

CONVERTING
STRANGERS
into **ADDICTED**
BUYERS



Ortega Ogomigo

Hello there,

If you don't know by now, I like breaking rules...

So, don't expect to see this book like every regular book out there.

In fact, this may be one unconventional book you've ever seen.

Don't get distracted by the structure. I compiled the series I had with esteemed members of [The Ace Entrepreneur](#), so expect to see things like Topic 1, Topic 2... instead of Chapter 1, Chapter 2...

Nevertheless, keep your eyes glued to the strategies because they will blow you faster into sales before you blink!

Okay. That's a bit hyperbole. But really, I need you to do two things to get the most out of this book like several people.

One, read and think.

Two, take actions.

That's it...

Not five things. Just two. Do it and I'd gladly call you our secret code names.

Don't tell anyone I told you. Close the curtain and shut the door, let me eavesdrop this into your ears.

"S.F (Stranger Farmer)"

That's the secret name. Don't laugh. It's not funny. You'd make someone hear the secret name now.

See you inside. Enjoy a nice ride.

Ortega Ogomigo

PRACTICAL SERIES: Converting Strangers Into Addicted Buyers

From: Ortega Ogomigo

Lagos, Nigeria

TOPIC #1: Her Personality May Disgust You

.....

I was not the seller, but I was disgusted at how this lady (stranger) treated that hawker.

It was 4:32pm that day. I was with my wristwatch and it was about time to watch a football match. As a way of passing time before the match, I and some friends were discussing....

Don't worry it wasn't a business discourse.

As we were about leaving, we heard a voice calling from the next building.

It was my neighbour. She wanted to buy something from a knife hawker.

She stopped him and like every smart Yoruba woman, she started pointing at the knives and asking for their prices...

The seller kept naming the prices.

“How about this?” She asked.

“This one na 150 naira” he responded in his usual Hausa accent.

“Let me give you 70 naira” she fired back in negotiation.

“No oo. Me I no gree”

“Na 70 naira dem dey sell am jare” she said

(translation: I don't agree to that price. This is sold for 70 naira)

She kept haggling the price.

“Give me 120 naira”

“No. Aboki, make I take am for 70 naira. Before you know now, the knife no go sharp again”

(translation: No my friend. Let me have it for 70 naira. Besides, the knife will get blunt soon and I will keep resharping it)

The knife seller paused and thought for a few seconds.

I bet he thought about how much he has made so far walking several streets. Perhaps, that day was a no-good business day for him. As a way of getting something more to take home, he agreed.

“Okay. Bring money”

“Oh...

Come tomorrow. I just wanted to know the price” She said.

Almost immediately, I and my friends threw our looks onto the seller’s face.

Obviously we have been eavesdropping the conversation.

The man was almost crying and very bittered. If the lady was not a bit elderly, he could have done otherwise to her for wasting his time.

Have you ever witnessed such? Or fallen a victim to these strangers disgusting personalities.

Some may pick all your wears and test them out. Worse? They won't buy.

Some may make you burn out into explaining your products or services to them, yet a penny won't be sent to you.

Now...

You can't possibly shout at them and insult them (actually you can, but it will hurt your business for good).

You can't change their personalities...

But you can understand it and change your business process without offending them.

You see, like I have discovered, some of these "strangers" may end up being your best clients.

So why do they act almost alike?

Several reasons...

One, their previous experience. Nobody likes making the same mistake twice.

Two, their exposure. Perhaps they have been exposed to cheaper products, better offer, worse offer, regrets, errors...

This is why you see them having in their head dangling tags tattooed in their brains such as...

-I don't trust any of those business persons.

-If I can't test it I won't buy

-Will I be able to get the value?

-Why should I ever trust this person. They are all the same.

The list is endless

Let me show you their different personalities...

Ready?

- **PERSONALITY #1: The "I am Not Sure" personality**

“Well, I don’t know about this. Kindly remind me in 6 months time”

Heck! That is too long. That is their silent way of saying “no” to your offer.

Now... You wouldn’t just nod your head like a dummy and go.

There are two ways you can beat this.

There is the passive way and the active way.

Passive way: you wait patiently for the agreed time and follow up appropriately.

Active way: you filter through the objection by asking questions like...

“What will have to happen to convince you to make purchase now?”

“What will I need to do to make you get this now?”

“Aside from price, what is responsible for your delay in taking action in this?”

“If the price was not an issue, will you take action now?”

Got that?

Great.

- **PERSONALITY #2: The “I Have Seen It Before” Personality**

These ones have got some experience with other experts or sellers. They have probably seen the highs and lows.

They are tired of hearing your preplanned sales pitch or seeing you communicate with enthusiasm. They know those lines. They know those phrases.

