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# **The Compelling Purchase Strategy:**

**How to Articulate the Value of Your  
Products So They Fly Off The Shelves**

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## The Scoop on Rob:

**ROB SCHULTZ** -- the founder of Audacious Audio -- transforms entrepreneurs into Audiopreneurs, coaching leading edge professionals to catapult their profitability and profile with affordably produced, strategically targeted, ingeniously marketed CDs, MP3s and the latest generation multimedia products and marketing.

He offers:

- Live Workshops
- Teleclasses
- Free Business and Production Tips
- Value Packed Audio Products

You can learn more about these cutting-edge offerings at <http://www.audaciousaudio.com>.



**To automatically receive free tips, resources and insider info that help you create and market your own profit-producing audio products, sign up for The 5 Audacious Avenues to Your Passive Revenue Product Empire at:**

**<http://www.TheLatestMoos.com>**

**This free program includes crucial starter info on CDs, downloadable audio, teleseminars, podcasting, and features a one-of-a-kind 12-point assessment to see if your product idea is ready for prime time!**

Rob leverages his dynamic creative background to help clients to create breakthrough products. He learned the art of writing and production while a radio sports director, and a sports reporter anchor at ABC affiliate KBAK-TV. He honed his marketing skills as a concept designer and presentation artist for such major ad agencies as McCann-Erickson. And he maxed out his creative and digital skills working in the cutting edge, highly competitive visual effects field. His work has appeared in major motion pictures, including Vanilla Sky, X-Men, Face/Off, Broken Arrow, Volcano and The Relic.

His talks and classes are always provocative. Rob is a Graduate of Coach University, the founder of Audacious Audio, past host of the West LA Chapter of Coach Inc, and chaired the Speaker Recording Program of the International Coach Federation Los Angeles Chapter.

## **Rob's Recommended Resource:**

If you've wanted to harness your own Passive Revenue tidal wave . . . but didn't know where the heck to begin, this is the day you have been hoping for!

### **Its "The Five Audacious Avenues to Your Passive Revenue Product Empire" SPECIAL REPORT**

This FREE special report - with added email tips and amazing bonuses - a \$107 value - slices through the confusion with the crucial keys you need to produce your own lucrative audio products. Products that can help you to:

- Generate "Massive Passive Revenue"
- Escape the treadmill of trading time for money
- Free you to develop a virtually limitless income potential
- Funnel satisfied product customers into every other service and product you offer. This is the hidden 80% of revenue most audio producers miss!

You will also receive hot off the press info on exciting new avenues of multimedia: viral video, online slide shows and other powerful methods to raise your profile, boost traffic and get your business in front of a worldwide audience!

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## **The Compelling Purchase Strategy: Making them an offer they can't refuse**

As we've mentioned before, one of the most catastrophic mistakes entrepreneurs make is developing a product THEY'RE EXCITED ABOUT, before taking the time to think through what would make their POTENTIAL CUSTOMERS EXCITED.

Because you can't make any money buying your own products.

You can only make money when your CUSTOMERS buy.

And what's gonna make your customers excited about your product - excited enough to BUY - may be different from what excites you.

The Compelling Purchase Strategy (CPS) deals with figuring out beforehand what your market is looking for in a product, and engineering your product to deliver it. It also gets you to consider BEFORE you create your product just what features are going to move your customers to purchase, and to leverage ethical techniques to move them from 'thinking about it' to buying.

A real estate investor friend encapsulates this perfectly:

**"Before you get in, know HOW you're going to get out."**

What he means is that before he invests his hard earned money in a property, he has a good idea exactly how much he's going to spend fixing it up, how he's going to market it, how he's going to sell it, and the type of person he's going to sell it to, and the profit he stands to make. This minimizes the risk of losing money, because he's taken a bird-eye view of the whole process, and pre-visualized just how the investment will pan out.

And if its not going to pan out, he doesn't make the investment.

You should do the exact same thing in creating your products.

Because your products ARE investments. You are putting time, energy and money into your products. And you want to be sure you get enough of a return on what you've put in to make it worth your while.

Your **Compelling Purchase Strategy** maximizes the probability your customer will follow through and click the “Buy Now!” button.

The process works like this:

- The Trust you have built gets your customers interested in buying your products, and makes them feel safe if they DID buy from you. In other words, it moves them in your direction.
- It puts them in your orbit. But they’re not necessarily going to land.
- It puts your foot in the door of their buying decision.
- But it DOESN’T close the sale.
- **Your Compelling Purchase Strategy** takes a customer from “Maybe . . .” to a committed, excited buyer. It takes a customer from feeling they can’t afford to buy your product to knowing **they can’t afford to pass your product by**. It makes them realize it will actually cost them more - in lost sales, lost opportunity, lost growth - not to buy your product than to buy it.
- It makes the sales process much much easier. It provides the momentum, the urgency, the final impetus to close the deal.

So why do you need to know this BEFORE you create your product?

For one, the insights you gain from this process will actually transform the content and format of your product. And these changes may mean literally THOUSANDS of dollars in extra revenue for you.

