

DO YOU HAVE  
BUYER MOMENTUM  
IN YOUR BUSINESS?

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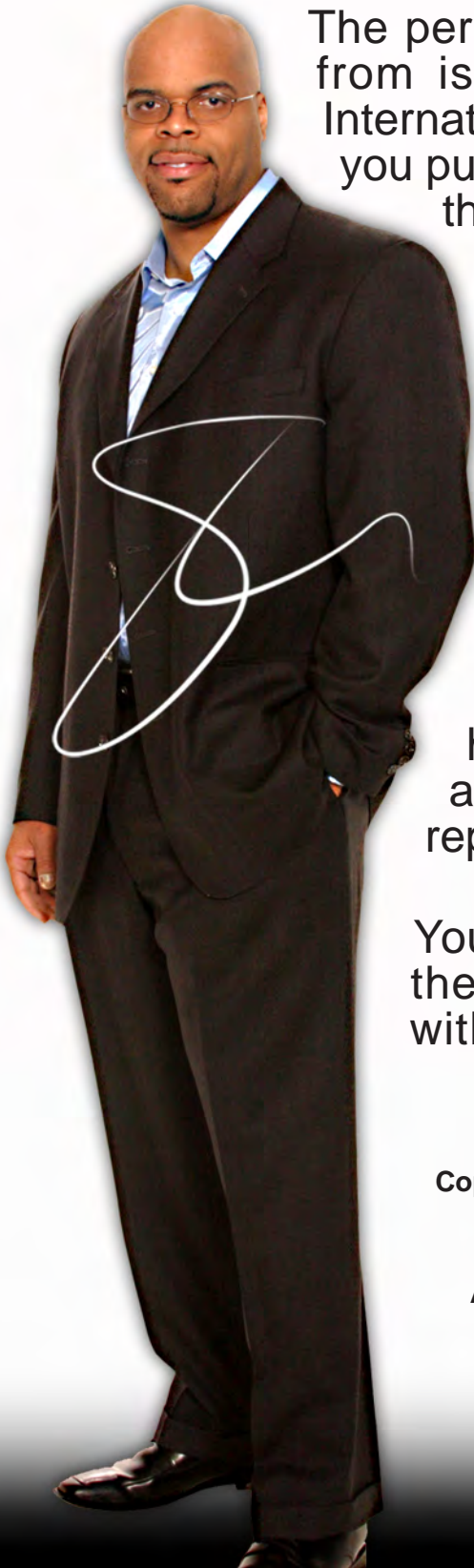


*Stephen*  
**PIERCE**  
International, Inc.



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DO YOU HAVE  
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# Do You Have Buyer Momentum In Your Business?

In this report I want to talk about how you can move from just making money on the internet to putting yourself in the position where you can create an unbelievable amount of wealth. It doesn't require that much effort and this is what I'm going to cover in this report.

There's something very important that needs to be discussed and that's momentum. On the internet there are two kinds of momentum. Once you understand this, you can understand how this force actually works. You can put it to use for your benefit as well the benefit of the people that you want to give value to.



## There Are Two Types of Momentum

There are two different kinds of momentum you need to be aware of. These are:

- **Action Momentum**
- **Buyer Momentum**

Action momentum is any time a person takes an action in your direction to move towards something you want them to do for their benefit.

This could include filling out a survey, submitting a question, completing a questionnaire, clicking on a link, requesting a downloadable audio, watching a video, downloading a report, subscribing to your

newsletter or even shipping them a product.

This is the very first thing that we get, but what we need to do is convert that action momentum into buyer momentum.

It's not really a huge secret because a lot of people already understand this. They'll give you something for free and then offer you an upsell of some kind. This is usually a one-time offer.

I often have conversations with people that are excited about how their one-time offer is performing and I will often ask them what's next. Not surprisingly, most people don't have more than their one-time offer.

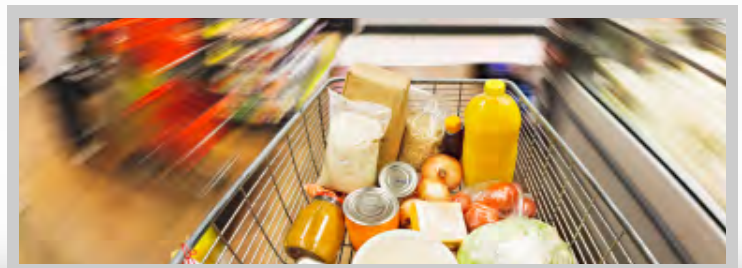
If potential customers don't take them up on this offer, they give in. The customer is eventually shuffled away in an email list and their original action momentum is lost.

Although many of these people think they're doing well with the one-time offer - and compared to a lot of people on the internet they probably are - there's something even more powerful called buyer momentum.

## The Importance of Buyer Momentum

In order to understand buyer momentum let me ask you a question.

Have you ever gone to the grocery store intending to buy just one thing and then come back with more? Of course you have. It's human nature to do so and it's just part of how we're designed.





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As a business owner, you need to understand the buying process from the *buyer's* prospective. If they're going to buy something, they need to know it's going to add value to their lives. It should be a beneficial buying experience.

What I'm about to share with you has been tried and tested in all of our businesses. It's something I give people as a very simple thing they can do quickly in their businesses to accelerate the amount of money they make.

### **It has worked 100% of the time.**

People have grown their profits using this method and if you're currently selling anything online or you plan to sell anything online, you can put this to use. You'll see an immediate financial impact on your business.