They are interested in seeing something different. They want to see the big picture. They want to hear the latest. They want to see the recent feature or benefit or warranty.

First, ask them politely to know what they have seen or heard.

“You seem really familiar with products like this sir/ma. Would you mind telling me about the

experience you have got with these products?
Or the kind of products you have used?"

After telling you, then you can position your products unique selling advantage to them and connect to the benefits they would get.

"Exactly sir/ma. From what you told me, I bet you'd be interested in this because it provides X more benefits. What's more? Some persons who got it have reported a drastic increase in X within days"

Got that?

Great. Let's head on to personality 3

- **PERSONALITY #3: The "I Am Frustrated" Personality.**

These ones have been beaten heavily with pains and regrets from previous experience. They are not motivated to take any action. They have got scars from previous exposures.

To get their attention, give them the opportunity to test your offer.

Have you ever seen those guys in buses selling drugs or perfumes?

They give you a sample to taste or feel it. And when you could see the benefits you become instantly attracted to it.

You can do it in any business....

Give a free training before the premium

Give a free x days access to a masterclass.

Give them the opportunity to select whatever item of choice...

Give them some sections of your book or audio material.

The good news is, they become more convinced to try it out...

And that means you get to win them.

Okay. That's their common personalities. I understand it may disgust you, like it did with me, when I saw my neighbour price the product out of that hawker.

In this series, I will show you exactly what the hawker or any other business owner could do

to attract the stranger without burning out, yet make them addicted buyers.

That's it for today.

I need to rest. Will tell you more about these so called strangers.

And mind you, they constitute over 60% of your ideal prospects.

So...

Watch out the headline tomorrow...

**One Day She's Hungry; Another Day She's Filled.
Another Day She's Unmotivated....**

See you tomorrow!

Ortega

PRACTICAL SERIES: Converting Strangers Into Addicted Buyers

From: Ortega Ogomigo

Lagos, Nigeria

Topic #2: One Day She Is Hungry; Another Day She Is Filled. Another Day She Is Unmotivated.

.....

What kind of prospect is this?

She is a perfect description of who I call a stranger...

She is somewhat funny in her actions (you spot that from her personalities in the previous letter I sent)

One day she is hungry, another day she is filled. Another day she is unmotivated.

In each of these days she act differently.

When hungry...

She wakes up with a glaring need. She knows what she wants and goes to the market looking for something to satisfy her need.

She looks online for several options using keywords and hashtags on social media.

She storms on YouTube to see if she can get a partial or full satisfaction to her need.

She goes to several websites to read the contents. She subscribes to many newsletters to satisfy her need. She keeps browsing the internet.

This is the state many marketers or business owners pray to meet her.

Good thing, at this state, she is hardly resistant. Just like a hungry baby, she is more receptive to feeding her hunger.

Now...

Please pay close attention here.

It'll be sad of you as a business to be nowhere to be found where she is hungry. Trust me, she would find someone to satisfy her needs - Your competitors of course.

This is where you need to be smart.

You want to ensure you are the available choice when she is hungry.

Get yourself positioned on Google (on the internet) and across all social media.

This is where social media optimization comes in place.

This is where you'd need to be SEO smart.

This is where you'd need to run ads to always pop up whenever such keywords is looked up.

If I look up the word "affiliate marketing in Nigeria" there is always a website that pops up...

And guess what? I almost always click on it.

When I look up the word "top network marketing companies in Nigeria", there is a website that is always at the top search results.

Guess what again? I almost always click on it.

That's what I am talking about.

You have to be there to give her food whenever she is hungry. Today, it gets easier. You can be a guest writer for top websites like Forbes and other websites.

You can also write on communities like Nairaland.com, Reddit, Quora.com...

You can start your own blog or YouTube channel at no cost.

Will tell you in the subsequent letters what kind of food to give her when you know even your competitors anticipate her hunger.

Let's head straight to the next state....

When she is filled....

Oh yup.

She is filled now...

She isn't looking for any food at this point. She is probably at home watching movies, or listening to some good music.

She is at home... And not in the grocery store....

At this state, you don't expect her to come looking for your business. This is her passive state. She has got no glaring need.

But...

As a business owner, you don't have to sit around and wait until she get hungry. You may wait for long. And it could affect your business.

This is the point where you'd have to disrupt her schedules or relaxing time, chatting with a friend or watching a movie with your marketing content.

This is where interruption marketing comes into play.

Haven't you been interrupted by those ads on your newsfeed, YouTube, movie or something?

Some marketing content got your attention and stole your first 10seconds and soon 60 minutes...

Some couldn't survive your first 5 seconds. You quickly skipped the ad. Will talk more on this later.

Now, let's head straight to the last state she can be.

When she is unmotivated...

