

Quick Copy Class #8 – Steve’s Monthly “Cheat Sheet” of Marketing and Copywriting Teachings for Smart Business Owners

Published monthly or whenever I get the urge. Usually a one page “from the trenches” single topic lesson about what’s working now. See notes at the bottom before contacting me. Valued at \$15.00.



Here’s the deal... You might have noticed in the Johnson Box above these “cheat sheets” come out every month... OR... *“whenever I get the urge”*. Well, I’ve had the urge. This one is in response to some questions from Cheat Sheet #7 (5 Ways to Maximise Every Sales Opportunity) and more specifically about upselling being manipulative....

It’s an interesting question... is selling hard, upselling and doing everything you can to get your product in your prospects hands manipulative? To a point, I’d say YES. But that’s not necessarily a bad thing, depending on the circumstances. Take me for instance... am I glad the likes of Mal Emery and Dan Kennedy sold me stuff, and upsold me and worked hard to do so? Answer: hell yes! If they didn’t, big chance I’d be stuck still working in schools not really liking my life. But this isn’t the case for everyone. And certainly if the business sells crap then it’s a huge NO.

Further...

One of my past students, the Dan Kennedy certified copywriter Mark Mehling who runs Take Control Marketing out of Florida says, ***“If a product or service is offered with honesty and integrity, based on a true need designed to help the consumer, then every effort should be made to help them choose the best option for their individual needs”***. And he’s pretty much right.

BIG POINT: the key elements are integrity, honesty, need, and help. No upsell is manipulative unless it violates one of these pillars.

High pressure tactics for ordinary products or services violates these 4 pillars. Let’s have a closer look at what Mark means...

INTEGRITY – vital to any relationship, there’s nothing right about pushing someone into something they don’t need or can’t afford; all this does is get you on TV for the **WRONG** reasons!

HONESTY – do you believe in the value your product or service provides ie do you genuinely set out to help others at a profit (fair exchange value) or just see them as a means to an end (your income)? If it’s the latter, chances are you won’t be in business long. Bad news travels fast.

NEED – do they really need that upsell? If it’s a decent product which will give them a certain benefit, then the answer is probably yes. If not? Well it’s really just manipulation to get more money isn’t?

HELP – John Carlton says fear gets attention but doesn’t sell... so obviously high pressure forced selling that neglects people’s genuine needs tips over into manipulation and doesn’t really help them.

LAST THING: selling good products and services makes the world go round... dodgy products, scams and high pressure upsells just annoy. “You want fries with that?” (because burgers taste way better with a side of fries) helped build a business monolith and done right, with the right intentions, the right upsells can build your business too... all the while helping people even more. Recommend considering these 4 pillars with every product and upsell.

See you next issue!

Best, Steve

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