The other reason is that the knowledge you gain from the CPS becomes embedded into every aspect of your product creation and marketing process. Its seamless. You don’t have to take your product and ‘figure out’ how to market it. The marketable, life-changing benefits of your product are built into the product, so marketing it is less about selling and more about simply telling your customers about the incredible benefits you’ve built into your offering.

The good news is once you do this, your response rate will skyrocket, and the time and effort it takes to transform a looky-loo into a paying customer will plummet.

## Compelling Purchase Strategy Worksheet:

Here's a list of suggested ways to express the benefits and advantages of your product. Any one of which may be enough to tip your customer to buy. Taken together, they can create a huge difference in your bottom line.

These advantages are most commonly listed in your marketing materials:

- Flyers
- Web copy
- Emails
- Other promotions

You can also find them on the jacket and cover copy of the product itself.

Of course, you may not be able to use every item in the list. For example, if you're new in the business, you won't be able to boast an extensive track record. If it's a new product, you may not have compelling testimonials.

My suggestion is to place a check mark in the box next to a **MINIMUM** of five possibilities from the following list to employ in making your product irresistible.

Then, once you've made your selections, begin to plot out exactly how you're going to use your chosen Compelling Purchase Features to illustrate the unique benefits of your product.

### **Offer incredible value**

This is a bit more challenging to do when your product is a single CD. You'll need to break out every benefit of the CD - with specifics - and resist the temptation to make sweeping general statements. But when you offer more extensive audio, or combine your audio with other formats, such as a workbook, teleseminar or one-on-one coaching, the value you're offering can build a convincing case for an immediate purchase.

**The cost of inaction: It will cost them much more NOT to buy than to buy**

People often think of how much a product will cost them. If you can convince them it will cost them MORE not to take action, you boost your sales in a big way.

The key to this is QUANTIFYING WHAT THEY'LL MISS OUT ON if they don't buy. For example, if they can see that your product:

Will help them land even two new clients within a year . . .

And each of those clients will be worth \$1200 . . .

And the cost of your product is \$147 . . .

They would have to have to be a Luddite NOT to buy your product.

The key here is being specific. General statements ("This product pays for itself!") won't do the trick. Show them HOW EASILY it will pay for itself and you got yourself a customer.

**Overwhelming, quantifiable, specific benefits**

A benefit answers the question: "What's in it for me?" Your customers don't give a hoot you're offering 5 CDs. They do care deeply about what those CDs will do for their finances, their quality of life. Tell them how their lives will improve, tell them where your product will take them, and watch your response rate skyrocket.

Your benefits need to be specific and if possible, quantifiable. Doubling or tripling sales is much more persuasive than 'boosting sales.'

**Benefits tied to specific features of your audio**

I've always found it VERY PERSUASIVE when I'm not only specifically how my life will improve, but also precisely what part of the product will do that for me. (Our 5 Crucial Keys PDF is designed to help double your sales in less than 12 months!)

Especially compelling: One marketer actually told me on what page (or which CD) I would find the secret that would give me the promised benefit.

Benefits are great. Telling your customer EXACTLY where in your product they will find that information is dynamite.

**Backing up your claims with compelling, heartfelt testimonials that state specifically the benefits (doubled my sales!) they received**

Once again, we're dealing with the Trust factor. Of course you're going to toot your own horn. When total strangers do it for you, it's a big, big plus.

Specific testimonials (Rob's class has helped me bring in \$1500 extra per month!) are much more effective than a general one (Rob's class is terrific!) no matter how glowing.

**The step-by-step, bulletproof nature of your procedures**

Detail, step-by-step HOW you're going to deliver the benefits you promise. Even though folks are busy, they are willing to do a little work. But they don't want to reinvent the wheel.

Let them know that while they will have to apply themselves, you've cleared the way for them. That you've created a sequential pathway to their success. And make this process so clear, so believable, that your prospective customer is able to SEE THEMSELVES in the success picture.

**Put your customer in the Success Picture**

Have you ever been to an amusement park or country fair, where they have those life size cutouts of celebrities or politicians that you can get your picture taken next to?

People love seeing themselves in the picture. In fact, they'll pay handsomely for it.

So be sure as you're spreading the word about your product, you put your customer in the Success Picture.

"Imagine yourself waking up in the morning to emails indicating you've banked another \$500 in sales" or "Can you feel the power of traveling around the world to share your experience to change peoples lives? And being paid handsomely to do so?"

Talking AT your customers will only do so much. Be sure to put them in the picture of success that you're painting, and they will reward you.

**Your track record**

While you don't want to make yourself the center of attention, you DO want your customers to know you're qualified to help them, that you've done this successfully in the past. You're walking a thin line here. Avoid boasting. But also don't hide the fact you've helped others achieve extraordinary results.

 **A call to action**

There's a truth about people I've come to learn the hard way: They need to be told what to do. In fact, many WANT you to tell them what to do.

So don't 'hope' they'll buy. Tell them to buy, tell them what they need to do to buy, and make them feel REALLY GOOD about their decision. You'll want to have this at several points in your marketing material.