I like to describe her here as being "in-between" or lukewarm.

She is not really hungry or filled up. She is unmotivated to go to the kitchen to make a meal because she could actually stay without eating for that X period.

At this stage, she has got plenty of objections....

"Will this work?"

"I don't have the time"

"I don't see how this can help me"

"Can I trust this person?"

"I don't have a budget for this right now"

"X problem isn't important to me right now"

In this state, once you answer the objections it becomes easier.

Show her the end results.

Tell a story.

Show her the results of folks using the product or services.

Offer guarantee.

Remove their risk.

Explain in simpler terms

Make her try it out.

....

Got that?

I would be going to make a meal. Did I tell you, I am somewhat losing my culinary skills?

I don't know. Meals I could cook really well before, I can't anymore.

Maybe I should cook more.

That's what happens when you stop sharpening your skills. Do act on what I told you in this letter.

See you tomorrow.

Cheers!

Ortega

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From: Ortega Ogomigo

Lagos, Nigeria

TOPIC #3: Before Meeting Her

.....

So far you've seen her different personalities...

You've known the kind of states she can be in.

So what next?

Go meet her and yell "Hey stranger. I know your personalities and States!"

Don't do that.

You see, business is like a relationship.

First you play spy before ever meeting the person.

And if you want to get the person as your lover, you take your time to understand her long enough and then you shoot.

You may go to the extent of asking her friends questions or joining the organization or club she belongs in to understand how she deals with people.

Yeah.

I know you spot it. That's it. I will be talking about the foundation you need to know before you ever get to meet her.

First, let us establish that every stranger is a human being. At least in this context.

So...

As a human being they have got some emotions.

They are trying to avoid a fear or get to a pleasure.

They have got names too, you know.

And as humans, they are sociable. **This means they like to mingle around with people they know, like or trust.**

Plus, **people who are like them, people who like them or people they would like to be.**

This is the way humans act, including those strangers.

Mind you, like I said the other time, these strangers are your cold prospects. They constitute over 60% of your ideal prospects (in fact some report claim over 80%). They don't know a thing about you yet. But deep down they have got some silent desires, pains, fears, hopes... because they are humans.

So how do we begin the foundation?

I really like the term foundation, because it reminds me of a building. There is something spectaculars about every building. **If the foundation is faulty, no matter how fancy the building can be...**

It will crumble when hit by a storm.

In order words, if the foundation is bad (that is why you need to pay close attention here),

irrespective of your marketing strategy or how much you pump money into ads, your results will be minimal or next to nothing.

Got that?

Great.

Let me tell you of the Foundation Secrets. Get a pen and a book. We ride now.

.....

FOUNDATION SECRET #1: Have An Idea Of Who She Is

Better put. Have an idea of who you'd like her to be.

Ever seen someone planning to go into a serious relationship? He, if smart, will have had an idea of the lady he will like to attract or have.

He wouldn't just storm every lady down the street because of some throbbing hormones. You see if he does, he would most likely be rejected by many and may not make the most out of the relationship.

Business is like forming a relationship (an ethical one) with your customers and prospects. To do this well, you have got to know who you want.

What do you want?

Who will you like to work with?

Can you draw who your ideal prospect will look like?

Does she have a name?

Do you have a picture of her on your head?

[I described extensively on how to locate your ideal prospects HERE](#)

FOUNDATION SECRETS #2: Frequent Her Environment

I need you to relocate to where she stays. Observe how she converse with friends online and see her thoughts across different media.

Fine, you may not be able to physically relocate to your prospects environs. Today, it gets easier with the internet.

Remember I told you that your prospects is sociable.

She is currently on some platforms, making contributions on some online communities, reading some newsletters, ranting and posting her thoughts on social media...

Remember the saying, "it's better viewed when inside". Your goal here is simple. Try as much as your can to be an insider.

Getting inside their environs is easy. Think like her. Put yourself in her shoes.

Where will you locate yourself if you were your prospect? What group on social media will you be a member in? What newsletter will you subscribe to? What websites or YouTube channel will you be an active consumer of?

....

**FOUNDATION SECRET #3: Know
What Will Get Her Eyeballs**

If you have been in her environment long enough, you'd probably know what will get her attention because you'd have probably seen her communicate her fears, interests, desires... across different media and online communities.

A rule of thumb to guide you if you ever want to catch her attention: **Know what she is interested in and let her see you've got it.**

...

FOUNDATION SECRET #4: Have Your House In Order

Did you ever feel pity for that guy who comes around to woo you when he has got no dressing sense... no good communication skills... no persuasion strategies... no attractor factors.

You have got to have your house in order. Get that in your skull.

Make your house well framed properly to look welcoming.

Say your testimonial floating around your home page.

