually hard. Well, your specific software solution must relieve them of this pain. Perhaps they view the solution as bringing joy and pleasure into their everyday life. An example would be entertainment and past-time applications like video games and interactive media. Both of these software genres make wonderful income generators that can be sold digitally.

Producers of mobile or social game apps know the marketing potential of creating an entertainment product like Farmville or Angry Birds. The initial download price of these types of items are dwarfed by the revenue generated in advertising or selling within the application itself. When you compound this marketing opportunity by millions of download there is the potential for exponential growth for spin off products from movies to other gaming platforms. So, these types of software products do not necessarily solve a problem per se, but are rather categorized under entertainment. After all, playing a game could alleviate stress by taking the player briefly away from their reality. Perhaps they want to avoid the pain of doing something while at the same time receiving pleasure from the activity.

The “greed” factor, also known as the “Jones effect”, has a lot of influence here because people are inherently afraid that they might be missing out on something. When applied to the “pleasure principle” they might believe that they are missing out on some pleasure that others are having. This is because they may feel like they don’t have the necessary information that others have. They think that others are not experiencing the pain associated with tedious work since they have a secret formula or method. Missing out on something, like knowledge or information, that





another may have, triggers the “greed” impulse factor motivating a prospect to take action and buy. The reasoning is that once they have the information that others have they will gain the same pleasure experienced by others.

What works well is to show them how the lives of their peers are either less stressful or happier as a result of your gizmo. If you can convey these principles into tangible real world examples then you will get people to buy your gizmos and widgets.



Chapter 3

Identifying with the Need or Challenge

Necessity is the mother of invention. Throughout history humans have created tools to simplify and enhance their lives. At some point our ancestors, banging two things together, realized that affixing a rock to the end of a stick would simplify a process. Thus, the necessity birthed the invention of the hammer. Why this is important for you to understand is because when you can identify with that need or that challenge then it became a lot easier for you to sell a solution.

Sometimes people have to be told that they need something. And, then they have to be shown the reason why. Back in the day it wasn't about convincing people as much as it was educating them to the particular solution that would fill their need. For instance, when someone would go to the store they would tell the clerk their problem. Perhaps they kept spilling things at home and the pickup rags would continue to need laundering. Thus, the customer was spending more time doing laundry than something else. In response the clerk would ask questions in an attempt to ascertain their exact problem and offer an appropriate solution. Perhaps, they asked if the customer had ever heard of Bounty, the "quicker picker upper". Then the clerk would lead the customer to the product and show exactly how it would solve their spilling problem quickly while requiring less laundering and allowing them more time to do something else. So, it used to be only about educating the prospect.

Technology is evolving so fast that people don't even know that a solution to their problem exists. Thus, the prospect needs to first be informed of the product's existence and then educated on the item ultimately seeing themselves using it prior to being motivated to buy. The consumer's motivation in this instance is not one of "prestige" but that of "practicality". The product must "serve a specific purpose" and it needs to have that purpose explained. Having them envision the use in solving their particular problem is the key. Otherwise, if they can not see "the need" than you as a marketer have failed.

When is the best time for the consumer to buy? The answer is NOW! You can always find a reason for the prospect to purchase something now. I like to use weather as being a reason to





buy. This is because everyone in the world is affected by the weather in some way or another. Here's a quick story from when I was a kid. Being a store owner, my father was approached one day by an awning salesman who wanted him to purchase one of his awnings. Well it was a big decision at the time because it was expensive. However, the salesman said because it is warm right now the awning will adhere better to the frame if installed today. As I grew up this encounter stuck with me when one day I realized that the weather was really irrelevant. It was merely a reason to buy now. I bet if the weather were cold the salesman would have encouraged my dad to buy saying, "Because it is cold right now, this awning would best be installed today, as it is not too hot." The point is that it is merely important to have a "because". In your industry you need to figure out a good reason why now is a good time to buy. Once you identify that particular "because" you will need to point it out to them.

As mentioned earlier, a prospect is often unaware of the existence of a product. I have even had an idea for a WordPress plug-in, and upon searching; discover that very product already existed. However, if your product is new to the market, then it is important the prospect understands the need. In contrast, if your product is a solution that already exists, or is an improvement upon an existing item, than the prospect needs to understand the product's worth or value. Value is best established by emphasizing the product's benefits. We will discuss how to do this in detail later.





Chapter 4

Demonstrating While Subliminally Selling

Another technique that differs between selling information versus digital gizmos and widget is that the item must be demonstrated. Thus, it all comes down to seeing the tool in action. The prospect needs to see what the item can do and how well it can do it while delivering upon the promises of your sales page. Thus, if I said, “This software tool is going to pull traffic from any website and make you money”! Then, all I need to do to close the sale, is demonstrate that action and do it well. Show exactly how the tool, not only fulfills the claims, but surpassing expectations. By proving the tool performs as promised you establish trust. Remember, to always align your demonstration with the prospect’s need to be truly impactful.

