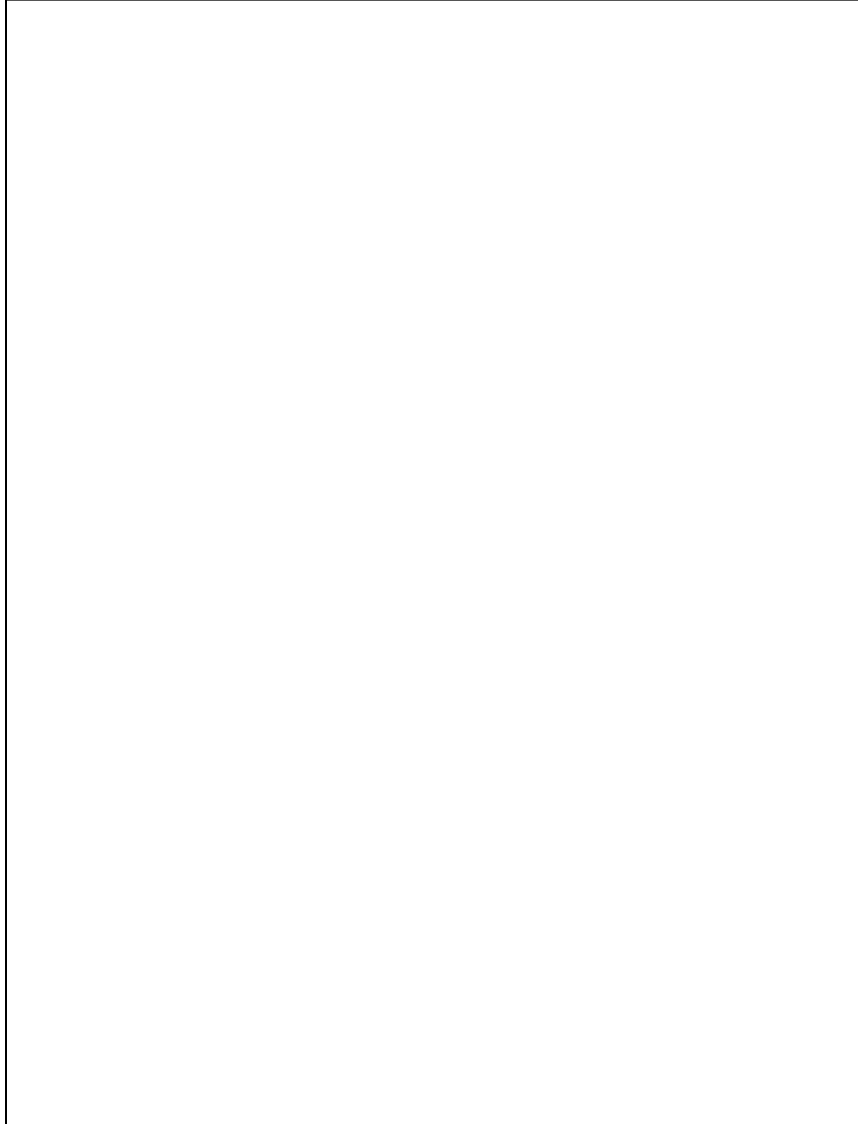


**Revealed! 3 Secrets Every Marketer / Business Owner Must Know to Explode
Their Sales. The Last Secret Would Make Customers Chase after You to Purchase
Your Products/ Services**



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Dedication

This book is dedicated to Destino Boss Digital Services

Preface (MUST READ!!)

Don't skip this page if you really want to benefit from this book. Most especially if;

The major aim of every business owner or marketer is to make sales – whether you believe me or not, that your major aim.

No marketer or business owner comes to the market to play; they all come to sell (either your service or product).

And you cannot sell if you don't know the basics of selling. Many people claim they know the basics of sales but they don't know the secret behind sales which I will be exposing to you in this book.

You are lucky to come across this book; because in this book, I'll be disclosing the 3 major secrets of sales that have helped Destino Boss Digital Service to generate over ~~N~~3.7 Million Naira in just 1 week of launch.

We have applied these secrets severally for some clients and their sales were exploded heavily beyond their expectation.

Read and pay close attention to every single word inputted in this book because they are all essential as the others. But the No. 3 Secret would make your customers chase after you to buy your products.

Take a jotter and jot down these secrets exposed in this book.

Let's Go.....

SECRET #1

KNOW YOUR CUSTOMERS (KYC)

One of the biggest mistake business owners make is that they don't even know who their customers are – they just bring out a product or service and start selling to anybody.

But the fact is that, it is not so. You have to figure out who your buyers/customers are and not just start preaching to anybody.

You must know your customers intimately! Go far beyond knowing their gender, age and location, if you want your message to stand out the crowd and really win customers.

You need to uncover your customer's deepest and most primal desires – I mean, go deeper and deeper. Delve into their hopes, fears, frustrations, wishes and dreams.

An example of this is:

If you sell a hair care product, you should not only know that the people that would buy this product from you are women/females from age 18 upwards (because that's the Age range that can pay for your product) But you should also read your customers mind. You must be obsessed with their dreams, fears, desires, pains and hopes.

But the big question here is; how do You Get your Markets Hopes and Dreams?