Your profile optimized and professional

Your social media clean from irrelevant tags and things.

Your hook at the top to create emphasis.

Got that?

Great. That's it for today.

Before I leave to see you tomorrow, let me drop this popular quote.

"If you ever fail to plan, you've planned to fail"

That's it Ace member.

You've got to take this serious. In fact, start working on it this very moment before you go to bed.

See you tomorrow.

Ortega

PRACTICAL SERIES: Converting Strangers Into Addicted Buyers

From: Ortega Ogomigo

Lagos, Nigeria

TOPIC #4: Meeting Her For Real And Making A Lasting Impression

.....

What have you been told about first impression?

That it makes the lasting impression?

That it is one of the most important impression?

Yup.

That's right. It is.

This is why it is always important to make your first impression count. Give it your focus and it will save you the strenuous process of making another good impression.

First impression is just like a headline. A weak headline will not pull you to the article or sales copy. Worse, it won't grab your attention.

In the previous letter, I explained to you the foundation secrets you need to know before ever meeting her. Today, I will be showing you how to make a lasting impression.

Listen..

There are thousands of folks selling something similar like you. And a large chunk of them are hungry assholes.

They are focused on transactional relationship. You could almost see them screaming "**buy**" everywhere on their landing page or social media.

I stumbled on an ad and almost instantly pulled back. The content of the ad wasn't appealing to me as a stranger (cold prospect).

All I did see was "click on this link to buy now" almost everywhere.

Sadly, there are several ads and contents like this flying on the internet. And they are not

making lasting impression. Worse still, they have minimal conversion rate.

Wait a minute.

What are lasting impressions?

Let me give you this analogy.

You walk into a bank and the security man gestures with smile across his face as he greets you, complements and welcomes you to the bank.

And tells you the usual “thank you for banking with us” in very friendly manner.

Will you ever like to come to that bank?

Of course. Everybody loves good impression.

Now, back to business.

You know almost everybody is screaming buy on their pages, stores and websites

You don't want to do that, trust me. You want to do something different.

You want to make a lasting impression.

The moment they see your shop or business, you want to make them feel special. By the way, have you ever asked yourself what makes a person feel special?

Simple.

When you focus on them. You tell them how their hair looks. Their mannerism and speech. How amazing they are...

Yes...

That is the word - interest.

Become genuinely interested in them and they will feel special.

Listen...

In her closet, she has got some things that keep her awake at night.

She has got some wishes and silent prayers to end her struggles, or fears, or pains or, regrets.

She wants a fix. She wants to get to that pleasure or desired goal... Fast!

So...

She comes to this market with the hope of seeing something that will interest her. And then, the next thing is...

People (business people) start screaming buy.

Heck! You don't want to do that.

You know her now... And you sure want to make her feel special.

How?

By tuning to her radio station.

Her radio station reads - **WIIFM** (What is In For Me?). This is the question running at the back of her mind.

She wants to know how to get rid of her fears fast and get to that pleasure. But she isn't trusting anybody (especially those screaming BUY HERE. BUY NOW) because TRUST cant be bought; it is earned.

Now they are different ways you could earn her trust. I'll show you.

First, you give first before taking.

I am talking about giving her value upfront. This could be in ebooks, free advice, free consultation, free sampling...

Make this your pitch. And create an emphasis of it. This means instead of saying, "buy now", you'd say...

"Attend this free seminar to help you with x"

"Try this out. It's for free"

"Book a 30 minutes free consultation with me, let me help you with X"

The good news about this is that she wouldn't forget you because you positioned yourself as problem solver rather than joining the rest of the pack who is always with their empty bag expecting cash.

The second is, you ensure you make her know you're doing more than your competitors for her.

You see, one of the best ways of ripping off your competitors is to give something similar to what they sell as bonuses. For instance, in the content marketing, if your competitors are giving 5 secrets to their readers, then you'd give 10. The goal is to satisfy your customers more.

You could offer to provide reliable customer support, stronger product or services, stronger warranty....

Look at what your competitors are offering and look at the deepest unsatisfied wants of your prospects, then do more... And let her know you're doing more.

That's it for today.