Speed is often a need that a tool can deliver and timed challenges work great to illustrate this. It is important to review the “old” way of accomplishing a task and then show the new improved method. To illustrate the need in this manner has a powerful impact on the viewer. This approach is used often on television due to its powerful impact. Even laundry detergent ads have perhaps two jars of liquid where a dirty shirt is placed in each with the brand advertised outperforming the other. This simple demonstration takes merely moments yet the key to closing the customer comes from them literally seeing the product deliver on the promise.

Perhaps you could demonstrate how well your gizmo or widget performs by showing results. A side-by-side comparison works great like in the laundry detergent example. Thus, if you are able to emphasize that your gizmo’s results are better than the results of other gizmos, without mentioning them by name, than it has an incredible impact. Again, this method is good for a product that expands or enhances something that already exists. So, if you have a tool that improves a prospect’s life by making a process faster, better, and more enjoyable, than this particular type of demonstration will subliminally sell your customer in a way that no other can.

During the demonstration it is important that you preempt questions and objections with your demo process. You need to anticipate and hit these concerns head-on prior to them surfacing in your prospect’s mind. As the product is being demonstrated you are looking for the “gasp factor”





response. You are trying to “wow” them eliciting “oohs” and “aahs” as they gasp in pleasant surprise as your product overcomes challenges that they didn’t even know could be overcome.

I recently watched a demonstration on an infomercial where the product removes stains from rugs. These stains have been there for years. To illustrate this they move a piece of furniture revealing how clean and lighter in color the carpet is in contrast to the high trafficked portion. They then take this device and rub it across both areas “instantly” making them the same. This demonstration “instantly” made me go “Wow!” as I gasped in astonishment. Again, this type of demonstration subliminally sells the prospect on wanting to purchase the item because they didn’t know they needed the item until they were shown.

When showing them the tool in action make it risk free in showing them how just one of the product’s features will save them a certain amount of time and money. Show them how painful and time consuming previous methods were prior to the creation of your gizmo or widget. Do the math adding up all the value that each feature individually saves them. Once the prospect internalizes how all these features will save them time and money, and ultimately reduce their pain while giving them pleasure, they will sell themselves.



Chapter 5

Presenting Features Versus Benefits

A “feature” is something that your product has or does. It is a small component of the entire thing. A “benefit” is the advantage that the user will derive from that specific “feature”. Now many think that talking about all your product’s features is what’s important in your demonstration video. But it’s not. This is because people buy on emotion. Remember, the prospect probably wasn’t looking to buy your product, as they were unaware of its existence, or the extent of what it could do for them. So, pointing out the “benefits” during the review of each “feature” will grab the attention of the prospect.

There’s a difference between demonstrating a feature employing logic vs that of emotion. The pushing of a button, to where the newly patented “flux capacitor” engages, does not address the question your prospect has of, “How is that a benefit to me?” Instead have the prospect envision all the free time they will gain perhaps to spend with their family. Paint a mental picture for the prospect having them feel those great sensations of being at the park with their kids. Or, have them envision how they will be able to take that special someone out on a date. Thus, because of the feature, of a flux capacitor, the prospect will benefit in accomplish what they normally do in half the time with fewer mistakes.

An example in emphasizing the “benefits” a feature may provide begins with asking the prospect a question like, “You know how you are used to spending 40 hours a week in front of your computer? Well because you are using this tool you will accomplish the task faster. This is due to the new patent pending flux capacitor. Now you are going to be able to do everything you used to do, and more, in half the time. So, you are going to have an additional 20 hours of time to spend with your family, vacationing, laying out by the pool, taking your youngest Christmas shopping, to do this, to do that, you are going to love it! You are going to love having all this free time. As a matter of fact, you are not going to know what to do with yourself with all the free time you have created for yourself by using this gizmo.” Thus, the free time is the “benefit”. And, by having the prospect envision what they will gain is what will close the deal. Features are great from a technical standpoint. But it is the emotional benefits a prospect sees clearly in their mind’s eye





that will sell the product. So, exactly how many “benefits” should your product have?

