

What Motivates People To Buy and How To Push All The Right Buttons!

Turn Those **Browsers** Into **Buyer\$...**

By: Shane Wilson
NexusGate.com

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“Understanding What Motivates People to Buy and How to Push All The Right Buttons.”

Before we launch into creating your own offer, we need to do some research to make sure your offer is accepted.

Now, when I say "research" I'm sure visions of high school term papers come to mind - late nights in the library pouring through book after book.

Don't worry, I wouldn't put you through that!

In fact, I've already done the research for you. All you need to do is LEARN from what I have already discovered and am sharing with you below.

What if I told you that I could show you WHY people buy? What if I told you that I could outline the reasons that motivate people to make purchases, that I could show how YOU have control over each of these reasons, and that I could give you the training you need to master these motivators to practically force people to buy from YOU.

Would you be interested?

Is that a "Yes"?!! Great!

Coming up in this report, you'll discover all of this and much more. But, to begin with, let's examine the research and find out what is at the bottom of purchase decision-making. What motivates people to buy?

While this isn't an all-inclusive list, these are the major "laws" of why people buy. There are 7 of them...

Section 2: The Law of EMOTION

One of the reasons people make purchases is because of emotion. Emotions like...

1.1.1 Fear: Fear of gaining weight. Fear of missing an opportunity. Fear of unemployment. Fear of death. Fear of a future price increase. Fear of what others think about them. Fear of the unknown. Fear of growing old. Fear of being alone. Fear of being cheated.

There are hundreds of different phobias that motivate people to make purchases. People buy life insurance because they fear dying prematurely and leaving their family financially strapped. We buy exercise equipment because we fear gaining weight or getting out of shape. We buy alarm systems because we fear we are going to be violated in some way. Bottom line: We make a lot of purchases because of our fears, on things that are supposed to ease our fears.

1.1.2 Passion: Passion for golf, food, money, our children, our spouse (hopefully ;)), our career, success and for fame to name a few.

We all have those things in our lives that we are passionate about. Whether it is a relationship or a recreation, a possession or a position, we all have those things that we long for. We all have those things that we "love." And we spend a lot of money in pursuit of those things.

I began playing golf about 3 months ago. And everywhere I went, people told me more and more of the different kinds of equipment I could purchase. I bought it all. Why? Because my passion for golf triggered an emotional response...and I was as good as sold.

But, we do make a lot of purchases based upon passion or love. Things that make us happy, that bring us joy and things that increase our pleasure. We buy food in many cases not because we are hungry, but because we love eating. We buy those self-help books not because we need to improve our reading skills, but because we long to improve our lives. We buy roses because we love our spouses. Passion - it fuels a LOT of buying decisions. Always remember that.

I touched on fear and passion because those are the two biggest emotional buttons that cause us to make purchases. There are plenty of others: sorrow, reverence, hate, sadness, surprise, anger, joy, excitement. We make purchases for all of these reasons.

In reality, we buy very few things for rational reasons. Instead, we buy things (especially those "spur of the moment" impulse items!) because of emotions. As Sam Robbins once said, "Emotion is what really sells."

Now, since we purchase a LOT of products based on emotions, what can you do to trigger those emotions? There are two secrets to touching the way we feel about things that work the majority of the time (I'll talk about both of these a little more later in the course, but let me introduce them now)...

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1.1.3 Present problems and offer solutions. Early on in your offer is a great place to do this. Outline a problem that your target audience is probably facing and then point out how your product provides the solution...

"One of the biggest obstacles facing most people doing business online is generating traffic to their websites. Folks are just sick of wasting time and money on FFA submission programs, "safe lists", "guaranteed" visitors, surf sites and all the other junk that doesn't work. They just want a *genuine* method of getting traffic to their site. Am I right?
Let me show you how to *really* get quality, targeted leads to YOUR website..."

"What emotions are triggered here? Anger? Absolutely! Most likely the reader is angry because she herself has been cheated and disillusioned by "FFA submissions" and the like. What about excitement? Yep. While there is a problem that they face, here is the possibility of a solution. Emotion has already been triggered and will continue to be fed throughout the remainder of the offer.

You want to point out existing problems and offer as many "quick fix" solutions as possible. (Don't exaggerate, lie or hype, but do offer some realistic, reachable solution in the near future) We all have problems and we all want them eliminated. And, we don't mind paying for those solutions -- if they appear to be real solutions.