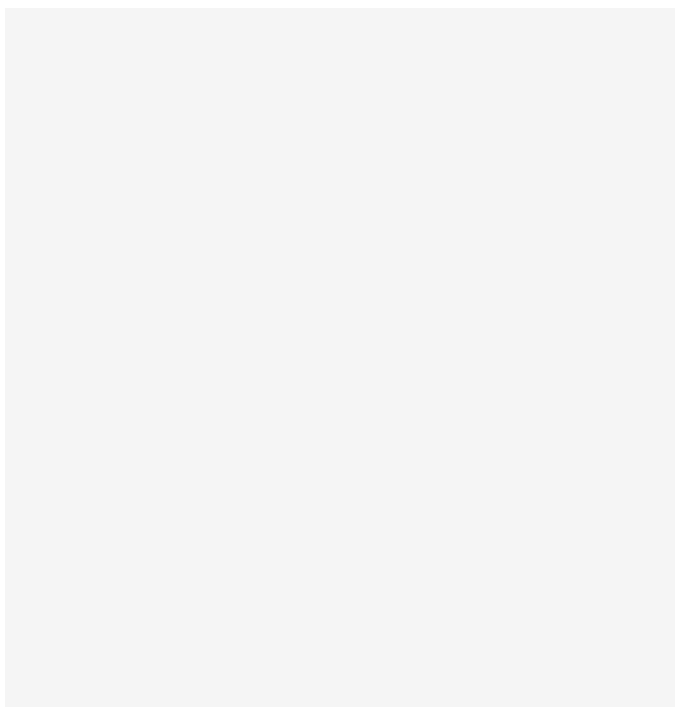
ACTION POINTS

- Have a freebie package: consultation, call, ebooks, reports, mini-course, sample, masterclass, seminar, webinar, showroom, explanation video, demo...
- Ensure you're going something extra that will make your impression strong. If your competitors smile, smile longer. Give stronger warranty. Improve your product or services. Give more value.

Now get to work!

Talk later.

Ortega



PRACTICAL SERIES: Converting Strangers Into Addicted Buyers

From: Ortega Ogomigo

Lagos, Nigeria

Topic #5: Save Her Number; You'd Call Her Soon

.....

Now, it's not enough to go to the party and woo a lady you have never met.

If you have got no number, then, you are on a long thing because chances are, you won't see her anytime soon.

Plus, you risk your chance of making your objective successful with her.

Having her number or details saved is not just only important in relationship. It's also important in any business setting.

It gives you an opportunity to call back, check how she is fairing and possibly sell her something.

Listen...

Ensure to keep your eyeballs scanning for every opportunity to get her details or data.

Good thing. It is easier today.

You can capture her name or email address or phone number on your opt-in page when you want to give her a freebie.

You can capture her name and phone number on your shopping cart in your website even before she clicks the buy button.

You can capture her number by driving her through your WhatsApp funnel.

You can decide to make her send you an SMS before she buys your product so you could capture her details.

You could get her to call you so you could get their details.

In all you do, don't forget this...

If you don't capture her details, it could be difficult doing business with her in x time.

Here's why: like almost every human, she could forget about you - soon.

Plus, she lives in a distracted world where anything could steal her attention (including your competitors marketing strategies)

Don't blame her for forgetting things easily.

Don't blame her for giving in to your competitors.

Blame you if you fail to capture her details.

Now let's assume she bought your digital product, listen, don't send the product via whatsapp, or telegram...

Phone could be lost. Numbers could be changed. But people hardly change email addresses because it is a point where they store a lot of files including contacts, pictures and all.

So do deliver via her email address because you'll be calling her soon.

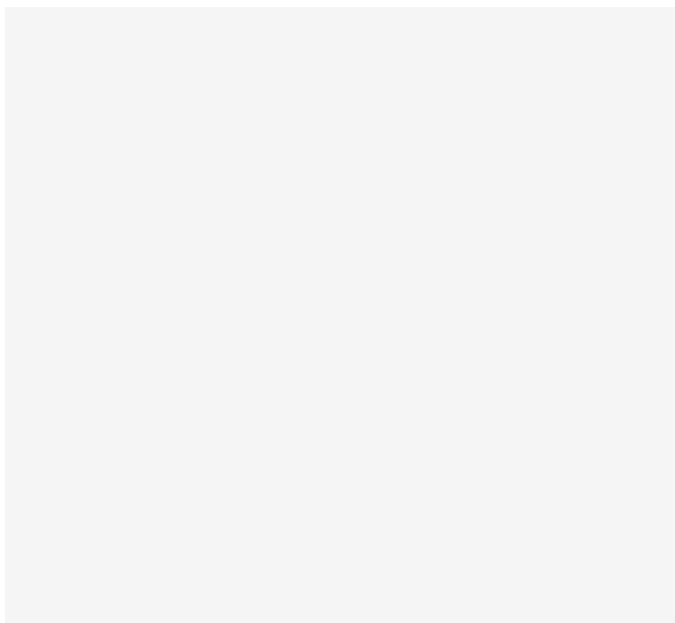
Yeah.

I mean it.

You'll be calling her soon.

See you later. I will explain more on that.

Ortega



PRACTICAL SERIES: Converting Strangers Into Addicted Buyers

From: Ortega Ogomigo

Lagos, Nigeria

Topic #6: It's Time To Make Her Blush

....