Every “feature” should be justified with a “benefit”. You could point out, “We didn’t put all these features in this product because we wanted to. We did it because you want more time and money. We wanted you to be able to do this faster and to enjoy the process more.” Do you see how people will be persuaded to buy on emotion and not on logic? This is because benefits trigger emotion while features trigger logic. Simply regurgitating features may attract some, but the majority of people will buy based on emotion. This is why it is NOT a good idea to have the product creator or engineer write the sales copy as they think every feature is important. A good copywriter on the other hand, knows how to elicit emotions from the reader. They will highlight the most useful features while placing the reader in a story to where they are experiencing the many benefits derived from the product’s use.

The headline of a sales page of your gizmo or widget should typically include the product’s biggest benefit. This is because you want to grab the viewer’s attention and trigger a specific feeling. For instance, you could have a headline that says, “What if you had a simple tool, to plug into your website, to give you 10 hours back per week to spend with your family?” Again, it’s feelings that sell. So, keep having the prospect envision how a particular feature it will benefit them.

After highlighting benefits the next step is proving the item can deliver on that promise. Thus, you can never have too much proof. When selling a gizmo or widget I recommend having an image that represents your main benefit at that top of your sales page in the “deck”. The “deck” of your sales page is the top most six inches. Show them an image of “the proof” perhaps being an income statement from a reseller account. Truth be known, you can never have too much proof, as people love it.





Bullets are another way to point out “additional” features not covered in your video or in the sales copy. However, you must keep these additional features to a minimum to avoid being overbearing. I was recently reviewing a sales page with hundreds of ticked items. Personally, I started to feel angst, as I feared that out of the two hundred features I would somehow miss one. Now remember we are trying to elicit positive emotions, not the emotion of fear. So, avoid trying to list every single feature and focus on the triggers that are really going to make your product sell. Once your prospect buys on emotion they later justify their purchase with logic. That would be a better time to point out all the additional features to reaffirm their decision. After all, they never realized your product could do all the additional things. Upon seeing the added value your prospect will decide to keep the item. After all, they now have proof that they made a good purchase decision.





Chapter 6

Up-sell them into a Solution to their Fear

Now once they decide to purchase the item it is time to address their fears. By the way, the number one reason people are reluctant to purchase is the fear of making a poor decision. At the end of the day, after analyzing all the reasons prospects failed to take action, you will discover that all those reasons were centered on the emotion of fear.

The reality is that prospects are afraid to make a mistake in their purchase decision. They fear making a wrong decision will cause some sort of irreparable damage. They ask themselves, "What if . . ." questions ruminating upon whether they will be happy with the product. They worry that it may not work as promised. The list fears goes on and on. Ultimately, they are afraid of what might or might not happen when they take the action to purchase an item.

Even after presenting a "risk free" offer they will still have inhibitions and apprehensions about the "transaction" more so than the actual item being purchased. So, even after you have proven the need, and that your product is the solution, you must address their fear. Thus, it is your job to instill security by emphasizing how great an experience it is to purchase from you. Perhaps emphasize that PayPal is the most secure way to purchase something. Assure them they can get to their purchased product 24/7 regardless of time of day. Tell them they can contact your support team at anytime. Remind them of all the happy and satisfied customers that already purchased the product through your site.

One misperception, of those new to Internet marketing, is that a prospect did not buy because they did not "like" the product. This simply is not true as there are a number of places where the customer may be derailed during the transaction process. Perhaps, for whatever reason, they preferred to purchase the same affiliate product through a different seller. Just know that there are a hundred reasons why consumers do not buy and it is not predicated on merely the product itself.

Why not, during the transaction process, offer an extended or lifetime warranty as a solution to a





prospect's fear? Maybe they are afraid the software will become outdated without updates or that they will need technical support. How often have you purchased an electronic device to be met by the cashier with an option to buy an extended warranty? They reason, "You are buying something that you have already determined that you need. Why would you chose to not protect your investment?" So, you are able to remove a customer's inhibition and alleviate their fear by actually selling them something else! You can even license the prospect "resell" rights allowing them to make their money back on the investment. "Resell" rights, depending on the license agreement, allow the purchaser to either rebrand the content or even modify it as they see fit for "resell". You can even sell a single-user or multi-user licenses in addition to single-site or multi-site licenses to use on many web sites. Why not sell a developer's license? Look, it doesn't cost the product creator any more to sell these licenses as the development costs have already been incurred. You are merely charging more money and giving permission or legal rights to do one thing or another. So, just know that you as a marketer can literally "sell" away a prospect's fears.





Chapter 7

Conclusion

In conclusion, people don't always know they need something. And, that is the biggest challenge in selling gizmos and widgets on impulse. You have to make sure that you get the “need” across. Realize that a prospect may not have first known of a technology or that it could accomplish something. If you as the marketer can identify the need, and demonstrate the solution, you will be in a position to succeed. Remember, to always justify each feature with a benefit so people can associate positive feelings with what your tool will provide them.

