

# WHAT CUSTOMERS THINK ABOUT YOUR PRODUCT MATTERS?

THIS REPORT REVEAL STEPS TO MARKETING YOUR PRODUCT

I urge to take a few minutes, find a quiet spot and thoroughly read this short letter because it contains VALUABLE information! It's that important.

\* \* \* \* \*

One Question...

## ***HOW IMPORTANT IS SELLING MORE PRODUCT TO YOU?***

Dear Fellow Entrepreneur:

One of the most critical aspects of marketing your product starts with defining your target market. One question to ask is who and why someone would purchase your product? Another question to ask is where can you find them? Both questions should top every marketer's list if they are serious about selling more products. Here is a short story to make this point.

John Street (*name has been changed to protect the innocent*) launched a web site with high hopes of making it big. But after six months of low traffic, ZERO conversion and \$5,000 dollars in the red, he had to close it down.

You might be asking what went wrong. After talking with him, we learned that he never took the time to learn about his customers. His marketing campaign did not include a targeted audience and he never separated himself from the pack by presenting his product unique features. In short, he broke a major marketing commandment that states, thou shall know thy customers.

An important key to **boosting product sells** is learning as much as possible about your target group. Let's take a few minutes to learn how customers think.

# WHAT MAKES YOUR CUSTOMERS TICK?

If you want to sell more products it starts with learning as much as possible on what makes your customers tick, that is why they do what they do. Although every customer has unique buying tendencies, you must know how to connect your product to their buying tendencies. Here's an abbreviated story to help nail down this point.

During one of our research campaign, we discovered that a number of the surveyors fell into the group of housewives between the ages of 25 and 40 years of age that preferred charging over cash when shopping. That wasn't unusual, but what caught our attention was they preferred to shop on Monday mornings between the hours of 9:00 A.M. -12:00 P.M.

As we dug further, we learned that these mothers wanted a little 'me' time and shopping on Monday morning was a great opportunity to make that happen. After a demanding weekend of doing for others, dropping off the kids at school on Monday morning was a perfect time to get lost for several hours. Why 12:00 noon? They wanted to beat the lunch crowd.

As a result, we passed this crucial information to several clients and instructed them to offer a discount for those that use credit or debit on Monday between the hours of 9:00 A.M. -12:00 P.M. The results made our business partners shout at the **PROFITS!**

Using *demographic* and *psychographics*, we were able to uncover these crucial buying tendencies. In like passion, we will assist you with developing a profile of potential customers when promoting your product.

- How can your product benefit from *demographic*? *Demographics* will help our team learn **who** your customers are, such as: age, age, race, education, religion, income, etc.
- Then, we will take it a step further by using *psychographics* to uncover the **why** of your targeted group. By **why** we mean how they think. This is a very important point because we want to uncover their values and beliefs, activity level, attitude towards risk and cultural position, to name a few.

In short, the more you know about your customers buying triggers, the greater your chance to sell more products.

Both *demographic* and *psychographics* will help strengthen the tie between your product and the customers. For your product, that converts into greater product sells.

Would you like our team to assist with a *demographic* and *psychographics* research to help promote your product? Just **click the link** on the next page.

**BONUS.** If your product is one of the first 25 register for our next run of 1,000 of The Boyer Elite Gold Book™, you will receive **100% EXCLUSIVITY**. Again, this is a first-come, first served.

<http://www.boyermarketing.net/the-elite-gold-book-go.html>

## ZERO TUG-A-WARS FOR CUSTOMERS

If you are passionate for more customers but tired of having a tug-a-war with competition, would it interest you if we could make them go away? No, we do not have a magic wand but what we have is a marketing platform where **YOUR PRODUCT** stands alone in a referral publication entitled, The Boyer Elite Gold Book™.



This high-gloss referral publication is distributed to **high-valued home owners** and in the community of our Elite Partners.

Our team has learned that those in the mid to upper income bracket base a large percentage of their **buying decisions** on referrals. They prefer not to search in a book or visit a web site packed with pages of businesses selling the same product; time is just too valuable for them. Instead, they gave us the magic number of businesses that we should refer to them. Who you like to know what it is?

They also help us compile what we labeled the **hot list** of products they are willing to pay top dollar for with no question ask. When you submit your product for inclusion, we will share with you these **EXCLUSIVE** these insiders **hot list** but let's get back to how your product can receive **ZERO COMPLETION**.

If you are one of the first 25 secured products, you are guaranteed exclusivity in 1,000 of The Elite Gold Book™. You will have a full page ad inclusion and a custom QR code so potential customers can just scan to download your product information.