“Awwn”

“You’re making me blush”

I bet you must have heard that several times even from very dark ladies.

I mean, “very dark ladies.”

That was how I was discussing with one a particular day.

Gosh! This lady is a typical description of “Dudu Osun” (Black Soap).

But it sure fits her. She is really pretty especially when she throws you a smile. But you dare not turn off the light at night.

Okay. That's it.

Let me head on to what today's letter is all about, but first, let me tell you this (you'd like it).

Do you know how ladies feel when you make them blush?

They smile and could fiddle with their hands.

They become happy and would like to be around you.

You see...

For the past few days I have been using relationship terms to make them more relatable to you. I hope you're not just laughing or longing for a relationship

That's by the way.

Will be showing you how to not only make your prospects blush, but make her tell her friends about you.

I had (still do) a client who got one of my products. Remember, like I told you in the previous letter, you've got to save her details.

So I did.

I got her number saved and after about a week or so, I followed up on her to see if she is ripping off the results in the product...

And if she would require any support or have any complaints.

I bet she hasn't got this follow-up from an expert, so she started blushing.

I could literally feel the virtual blush

And soon, she started ripping off the benefits.

And then, I informed her of another product I was about creating and I needed her thoughts and problems so I could have the solution well met for you.

She was blown away. She almost couldn't believe it that she isn't just to be a consumer, but a contributor. Everybody likes that.

And this is what I do to almost all my clients to make them committed.

So here is how to make yours blush.

Assuming you have got her details saved from the lead magnet you're putting up.

You can immediately blow her away with value to make her blush.

Now, let's say...

She decided to drop her details to get your free ebook, free masterclass, free webinar, free course, free (whatever)

Then, you have a set of 5-7 day email series you have created on your email marketing platform (by the way, you can create an account with either Aweber, Mailchimp, Get response....)

The content of those mails will help you build more rapport to make them get fond of you. Some of contents could include:

Day 1: Your introduction mail and your lead magnet

Day 2: You teach them something to help them solve a problem quickly.

Day 3: Follow up on your lead magnet and give them promise to teach or give them something (a video, audio, mail)

Day 4: Reveal it in your mail and keep it open-ended like how season movies keep you glued with another episode.

Day 5: Complete the loop

This will help you quickly make them blush and give you an opportunity to sell something to her. That's why it is good to follow-up on her pretty early.

An average marketer will just send them the first introductory mail with the lead-magnet and that's it.

It is normal, bland, and stale. That won't make anyone blush.

You can also make her blush by keep checking up on her and giving her value.

By the way, what is value?

Value is the good perception a prospect has on your offer.

The more you increase the perception of value, the more she blushes... and the more she wants to do business with you.

You can do this with power warranties.

-Try for 3 month. If it is bad for any reason, just send me a mail at abc@gmail.com, I will repair for you for free

-You're 12 months iron clad money-back-warranty on our offers.

-If you dont get the value in this product AFTER USING IT, for any reason just send me a DM. I will double your money back to you. Plus, you can keep the product. No big deal. No issues. No hard feelings.

You can do this with bonuses

-Not only are you getting this product, you're also getting this and that and that as well.

You can do with support.

-If you have any issues for whatever reason, call our customer care number at 9702-740927, we would reply you within minutes.

-We are offering you a 24 hour full support. Our staff work night shift. We would respond to any of your complaints under 2 hours.

-You can call me at 8662-936820-79 I'll answer any question you have on this product.

You get it?

Now note.

People like to feel loved (not condemned) and that is what get them blushing.

And when they feel loved, they get committed.

I once read a story of a shy dude who said he got addicted to porn because somehow according to him, he liked girls, but he was fat, unattractive and doesn't know how to talk to ladies.

But when he got into porn, he realized he wasn't condemned by those ladies. He wasn't called fat...

Yet he saw those goddamn nude bodies without even talking or persuading those ladies.

And his brain deceived him because he felt happy. In his mind, he is blown away with value.

Now that's it.

Don't go watch porn. It is a crazy drug that can hook you for years.

But...

I believe you get the point.

Yes?

Great.

Let's talk tomorrow.

Ortega.

PRACTICAL SERIES: Converting Strangers Into Addicted Buyers

From: Ortega Ogomigo

Lagos, Nigeria

Topic #7: You Must Never Be Found Boring

....

I have a confession to make.

Some years back...

I guess 3 years ago, I was thought of as boring because I was too formal.

My communication was all business-like. No colloquialism.

You see...

Sometimes, my friends insulted me on passing...

“How will you woo a lady?”

“How will your relationship look like?”

Well...

I thought my lady will cope. But heck!

Nobody will like to always be with a zero-fun, always strict, business go-getting guy.