1.1.4 Present luxuries and offer opportunities. The flipside to that coin is to present something that triggers our passion and offer us a chance to obtain it. For example, here's one that would get me right now...

"Wouldn't you like to improve your golf game so dramatically that you'll have your buddies scrambling to keep up with you?
Let me show you how to take at least 10 strokes off your total by the end of the week. You'll drive the ball farther, hit amazingly accurate chip shots and putt like a pro. Here's how..."

Aaaah. Show me where to sign up!

What emotions are triggered here? Excitement! Joy! Passion! Love! Again, there is a certain attraction between our psyches and an opportunity to fulfill something we are passionate about.

The idea is to capitalize on an EXISTING emotional want. If you get targeted traffic to your website, then it is EASY to sell to them because of their existing desires. They already want something you've just got to convince them they can have it.

One reason we buy is because the offer triggers some feeling inside of us that prompts us to

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take the plunge.

Your job is to pull the trigger!

Section 3: The Law of VALUE

Another reason why we buy things is because of value. I once heard a friend of mine tell a story about her immigrant grandmother. Her grandmother came home with two pairs of jeans that didn't fit anyone in the entire family. My friend asked her, "Grandma, why did you buy these jeans when no one can use them?"

Her response? "They were such a bargain - I saved more than \$40!"

The point is this: we all love a good deal. We buy things because they are valuable to us. Now, there are two basic ways that we judge value...

1.2.1 Quantity. Two for the price of one. Buy one get one free. Free medium drink with any hamburger order. Extra value meal. Free installation with any satellite purchase. Thirty days free to new members. These are all ways of providing MORE quantity for the same price. And that, in our estimation, is a determining factor in how valuable something is.

After all - what's more valuable: A large pizza for \$14.95 or a large pizza with a free 2-liter coke for \$14.95? Obviously the free 2-liter coke adds more value to the order. That is a quantity increase. And it prompts us to order, simply because it is more "bang for the buck."

In direct marketing it was a collection of THOUSANDS of "money making reports." Online, it's a collection of dozens of "ebooks." Neither of these usually has a lot of useful information in them -- but there sure is a lot of them! And many people buy because of the sheer volume they represent. It just sounds like an awful lot for the price tag that is attached.

1.2.2 Quality. The other measuring stick of value is quality. Let's stick with pizza as our illustration. And I'll give you a personal example. There is a pizza buffet that sells "all you can eat" for \$2.99. That's an incredible price. And although I have eaten there from time to time, I eat much more often at Pizza Inn. Pizza Inn costs about \$6.99 for that same "all you can eat" buffet. Why would I pay over twice the price for the same amount? Because Pizza Hut's food tastes much better!

I pay a premium because of quality. There are many things that are more valuable to me, simply because they are better. Sure, I love a bargain as much as the next guy. But, at the same time, I won't spend my hard earned money on something that isn't really all that good. I would rather pay more to receive something of higher quality.

And quality sells. We make purchases because we see some kind of value - whether quantity or quality. Give us either and you've most likely got a customer. Give us both and it's a done deal.

Section 4: The Law of EXPECTATION

Herein lies a tremendous motivator for purchases. We buy based on what we expect to achieve from use of the purchase. In other words, we buy based on what we perceive will be the end result of that purchase. For example...

- We buy exercise equipment because we EXPECT TO SEE THE RESULTS of weight loss, muscle tone and overall better health.
 - We buy grass seed because we EXPECT TO SEE THE RESULTS of a nicer lawn.
 - We buy cookbooks because we EXPECT TO SEE THE RESULTS of nice meals and desserts.
 - We buy movie tickets because we EXPECT TO BE entertained.
-

The list could go on and on. We make a great many purchases because we expect to see some kind of desirable outcome as a result of that purchase. Learn one thing and you'll do well in your offer:

Don't attempt to sell the prospect your product, but rather the end result of using your product.

You aren't selling products or services, you are selling results. You are selling weight loss, not weigh loss pills. You are selling an education, not tuition. You are selling a romantic evening for two, not a candlelit dinner.

We buy because we want results. Want to sell more? Start approaching your offer from the end and not the beginning. Ask yourself a simple question...

..."What does the prospect want to achieve with my product?"
Focus on the results.

