

# How To Get Your Customers To Take Action Now

---

**Article Rating: NA**

**Submitted by: Mick on 2008-03-18 and viewed 80 times.**

**Total Word Count: 655**

**Author Rating:**

## **Sample of Content:**

Discover how to keep the ordering process smooth and easy, and the customer so excited that they want your product or service right now!

## **Content:**

Once you've written your ad or sales letter, you've got a killer headline, a strong guarantee, you've gained your reader's trust and respect with evidence and testimonials, and you've got them excited and wanting to respond, then there's one critical thing left to do... Get them to take action NOW, and order your product or service! The biggest difference between a weak sales letter and a really strong one is a weak one can tend to fade away towards the end and lose momentum, while a strong one will continue to build excitement in their reader all the way right to the end. Think of your letter like a song, slow and melodic to start with, getting your reader intrigued, and then slowly builds with intensity and excitement, and then keeps building and building to a big beautiful crescendo, that has your reader pumped up and ready to give you their money on the spot! You should also make a cut-off date for your offer, or some sort of time limit or product limit. If there's a limit to your offer it makes it more exclusive, and inspires urgency in your customer by having the possibility that they could miss out if

they wait too long. Another way of doing this is what's called a 'takeaway close'. What this means is you could offer some fantastic bonuses, which have a time limit on them, say for example 7 days, so they have to order in the next 7 days or you'll take away these bonuses and they'll miss out. We all procrastinate at some time or another in our lives, so if you've provided strong reasons for your customer to do business with you and you've given them fantastic value with an irresistible offer, then limits on the offer will inspire more immediate action. They'll be much less likely to 'leave it til later', when they'll probably just forget about it. This is why it is also called 'direct response marketing', because you're getting your customer to make a decision sooner rather than later. You may find it hard to believe, but a lot of businesses can make it difficult or vague for your customer to actually order and pay for your product or service. So make it easy. Give them as many options as possible. Put your contact details right in front of them so they can write or call to ask any questions that they might have. Let them choose how they want to give you their money. And this also means giving them split payment plans for high cost products. That way they don't have to commit a large chunk of money all at once, and it makes it easier for them to say 'yes' and give you money. It all might seem like common sense stuff, and it really is, but if you've been successful up to this point in getting your customer worked into a frenzy and wishing they had your product right now, the last thing you want to do is let them start to lose interest by making the ordering process frustrating. P.s. I just want to leave you with one last thought. You should always use a p.s. in your sales letter, as many people will skip straight to the end to find out how much they have to pay, and what your offer is really all about. This is a great place to put the most important parts of your offer, and get them to go back up and read all the way through! It can be a little bit like a game, manipulating your reader to do certain things, and sometimes even like jumping through hoops, but when you know in advance what your reader is thinking and what they want, then it puts you in the strongest position to help them solve their problems, and of course for your business to make more profits!

**Article Source:** <http://ateau.com/>

## **About the Author:**

Mick Reade has been trained by Australia's highest paid copywriter, and now does freelance work as well as teaches others how to improve their copywriting skills, for more information please check out

<http://www.myadcamp.com>