I wouldn't marry me then if I were a lady

Luckily for me, I got to balance my fun and business life.

Listen.

Aside from the fun aspect to life that many people cherish, the brain (if you haven't known) is crazily tired of bland, the same, uninteresting thing.

And guess what?

This brain is not a mystery brain or some brain in planet Mars.

This is the brain tuck in everybody's head, including your prospects.

You see, the brain has got a primitive part called the CROC or hind brain.

This is the part that filters information for B-I-F-C (beneficial, intriguing, freshness, curiosity)... and for everything new.

Exactly. You're correct!

If it doesn't get a compliance with B-I-F-C, it kicks the information out. This is how come you see people sleeping (especially when they are not tired) in sermon, events, conferences, classrooms....

This is why you see people keep ignoring your message content especially if has the same or similar introduction or content or picture pattern or starts the same way.

It's not their fault.

The brain is tired of seeing the same thing over and over.

And this happens not only in your content but in your product.

If you have not heard this before, I will tell you now. Almost everybody is searching for something new to feed the brain.

This is why you still see professors glued to their newspaper even at old age, you see some folks scrolling down their newsfeed to get something interesting.

It's not enough to produce one product in business or provide one content without making it adapt to change to fit the latest taste of clients.

Listen, wants and desires change with time.

To build and create excitement in whatever you build, build it to adapt to change and not just to last.

That's one of the reason Myspace lost to Facebook even when they had all the funding and business professionals backing them. You see, the problem is not the certificate or money, but...

The continuous satisfaction of excitement.

Look at it another way...

A smoker will take one pack of cigarette this week, next week, let's suppose his body has tolerated one pack...

He wouldn't just take one pack. He needs more to get to that feeling.

And that's how you should be to your customers and prospects.

Don't just create a product or have one product around that will satisfy their present feeling.

In fact, if you don't create at least a new product every year, your company may lose to competition.

Fine. You may not have the luxury to create new products. This is where joint ventures and affiliate come into play.

Get someone who has ketchup to add to your chicken and chips. Get someone who sells something complementary to blend with your products.

Look at it this way.

Your prospects and clients' brain are constantly searching for excitement. And if they don't find it, they won't stop looking for it.

And when they find it from your competitors, you'd lost them.

This is why we have...

Android 4
Android 5
Android 7
Android 9
Android 10...

iPhone 6
iPhone 7
iPhone 8
iPhone X
....

Toyota Camry
Toyota Avalon
Toyota Prius
Toyota Sienna
Toyota C-HR

Enough.

You get the point...

And let's say, you have got just one product (digital product), one way to increase the perception of value, like I do, is to create...

Complementary products that my prospects will be interested in and have it as part of the bonuses.

Say, I have a book on Copywriting, like I do

I could satisfy my prospects recent desires by creating a report on how they could get clients under 30 days (if that is their identified desires)

Now, a quick recap.

You can make her excited at all time by...

-Giving her something Beneficial, Intriguing, Fresh...

-Changing Your Content Strategy

-Adapting to change

-Introducing new products/services to her to make her get a 100% solution

-Getting in partnership with other persons to help her.

-Always showing up with the latest offer to make her get X solution faster, better....

Do this amigo.

Bye. We'd talk later.

Ortega

PRACTICAL SERIES: Converting Strangers Into Addicted Buyers

From: Ortega Ogomigo

Lagos, Nigeria

TOPIC #8: Always Check Up On Her

.....

Distance doesn't break relationship.

Lack of contact do.

You see, lack of contact not only break relationship, it shatters it.

Ask any of the parties. The guy or the lady in question will tell you they felt less cared for.

Some may even tell you that their emotion started dying. Now, this doesn't just happen to youth, check many marriages...You'd see what I mean. You see, the reason for many breakups or divorce is a love language only few understand.

"Keeping in touch."

Keeping in touch means you care.

That is how it is perceived everywhere: In business and in life.

So how do you keep in touch with your customers or prospects?

Remember from the previous letters, I believe you've been able to locate your ideal prospects, know how to make her blush, how to make everything exciting to her....

Now, it's time to keep in touch.

You see, almost every regular business will...

Show their offer to prospects.

Capture their leads... And make sales...

But boo!

They won't show up. Then, they go hunting next time as though their previous catch has become irrelevant.

In relationship, this is what is described as flirting.

Being a hunter is playing a cassanova's game. You shouldn't do that because soon enough you'd be caught and your trust will be killed. Be a farmer instead.

Nurture every relationship and give it time to grow. Let me shock you if you think this is something out of the blues.

You know what crazy industries like the porn, alcohol and drug industries do?

After you taste their offer, they don't leave you.

First things first, they give you cool value for your money, make you get that HIGH feeling, make you reach climax....