Section 5: The Law of REFERRALS

Many times we purchase based solely on a recommendation from a trusted friend, family member or associate. Jimmy D. Brown told a story of when he launched [Sales Army Secrets](#). He received an email from a customer who (amazingly :o) had never heard of him.

And yet she bought a copy of the course without even taking a look at it herself. Why? Because one of her close friends had bought it and loved it and had recommended that she obtain a copy herself.

And - voila - there was another sale.

She never read the sales letter. He didn't touch any emotional nerve inside of her. She didn't recognize any particular quantity or quality. She wasn't expecting results (at least not based on his offer). But still she made a purchase. And that was SOLELY because of a referral, a recommendation, an endorsement, a testimonial etc...

That all ad's up to sales.

We'll talk about this one in much more detail later (I'll even show you how to get these referrals for free!) I just want to introduce you to the idea now. People make purchases in a lot of cases simply because someone makes a recommendation.

How many times have you gotten your hands on something because someone suggested it? I know I've got my hands on a nice iPod because someone recommended it to me! I bet you've made similar purchases yourself.

Section 6: The Law of RECOGNITION

Tonight - less than an hour ago - I was in an area department store and as we were about to checkout, my wife and I noticed a new Stain Scrubber. We took a look at the photos of it in action on the side of the box. We had never seen one quite like this. It was an electric scrubber that scrubs out stains on automobile tires, household carpets, bathtubs and a variety of other different surfaces. Since we make a lot of messes :o) we were a bit impressed with this new item.

And I made the comment to my wife (without ever thinking about what I was about to write here in this manual) it must be a good one, it's made by Black 'n Decker.

It was only when I arrived back at the laptop and noticed that I succumbed to the "Law of Recognition" that I realized the significance of my comment.

I was prepared to buy that new scrubber because of yet another "purchase motivator"... the Law of Recognition.

You see, we buy things because of REPUTATION as well. We buy things because of NAME RECOGNITION. We buy things because of FAMILIARITY. Understand?

Answer these questions without thinking...

- What is your favorite soft drink?
- What is your favorite brand of jeans?
- What kind of pain reliever do you use?

Now, why do you drink the same soft drink over and over? You like the taste, right? Why do you buy the same jeans over and over? You like the fit, right? Why do you buy the same pain reliever over and over? You like the lack of pain, right?

In other words, you buy what you are FAMILIAR with. You buy because of the REPUTATION each of those has with you. You buy because you RECOGNIZE them.

We make many purchases because of that very reason.

I'll give you another case in point. When Jimmy D. Brown releases a new product, I buy it. I don't need to read the sales letter. I don't need to find out all the details. I know if it is related to web marketing and Jimmy wrote it, then I want it. Why? Because I know Jimmy's REPUTATION. His work is very FAMILIAR to me. I RECOGNIZE his name. And I buy based on that alone. Same thing with John Reese, I buy all of his stuff.

These guys have people email them every week and say, "I can't wait until your next product

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is available." They have no idea what they're working on. They don't know the subject matter. They don't know how much it is going to cost. They don't know anything about it at all. Except that they like the person who is writing it.

And that is enough to sell it to them.

Have I made my point?

We buy because of recognition, reputation and familiarity.

Section 7: The Law of NECESSITY

Let's face it, sometimes we buy because we NEED to buy. When the tube of toothpaste is depleted, I amble on down to Publix and buy a new tube. I NEED toothpaste. When my electric bill comes in each month, I pay it. I NEED electricity. Every 3,000 miles I pay to have the oil changed in my car. Why? Because IT needs it!

We buy a lot of things because we need to. That's the law of necessity. You already knew that, I am sure.

But, did you know that you can CREATE need in your offers. And NO, I don't mean, "You need to buy my product now! You need what I've got! Buy from me, buy from me!" That won't get you a sale EVER.

Let me give you an excerpt from Jimmy D. Brown's sales letter for Profit Pulling Newsletters as an example...

From the computer of Jimmy D. Brown
Thursday, 2:07 p.m.
Re: Building Your Own Successful Internet Newsletter

Dear Friend:

Opinions online are as varied as the noses on our faces...
...we've all got one. :o)

And opinions on how to succeed online are even more varied than that.

But if there is one opinion that virtually every netpreneur agrees on it is this: You've got to have your own email mailing list in order to achieve maximum success online. There is just no way around that. You simply must have one.