In a few minutes you will learn the benefits for your product that the QR code offers but for now submitting your product is the first step.

Business owner let me inform you that the clock is ticking before all **25 prime spots** are taken. With **100+ hungry affiliates** working on **SECURING** those **PRIZE** marketing SPOTS in The Elite Gold Book™ and an extensive on and off-line marketing campaign it will not take long for the first 25 products to be **SECURED** those spots so let me encourage to register your product **TODAY**.

Registration for **TOP POSITION** is based on first-come, first-served. Just **click the link below** to instantly submit your product information and receive **100% exclusivity**.

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## **SHOWCASE YOUR PRODUCT IN FRONT OF 1,000 UPSCALE BUYERS**

Showcase your business with a **FULL PAGE** ad inclusion. On your page, the demo and psychographic information will be highlighted with buying triggers that cater to the mindset of YOUR passionate shopper



*Test drive and scan with your smart device*

On top of that, we will generate your custom **QR code** (*similar to the one above*) and include it on your ad inclusion. Again, with a simple scan from a smart device, your web page will open and potential customers will have access to purchase your product.

Plus, customers do not have to be on a computer to view your product. They can use a smart phone or iPad, etc, to scan and download your product information via your web site or App. As a result, **your product** is ready to be purchase. What do you think about that?

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## ***RESULTS speak louder than words...***

How can you trust that this system really works? Here are just a few testimonies from a list of many.

When Roger Jones came to us he hadn't made a sell in over 8 months which were predominantly due to working 12 hours a day on his regular job. In short, he just didn't have much time to work on his networking business.

After several months into the program here's what he had to say, "After plugging into your coaching system I received **75+ new prospects** per week and just **closed 80% of sales** at one of my business meeting. Thank you?" Roger Jones, Houma, TX ([www.rogerjones.org](http://www.rogerjones.org))

Dr. Bruce Riley is a license Marriage and Family Therapist ([www.bruceriley.com](http://www.bruceriley.com)) and here's what he said about the program, "Before I had no plans on how to grow my business, now I have a **sound, day-to-day** mechanism working that will allow me to **MEASURE the RESULTS.**"

I understand that placing your trust in a company that you might not know may be a challenge. So if we are going to ask you to invest your hard-earned money in exchange for providing a marketing service, we better be back-up what we say concerning your ad inclusion. For that reason, you will receive **3 IRON CLAD GUARANTEES** but guarantee #2 and #3 pertain to The Elite Gold Book™

## **Guarantee #1**

### **Better-Than-Risk-FREE, 90-Day Money-Back-Guarantee**

If at any time within the first 90 days you aren't completely head-over-heels, jumping up and down with joy, absolutely thrilled with your listing on the [Elite Partner's page](#), you can send us an e-mail or call us and get a full refund of your purchase price.

This guarantee is very straightforward. No teeny, tiny print. No notes needed from your mother. Nothing. We're only interested in having extremely satisfied customers. So if you aren't happy, we're not happy either. Just let us know and we will send you your money back. Period.

## **Guarantee #2**

### **We Guarantee ZERO Competition**

If your product is one of the first 30 to place an ad inclusion in 1,000 of The Boyer Elite Gold Book™, we will guarantee 100% exclusivity. What does that mean to you? No other product in your industry can offer the same as yours. Since The Boyer Elite Gold Book™ is a referral book and not a magazine; we want our readers to only have access to your product and no one else.

As a **BONUS**, our team will assist you with demo and psychographics strategies to help your ad inclusion stand out from the pack, share how potential customers may or may not think about your product and uncover potential customers buying triggers. A Marketing Agent will walk you step-by-step on how to present your product in a manner that attracts your unique clientele. If we missed this point, your ad inclusion is FREE!

Ask yourself a question. Would we offer such a guarantee and sign our name on it if we did not think your product would benefit? I know it will work for your product. That's why we are offering you three rock solid guarantees.

## **Guarantee #3**

### **We Will Not Jump Ship And Run From You**

We also guarantee support. We will not leave you alone. If you have any question about how the marketing campaign is going or a new idea, you can just pick up the phone

and give us a call at (909) 461-6138 from 8:30 A.M. to 4:00 P.M. (PST), Monday through Friday.

Are you ready to submit your product? If yes, click the link on the next page to get started.

**BONUS.** If your product is one of the first 25 register for our next run of 1,000 of The Boyer Elite Gold Book™, you will receive **100% EXCLUSIVITY**. Again, this is a first-come, first served.

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Respectfully,

*Rickey Johnson*

Rickey Johnson

The Boyer Marketing Team

Ph: (909) 461-6138

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