When it comes to buyers, you cannot cut short the euphoric buying experience. You cannot decide for the buyer when they have purchased enough or when they have experienced enough. With that in mind, here is one rule of play:

*Never, ever let the buyer outlast your sales process.*

What does that mean?

Let's just say you have a website where you're selling a product or service. Your customer decides to buy this product. You should never ever let it end right there. Who's to say they wouldn't take another offer?

Here's the thing. You should always have one product in your sales process that the buyers are not taking. If you have three products in your sales process and you have people coming and taking all three products you need to add a fourth product because you'll be losing money. You'll have people to take that fourth product.

If people don't take the fourth product then you figure out why. In other words you focus on what the issue could be. Then you look at how you could actually improve it so that people start buying it. The moment people start buying it you sustain that improvement and then you look for something else to add to the sales process.

Now you add a fifth product and so on. Trust me I've tested this left and right. You can test it yourself and see. Note that this is different than sending somebody to a webpage where they buy something and then you put them into an autoresponder lined up with offers.

The moment you cut off the buying process from your website and then everything continues in the autoresponder process, you've lost momentum. No matter how you look at it, you've lost momentum. They are in motion.



The credit card is already out. They're already euphoric. They're experiencing the value to them. You **do not** stop that process. You are not the one to decide that they've purchased enough. The primary rule to remember is never let the buyer outlast the sales process.

### **Getting to Buyer Exhaustion**

Let's say you have seven products in your sales process. If a person buys three products, they're entered into an autoresponder. People that buy two products are entered into a different autoresponder, as are people who buy five, six or seven products. Why? Because, you can always restart them into the sales process, wherever it is that they left off.

This also allows you to identify how many different products or services a person has taken up. The value and the quality of each customer is going to be different.



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A person who buys one product is going to be worth a little bit less than a customer who bought two and they're worth a lot less than the customer who's bought five, six or seven.

The messages you can communicate to them are different, based on what and how many products they buy. If a person stopped at three products, you can send them an email that gives them some kind of discount or some kind of added bonuses that will give them the incentive to go ahead and purchase the next product.

When they go and buy that fourth or fifth product, guess what? Now, they're shown number six, number seven etc. and you can keep that process going. This is what we call pushing them to buyer exhaustion.

*You want to push them to buyer exhaustion.*



Here's an example. It's the holiday season. It's Christmas time. How many people do you think are going to be out there shuffling from one store to the next, filling their cars up with all kinds of toys and gifts and doing it in the state of depression? They're not. They are quite happy purchasing all their goods.

Sometime people feel like they don't want to irritate their buyers, they don't want them to get upset. If this is something you have caught yourself saying then *you have a problem with selling*. It's not them having a problem with buying and that is a very clear distinction.

If you have a problem with selling people, you need to get over that. You just can't tell people what they will or will not buy. What you have to do is give them the opportunity to buy and they will decide if they

want it or not.

Don't be concerned with, "Well, if I give them these different offers, will I irritate them?" If they have momentum and they're saying yes, then you keep it going until **they decide that they've had enough**.

Buyers will decide when they've had enough. But, it must be their decision. Don't be the one to decide that for them.

If you're offering a product or have a one-time offer and people are taking it, buying from you and you're not offering them anything else...you're losing money. I can guarantee you 100%, you are leaving money behind in your sales process.

Again let me remind you of the golden rule:

**You never, ever let the buyer outlast the sales process.**



If you want to be successful and you want to see your profits soar, then you need to focus on buyer momentum and make it work for you.

*Stephen*  
**PIERCE**  
International, Inc.



# DO YOU HAVE **BUYER MOMENTUM** IN YOUR BUSINESS?

## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personaly Hand You Everthing You Need To Start Making Real Money On The Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



He's been featured on major television news programs and speaks to packed houses around the world. He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year – that's

19 BILLION dollars. Stephen Pierce is people, it seems so daunting. That's why Stephen Pierce's **MRMI Super Cash System** has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

**YES!** You can go on a vacation whenever you want.

**YES!** You can work from home or from any location in the world with an Internet connection (even the beach).

**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

"I made more money than I thought I would in 11 months simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – **Greg Cesar**

"I ended up with tons of sales in 21 days.

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### Claim Your \$4,276 Internet Income System Today for Just \$1 And You Get:

- A 70 minute streaming video presentation of "Real Money, Real Fast." This dynamic presentation will get you moving. You also get the audio version too.
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- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for ONLY \$1.

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**SATISFACTION GUARANTEED -- 30-Day Money-Back Guarantee**



**DO YOU HAVE  
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# Buyer Momentum Worksheet

To explore buyer momentum as it applies to your situation, consider the questions that follow:

- 1. Do you understand the concept of the two types of momentum in business?**

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- 2. Looking at your own sales process, are you telling buyers when to stop buying?**

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- 3. Do you have additional products to add to your sales process?**

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To explore buyer momentum as it applies to your situation, consider the questions that follow:

- 4. Are you working on creating or obtaining new products that you can add to your sales process, make a list of these?**

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- 5. Are you placing buyers on auto responder lists as per the amount of products they purchase?**

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- 6. What action can you take in your business right now to ensure you are working with buyer momentum?**

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To explore buyer momentum as it applies to your situation, consider the questions that follow:

**7. Are you 100% committed to making your business work?**

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**8. Make a list of additional products or services that you can add to your sales process and commit to adding them.**

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**9. Look at your existing sales process, if there are products that are not selling find out the reason why and focus on changing this.**

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# Buyer Momentum Worksheet

To explore buyer momentum as it applies to your situation, consider the questions that follow:

10. What changes are you going to make today to ensure buyer momentum?

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