Now, that brings up two universal classifications...

Did you see the subtle "Law of Necessity" at work here? Without being "in your face" he planted a carefully placed seed in the mind of the reader (which is 100% TRUE, I might add). That seed is this: If you want to achieve maximum success online, then you NEED an email mailing list.

In the opening paragraph of this offer, he was able to establish that they needed what he has to offer. Nothing fancy. No glaring sales pitch. No blinking neon lights. Just a simple statement

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of fact.

And the rest is history. Profit Pulling Newsletters is one of his top selling products of all time. And that's saying a lot, believe me.

Sometimes we buy simply because we need to buy.

You just need to convince the lead that they need your product.

Section 8: People buy because of PRESENTATION

Let's recap what we've covered so far. We make purchases because of 7 "laws". They are...

- The Law of Emotion
- The Law of Value
- The Law of Expectation
- The Law of Referrals
- The Law of Recognition
- The Law of Necessity

And that brings us to number seven, the Law of Presentation.

This is THE MOST IMPORTANT LAW of them all. Master this one and I assure you, you will have more sales than you could ever imagine.

We buy things because of the way the offer is presented to us. Bottom line: This is THE SINGLE MOST IMPORTANT DETERMINING FACTOR IN ALL PURCHASE DECISIONS.

Why? Because with the proper presentation of your offer, you can conquer all six other laws at the same time. You can trigger the emotion, provide value, build expectation, use referrals, become familiar and prove there is a need for your product.

All of the other six laws HANG on this seventh one. It is the umbrella that covers them all. If you learn to present your offer the RIGHT way, then selling is the easy part.

So, what is the RIGHT way? That's what we are going to be exploring through the entire remainder of this course. I'm going to walk you through everything you need to know about PRESENTING your offer. You are going to learn how to master each of these laws in ONE presentation.

Your offer itself (whatever product or service you are selling, for the price you are selling it) must be presented in such a way that it compels people to buy. PRESENTATION is just as important as the substance of your product or service. In fact, it's probably more important. Why? Because no one will ever see your product or service until you present an offer that they can't refuse. As long as they can say "no" to your offer, as long as they can reject what you are trying to sell them, then your substance doesn't do you a bit of good.

Presentation - that is the key. You've got to make it easier for them to say "Yes" than it is for them to say "No". And that's what is explored and much more in Profit Generating Offers.

To get the full manual and the Nexus Gate reports with over 300 of the top places to advertise your product or service stop by NexusGate.com today!

Conclusion

I want to thank you for reading this report. I hope you now have a better understanding of what motivates people to buy and how you can help them along the way.

Just so you know, this report is just the tip of the iceberg. The full Profit Generating Offers manual and all the reports on the top places to advertise online give you a full understanding of not only where to find your customers but how to turn them into buyers.

In the Full Profit Generating Offers manual you'll learn:

- ✓ How to have a 24 hour Salesmen bring in money around the clock
- ✓ The 11 Essentials of a Profit Generating Sales Letter
- ✓ How to raise the perceived value of your offer by as much as 1500% without spending an extra penny
- ✓ Setting up a fool proof system of offers that are virtually irresistible
- ✓ and more

On top of this 105 page Profit Generating Offers manual you'll also have access to our prized list of over 300 of the best places to advertise your business.

This 78 page ebook leaves no stone unturned and gives you 20 different categories to bring visitors to your site, now! Some of the areas include:

- ✓ Top Advertising Sites
- ✓ Article Submission Sites
- ✓ Auction Sites
- ✓ Banner Advertising
- ✓ Classified Advertising
- ✓ Co-Registration
- ✓ Directories
- ✓ Ezine Advertising
- ✓ Forums
- ✓ Groups
- ✓ Link Exchange Sites
- ✓ Link Purchasing Sites
- ✓ List Building Sites
- ✓ List Purchasing Sites
- ✓ and much more

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Make sure you pick up your copy of Profit Generating Offers and all of the Nexus Gate reports today in case I decide to pull them from the market, which I may soon to prevent a flood in the market.

The two most important things for your business are (1) Traffic and (2) Sales. Profit Generating Offers and The Nexus Gate Reports will undoubtedly bring you both.

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Best Regards,
Shane Wilson
NexusGate.com

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