

# **Quick & Easy Money:**

## **The 3 Easiest Types of Customers to Sell To For Immediate Profits!**

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## Quick & Easy Money:

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### **What If You Didn't Have To Sell...?**

If you are selling a product or service, you are most likely using ads or sales letters that are designed for maximum results. You may have even paid a copywriter hundreds, or thousands, of dollars for a sales letter that can convince readers to order right away. That's the 'norm' in the marketing and selling arena.

You may also know that people buy on 'emotion'... not on 'facts.' You can try to sell someone by providing dry facts, which rarely works... Or you can sell by stirring up their emotions, by hitting their pain and pleasure 'buttons' relating to your product, and by offering them a 'taste' of what the future will be like when they have your product in their hands.

A great sales letter hits the appropriate emotional hot buttons within the customer and gets him to take action immediately. A poor sales letter does not.

**But...**what if you didn't have to create those emotions within the customer? What if you didn't have to create that strong desire, that unstoppable urge within them to "buy now?" What if...

What if those emotions, desires and urges got created even *before* the customers ever came to your site?! How easy would it be for you to get them to buy your product *instantly*?

You'll agree that it would be very easy to convince them to buy from you, wouldn't it? You wouldn't need a 'million dollar' sales letter to do so. Heck, you may not even need a sales letter at all.

That would be pretty sweet position to be in, wouldn't it?

But, how the heck do we get there?

That's what this short, but extremely profitable, report is about. In this report, I will reveal the 3 types of customers that are the easiest to sell to, for instant profits - without having to convince them much, if at all, to "buy now."

### **Painful, Fearful, and Embarrassed**

Imagine a person who just had an accident and is about to lose a limb if he doesn't get immediate medical attention. Would you have to convince him much, to get him to the hospital?

How about a person who is having a major headache, tooth ache, or ear ache? Would you really need to 'create a desire in him' to buy a solution that would make his pain go away? Or would he already be willing to do or pay anything to get rid of the pain?

Clearly, not much 'selling' is required in the above cases. The product (i.e. the "solution") sells itself.

That's what pain will do to us. And it doesn't have to be physical pain. People will usually react similarly to major emotional pains as well.

The same is true for people who are fearful. Nothing motivates people to get off their butts and take action like *Fear*...specifically fear of loss, or fear of embarrassment.

Think of most urgent, desperate situations...or emergencies.

These are all times when people don't just *want* your product, they don't just *need* your product, they've gotta have it right now! There's no other alternative.

Are your products catering to any of these customers? If not, you may want to add at least one of them to your business model right away.

(And don't think of it as "taking advantage" of people either. You're actually providing them with a solution that they desperately need. You're helping them!)

### **Rich, Bored, and Suffering From Purchasitis**

They pay as much as \$34 for bottled water (that's *one* bottle of water!) Three thousand dollars for a sandwich. Over five thousand dollars for a diaper bag. At least fifteen thousand dollars for a dog house. As much as one hundred thousand dollars (\$100,000+)

for a mirror! And five hundred and seventy-two thousand dollars (\$572,000) for a dollhouse!

I'm talking, of course, about the super rich... the celebrities, the millionaire heirs, sports stars, rappers, and the like. These are usually individuals with lots of money and not nearly enough things (nor time) to buy.

When money's no object, there are no limits to - and often no 'reasons' for - their purchases.

Imagine creating an online catalogue for - or an 'informational site' about - outrageous products that cater to the super rich? Are any light bulbs going off in your head? ;-)

### **Fanatic, Passionate, or Just Plain Irrational**

But it doesn't end there...

How about people who will pay hundreds of dollars for a 10-dollar item of clothing, just because it has the name of their favorite sports celebrity, rapper, or a tiny logo of a popular brand name?

Or those who would pay thousands of dollars for therapy sessions... for their pets!

These folks are not necessarily "rich." (In fact, most times, they're just the opposite.) They're either extremely passionate about certain things... or just plain fanatic about their interests, to a point that they'll spend all their money on anything and everything related to whatever it is they're crazy about. Once again, money is no object.

This group consists of extreme and rabid fans who go into buying frenzies, extreme hobbyists, certain (crazy) pet owners, religious and political extremists, parents who fight tooth and nail over the newest Christmas toys, guys who are having trouble getting dates, women who are planning their elaborate weddings, people who have to keep up with the latest fashion or other fads, "fake wrestling" enthusiasts ;- ) ... the list goes on and on.

This group alone can make you very rich. If you're not catering to at least one product or subject that falls under the "Fanatic, Passionate or Irrational" category, you really should consider it. It's may very well be the easiest money you'll ever make.

What I've shared with you above is just a "broad brushstrokes" version of some of the easiest customers to sell to. If you start selling a product that caters to just one of the above categories, you'll notice a dramatic jump in your profits. Plus, it'll be very quick

and easy process - since most of the products catering to the above groups of customers practically sell themselves!

You can target these customers directly (and promote your own products) or you can use the 'informational site' / Adsense type models and send them to other businesses for whom you are an affiliate.

I hope you use the above knowledge to give yourself a substantial pay raise this year.

To your quick and easy profits,

Bryan Kumar

<http://www.BryanKumar.com>

PS. I will be updating this report soon with more content and techniques. When that is completed, I will send you a copy of the updated version of this report.

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