



**HOW TO SELL
ANYTHING TO
ANYONE.**

**Use these 6 secrets to make
massive amounts of money
selling anything to anyone.**

1. Get into their world, talk about what they care about, their problems, fears & desires.

**2. We are emotional
creatures, not logical.**

**Sell towards emotions
& feelings.**

**3. Don't sell products,
sell results & solution.**

**Don't talk about what your
product can do. Talk about what
the product can do for them.**

4. Be Specific.

"Lose 10 pounds in 3 weeks without diet or exercise!" is better than just "Lose weight fast!"

**5. Take advantage of FOMO
(fear of missing out).**

**Set a hard deadline when the
sale ends.**

6. Be entertaining & exotic.

Put jokes in your text. Don't make it boring, don't sound like a generic Company.

SAVE THESE 6 SECRETS:

- 1. Target their problems & wants.**
- 2. Sell emotions, not logic.**
- 3. Sell results & solutions.**
- 4. Be specific.**
- 5. Use scarcity & urgency.**
- 6. Stand out & be entertaining.**

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