

# **Action Plan**

## **Session 2**

**How to Attract  
Hordes of Hungry  
Buyers and Make  
"Push-Button"  
Money on Demand**

## INTRODUCTION

In this Session we discussed getting **hungry buyers** to come to you. We discussed Need Vs. Wants and **which sells**. And we talked about that **secret Traffic method** when an **endless supply of people**. Then we discussed the basic of promoting. Here are your **Action Steps**.



### IMPORTANT NOTE:

This fast start guide works with the videos.

These are NOT INSTEAD of the videos.

You will need to watch the videos first to make this work. After that you can use this guide to make sure you get the best results, in the fastest way Possible.

## STEP #1. Give them what they WANT

You may have heard of the **chocolate Broccoli** method. I invented this. Broccoli is what **we need** and Chocolate is **what we want**.



Are we likely to pay for what **we need**? No. We buy **what we want**. The things that drive us, our passions and the things that treat ourselves special... But you need to **squeeze what they need in as well**. No one survives on just sweets. So, you sell them on **what they want**: the dream, the money, the freedom etc... On the inside you **deliver on that as well as what they need**.

---

---

## STEP #2. No List Facebook Traffic

**No list no problem.** There are millions of people on **Facebook**. You will definitely need to watch the videos on this.



You want to **create a business account** if you do not have one. Post some **“personal” stuff and some business stuff**. Build engagement with a variety of posts. Make sure to **friend 10-25 people a day in your niche**. Make sure that your **engagement is helpful**. Feel free to show you are **expert** and that you are **there to help**.

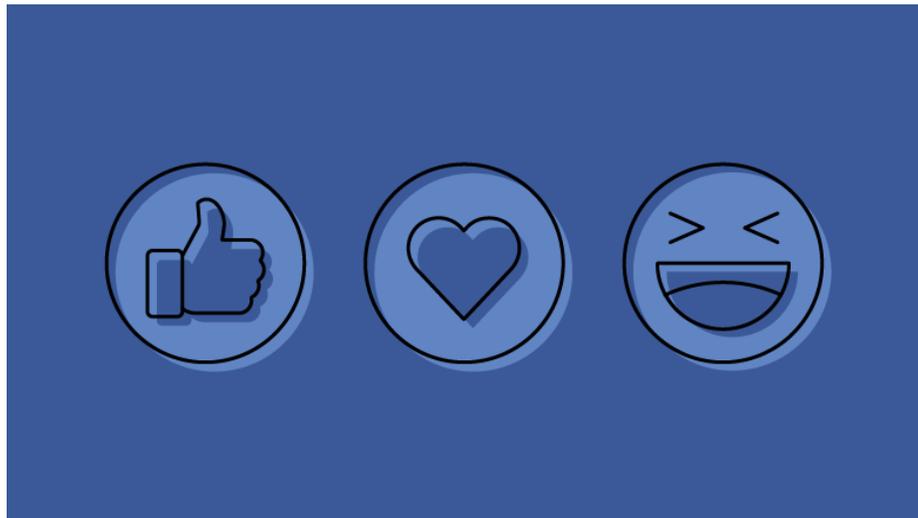
---

---

### STEP #3. Increase Engagement

Sometimes it is ok to **polarize people**. Ask a hard question and sit back and watch the **comments explode**.

You can post links by removing the space before the .com or by typing dotcom. This will let **affiliate links through**.



You may want to **engage with memes** as they are very popular. **Ask opinions or questions** with a small number of possible answers. You don't want to confuse people and have them not engage. **The more likes, shares and comments you get the more likely Facebook is to show this post and future ones.**

---

---

## **STEP #4. Get the Click not the Sale**

When you start doing promotions to your list (or even to your Facebook profile) you will be **tempted to go for the sale.**

You are not the expert on selling **that product.**



The **sales page is meant to do the selling** for you. You just need enough **curiosity to get them to click over there.** **Your focus is to drive interest.** You get them curious and interested in clicking and the sales page can do the rest. Remember to only promote products with a **sales page that you would buy from...**

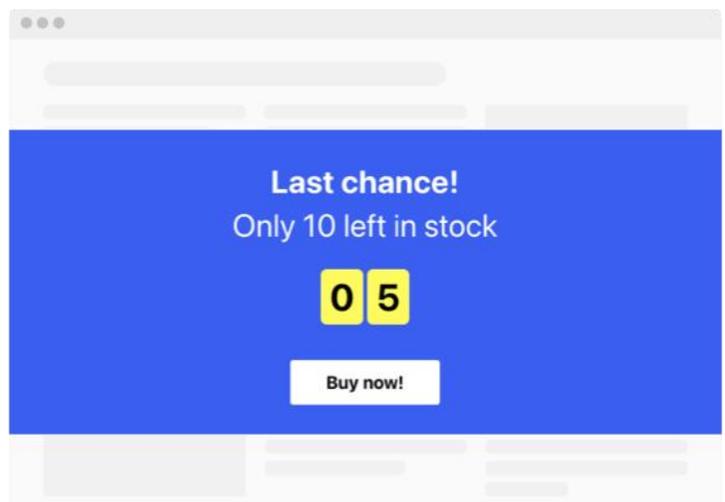
---

---

## STEP #5. Scarcity Drives the Sale

This will come up a lot in marketing.

**Curiosity and a good sales letter will get you pretty far. BUT,** you also need a reason for them to **take action now.** As humans if we can put it off, we likely will.



So **scarcity and urgency are required.** This means you have a **limited number** of something or that it is **going away soon.**

Maybe the price is going up. There has to be **a reason for them to believe the situation will be worse for them if they come back to do this later.** They need an incentive to do it now. **Scarcity and Urgency are your two best friends in this...**