



## 10 Ways to Get Customers to Buy Now

You sent out the best direct mail piece you've ever seen. Your catalog belongs in the Smithsonian. Your brochure is so great you framed it and put it next to the pictures of your kids.

So why aren't you getting sales?

Take a look at your call to action. With any advertising materials, it's crucial that you get potential customers to act. Now!

Use the following techniques to create a call to action that will have your phones ringing off the hook and your profits reinventing your sales graphs:

### **Give a Deadline for Ordering**

We've all received some sort of promotional material that has a deadline for ordering. The offer could end on that date.

Or you could use the deadline in conjunction with an upgrade or free gift. For example, order by the 15th and receive....

Also, try to make the cut off date in the same month as your materials will be received. That way, your potential customers know they only have a limited time to respond and they won't fall victim to the "I'll do it later" syndrome.

### **Advise of a Price Increase**

People want to get in on a good deal. If your price is going up on a specific date, let your customers know. They'll want to buy before your product's price increases.

### **Establish a Trial/Introductory Period**

Trial periods are a great way to get new customers. Offer a special deal, extra service or a lower price during your trial/introductory period.

### **Free Gift**

Nothing attracts new customers like free gifts. As an added incentive for ordering, offer your free gift to the first 100 or 1000 people that respond.

### **"No Risk" Trial**

People want to know there's no risk involved if they're not satisfied with the product/service. Let new customers know they can cancel for any reason before the trial period expires.

### **"Not Available in Stores"**

Is your product exclusive to mail order? If your product's not available in stores, be sure to tell your customers. They'll know they can only order your product from you instead of visiting the local stores.

### **Offer an Upgrade**

One simple line can boost your sales. "Order within 10 days and we'll upgrade you to the deluxe model."

### **Free Supplies/Accessories**

You've seen this technique used with computer sales. Buy a computer and receive a free printer. This works with a whole range of products. But be sure to include a date on your offer. This politely urges people to take advantage of your offer before time runs out.

### **Use Action Phrases**

No matter how you approach your own call to action, be sure to include action phrases:

Call Now. Toll Free. 24 Hours a Day. Mail this coupon today in the postage-paid envelope. Fax your response card.

### **Avoid Passive Phrases**

Be sure to avoid passive phrases like:

You know how to reach us. Call when you're ready to order.

Give your customers the perks of responding immediately. They'll grab their wallets. You'll see an increase in profits.