 **The cost of inaction >> PAIN!**

Yeah, this is where we get a bit squeamish. We're all nice folks, so we don't want to dwell on the negative. But this point actually follows directly on the heels of the fact people need to be told what to do. People need to be reminded how painful their current situation is, that the pain will only continue with inaction, and that your product can help alleviate that discomfort.

One of the only forces in the world stronger than survival is denial. This is true because many people will rather destroy themselves than admit they have a problem. And that's EXACTLY the force you are facing when you're trying to help someone: The rationalization things "really aren't that bad".

Oh yeah?

Wouldn't it be nice if everyone were pulled by a vision? The truth is, most people are still pushed by pain.

And if your product is going to change their life for the better, does it really matter how they get there?

Such attention getting statements can include:

How much longer are you going to watch your mailing list stagnate, when it could skyrocket? How many more Saturdays and Sundays are you going to give you your business, rather than your family?

You get the picture.

Acknowledging that most folks act more swiftly to avoid pain is not a crime. In fact, in my view, sacrificing an entire group of people who's lives you can change simply because reaching them will involve making them a little uncomfortable is downright selfish.

So realize that human nature is what it is, and use it to help your customers see your product is the ticket out of their predicament.



**List the components of your program that answer the 5 most compelling, immediate questions your market MUST know the answer to**

Look, if people knew what to do, they'd be doing it.

The fact that they're even reading your web copy or flyer, shows they're looking for answers.

Wouldn't it be compelling to figure out in advance the **five most urgent situations in their life**, and showing how your product will provide the solutions they're looking for?

You bet it would!

So sit down and write the five most urgent questions your customers are asking - the ones they **MUST** know the answer to. This isn't a casual interest, but something they'd give their right arm to know.

Then show exactly how your product will deliver their answers, and even get them started on what those answers will be.

How can they resist when they find out you don't want their right arm, but only a few bucks?



**Verifiable evidence of your results**

You can supplement customer testimonials, by providing the stories of several successful customers (with their permission, of course) who have created incredible results with your product. As with testimonials, get specific. "David bought this product two months ago and really enjoyed it" is pretty lame. "After years of trying, David found the relationship of his dreams three months after buying this product" is a bit more what you're looking for.



## CREATE URGENCY!

As they used to say when we were kids, close only counts in horseshoes. Casual interest is really no interest at all. So unless you can escalate casual interest to URGENCY, you might as well flip pancakes down at the neighborhood greasy spoon.

The good news is that those who read past the first paragraph of your materials probably have a VERY URGENT INTEREST in the results you're promising.

The trick is to get them to FEEL THAT.

A few ways to do this:

- Get them in touch with how much PAIN the situation is causing them, and how it will only get worse with inaction. (see above).
- Show them (specifics!) that it will cost them more NOT to buy than to buy.
- Relate stories of people 'just like them' who are now incredibly successful after using your product. I can't tell you how many people who only became successful after seeing some yokel zoom to the top of their profession. It sounds cruel but the "if they can do it, I sure better be able to" can often be an incredible motivation.
- Special offers / discounted price



## Limited time bonuses

Yeah, here we get into snake oil territory. You know, folks who say "This bonus will be gone today" only to discover three months later they are still offering it?

Limited time bonuses work. And the good news is you don't have to lie about them.

One way is to offer bonuses only during an introductory period, when your product is hot. The other: cycle your bonuses. Yes, you can continue to offer bonuses to those who buy your product, but substitute a different bonus after the offer date on a previous bonus expires.

**People buy on emotion, then rationalize the decision. Build an EMOTIONAL as well as rational case for your product**

We've spoken about specific quantifiable benefits. Which are great.

But also consider mentioning the intangible, emotional benefits of your product as well.

Example: "How much would it be worth to you, to know this product will help you provide for your family / protect you against lawsuits / give you an unlimited, autopilot source of income for years to come? / Ensure your child can attend any college they want to, regardless of cost?"

You also want to help make folks feel good about the decision they are about to make. If you're anything like me, separating from large amounts of your hard-earned money is never easy.

Provide copious amounts of positive vibes for the decision to buy your product. And back that up further with actual results your past customers have achieved.

**Create an actual analysis showing them your product is worth it**

This takes an earlier technique (i.e. if you enroll even two clients over the next year because of this program, you'll have doubled your investment in the program!) one step further.

In this analysis, show in a table or spreadsheet cold hard numbers on how even minimal success with your product will reap dividends over the years.

**The Godfather Strategy: Make them an offer they can't refuse**

This strategy combines several of the elements listed above. It follows a step-by-step process:

- Create a product focused on solving an urgent problem or series of urgent problems for a specific, definable target group.
- Make that target group feel JUST HOW URGENT finding a solution to the problem is
- Present your product as THAT SOLUTION, point-by-point, and show precisely how the various features of your product deliver the benefits you promise.

- Quantify the solution: show them with numbers just how much your product can be worth to them.
- Cut the price of the product to a fraction of the benefit they'll be receiving, and then offer several additional benefits to increase the value even further.

Covering each point of this process takes the perceived value of your product to the stratosphere. It transforms your product into an offer they can't refuse, and their perception of it from something they will have to pay for, to an opportunity it will cost them dearly to pass up.

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