It is simple; all you need to do is

- (a) State two or 3 major keywords and search for them on Chatgpt, Google, LinkedIn forums. Go anywhere your audience hangs out.
- (b) Endeavor to jot down things you get from the results
- (c) Now look at what your audience is saying and feeling, what are they happy with? Pay close attention to the languages they are using when it comes to the existing products or services.
- (d) Once you have collected all your information, organize your findings into categories of comments or concerns that appears the most, noting what feelings were most dominant.

SECRET #2

BUILDING THE BLOCKS

After knowing your customers it is time to create things that would make them buy from you.

Now before we go into the things that would make people buy from you, you should be able to identify these;

- (a) From the research you have made, you should be able to identify the strong problem of your audience and how to solve it with your product.
- (b) You should also identify the places where your products or service would be needed most
- (c) You should be able to identify the grade of people that needs your product/service

Now after you have identified all these, keep them in mind because we would be using them to build an effective sales system soon.

There are 2 major things that attract people to buy your product, they are;

- (a) Your Sales Copy
- (b) Your Promotion Designs or Videos

We will talk about the sales copy because it covers the designs and video aspects to some extent.

To build an effective sales copy, you must take note of the following essentials;

ESSENTIAL #1: Create an Attention Grabbing Headline

How Do You Create Attention Grabbing Headline?

- First, from the research you made earlier, identify your dream buyers most persuasive hair on fire problem and then offer to give them the most valuable and immediate solution.

Here's an example from the hair product we looked into earlier;

"Are you suffering from poor hair growth? And you desire to have a full hair just like the one in the video/image below. Then Ultimate Hair Booster is the best solution for you".

If you take a look from the first paragraph, the audience problem was called out and subsequent paragraph showed the solution to their problem.

ESSENTIAL #2: The Body of Your Copy should Highlight Your Audience Desires, Dreams and also Call out a Means to Help Them Fulfill their Desires.

Look at the first instance given,

The body of that copy said; “And you desire to have a Full hair just like the one in the video/image below.”

I had to call out the earnest desire of anybody having short hair or low hair growth – which is to have full hair.

Then I ended by calling out a means to help them fulfill their desire by telling them that; “Ultimate hair Booster is the best Solution.”

I could go ahead to highlight the features of this hair booster and also call out the fears they have in using hair boosting creams.

Many people think that calling out the fears people have in using a product spoils the mind of their buyers. But that is totally wrong – it rather builds another level of connection between you and your buyers. It increases their trust in your product.

NOTE: Do not just call out their fears; also give them the assurance that your product doesn't cause them that thing they are afraid of.

For Example: if from my researches, I discover that my audience is afraid that hair boosting creams cuts hair, in my sales copy, I will say;

“This ultimate hair solution is the best because it does not soften or cut your hair”

You see, I have cleared the fear they have in my product and they won't hesitate to get a product that causes them almost no harm.

ESSENTIAL #3: Your Call to Action (C.T.A) should be Effective and Strong

Firstly, your CTA is the word that triggers your readers to take action.

With all the powerful write-ups in the body of your copy, nobody will still buy from you if you don't tell them what would trigger them to take action. Those words that trigger your audience to take action are the CALL TO ACTIONS (C.T.A's).

C.T.A's could be inserted at the beginning of your copy, at the middle, or even at the end of the copy.

C.T.A is mostly inserted at the middle of the copy; when the copy is too long and at a point you sense that your readers might be more interested and would be ready to take action then, so you insert a Call to Action there.

Example of drafting a middle placed C.T.A is; for a hair care product sale: “Can't wait to experience the wonders? Then click on the link below now!”

While CTA's inserted at the bottom are mainly inserted when the copy is not too long

Bottom C.T.A's are the most used C.T.A's for copies – This is because most business owners don't believe in using long copies. They believe that their copies should be short and clear for their audience to buy from them. Well I am not here to stop or erase your believe from that – even if I am not a partaker of such belief. Examples of drafting a bottom placed C.T.A is; For a Hair Product Sale: “Don't miss this – click on the link to get started”, “To start experiencing the wonders of this product, click on the to get started”.

These are the 3 major Essentials to note if you are creating a copy for selling your products.

SECRET #3

THE PERFECT MODEL

The Perfect Model for your Business:

If you want your business to do exploit, if you want your customers to chase after you, then you must know this model.

This is one of the greatest models.

This is a model that every sales expert you see out there is using. You see, if you follow all the tips listed out here without following this particular model, you will keep complaining of low sales or you will keep hoping on God to bring sales for you.

Before I expose this secret model I want you to know that,

This is a secret model that Destino Boss Digital Services used to grow a client sale from ~~N~~15000 daily to ~~N~~275,000 daily.

This secret model moved Destino Boss Digital Services from 0 to ~~N~~3.7 Million Naira in just 1 week of launch.

There are many other clients we have used this secret to increase their sales mightily but I won't want to waste your time here.

So I will dive straight into this secret model...

The secret model is advertising (whether FB ads, IG ads or Google ads – any suitable type of advert at all).

Many people are afraid of advertising their business because they feel like it won't convert while some feel it is not even necessary for their business – so they just depend solely on referrals by their previous customers.

But the fact is that if you learn to do it the right way or pay experts to do it for you; you will never regret running adverts.

Advertising is not only going to explode your sales but will also increase your business visibility and make customers to chase after you for your products or services.

If you apply all the secrets revealed here without advertising – My dear, your business will not still grow.

Adverting would even go a long way to increase the trust people will have in your business.

Be always ready to run adverts for your business if you want to increase your sales and make customers to chase after your products or service.