And then, they anticipate your needs and they show you triggers to hook you...

- Give You More excitement**
- Show you social proofs**
- Connect it with association : show you a celebrity endorsing it.**

They are deliberate about the triggers they show you. From seductive pictures, to new scenes, to celebrity endorsement, to TV commercial, to movies...

You see...

They, though, not exactly ethical, have many business strategies you could learn from today.

One, know that human needs and wants are insatiable.

We'd always be on the lookout for something extra.

Two, know a lot of human decision is based on emotions.

This is why a man will tell his wife, "I love you" in a cool calm tone to establish emphasis.

He knows that if he said that fast and in a brash tone it would lose the meaning.

That's why you'd see him dressing in the same attires with his wife and probably pecking her in public.. to show that he loved her.

And yes... With all the social media melodrama, you see their pictures online.

Those are pure emotions. The woman, on her part, feels more loved and cherished because of this.

And that's because it triggered her emotion.

There are different kinds of emotions to observe in humans that make them act.

-**Greed:** "I want it more and now" (you can trigger this with bonuses)

-**Pride/Ego:** "My friend will sure know that I've arrived" (You can trigger this by painting the benefits of receiving the accolades, admiration, high perception from people.

-**Association:** "X and Y person are also getting this result using this"

People like to belong to a clan. Nobody likes to be left out. Make prospects see that they are several people reaping XYZ benefit on your offer.

Show them case studies. Tell stories of people like them.

If possible, create a tribe from those who benefits X results from your business and make it the central point.

“When you take this product and you get this benefits from your taking action, you’d be hopped into the 3 comma club”

-**Fear:** “If I don’t get this, I would still be dealing with my pains...”

“If I don’t get this, I’d be seriously missing out”

There are two kinds of FEARS.

Fear in itself

And, Fear of missing out.

We are all moving from something we feared. A lot of persons become rich, because of the fear of being broke and limited.

A lot of parents spend more time with their children because of the fear of their children becoming extreme (negatively) like some kids they have seen around.

Fear is a powerful trigger. In fact, it is argued that it is the most powerful trigger of all.

Identify what your prospects are afraid of.
Make it worse...And make them feel the need to get the solution. That way, you'd easily attract them.

***Scarcity:** Yup. Scarcity makes people act fast.

Can you picture how over 50 students of any boarding school will act when they discover that the water for bathing is little and could only take 20 students?

Yes, you got it.

They would almost rush to the tap at the same time and start negotiating... Otherwise, they would be cheated by the quickest and most greedy.

-**Love:** "Oh. What a feeling."

Love is soothing and always looked forward to. People want to finally be truly loved by their spouse, parents, friends...

You can link this connection by taking them away from fears to pleasures such as :
happiness, recognition, pride...

Three, know that prospects and clients could forget about you.

We've seen this happen time after time. We live in a busy world. Your prospects could forget you almost immediately especially when they have got a relatively pleasant offer that helps them save more money and get more results.

You don't have to let this happen to your business. Know your Prospects and don't forget to keep in touch with her.

Once in a while, follow up on her. Post educative contents to her. Ask her questions she would be interested in. Help her solve her problem.

Today, with social media and email list, it is very easy to keep in touch. Like I said earlier, "relationship is not killed because of distance, but by lack of communication of contacts"

Stay frosty,

Ortega

PRACTICAL SERIES: Converting Strangers Into Addicted Buyers

From: Ortega Ogomigo

Lagos, Nigeria

TOPIC #9: Make Her Your Ambassador

.....

“Henceforth, you’d be our brand ambassador!

Woo-hoo!”

That calls for celebration for the company and the celebrity because both of them will be making more money.

The ambassador will get awarded in royalties or monthly cash for being the face of the brand...

The company pays him because of his influence and what he’d do to their sales.

And they, in return, get his followers or fans to become their customers.

It's a win-win game. I heard a hearsay recently that many celebrities became really rich because of their many endorsements with brands. Is that true?

That's by the way.

How has everything been going?

Yeah. Really. I am interested in you. Don't mind that you may not physically see me now because you're reading through your screen...

But I do care.

Have you been following the series and most importantly taking actions?

If yes, I bet you must have nailed several strangers by now and made them prospects.

And if no, what have you been waiting for?

To be done with the series first?

Common, information are to be taken and acted upon right away. That's how winning is done. That's how you'd make the best results.

I remember a particular reader who read my high demand book - The Faceless Selling some months ago...

Initially, before getting the book, he was skeptical that it wasn't in hardcover. You know how people can be die-hard fans to hardcovers.

Somehow, he also didn't want to miss some secrets in the book, so he purchased it against all odds.

And one day, I decided to call him (like I do to my clients) to see if he has been getting the benefits.

That day was a good day because he had just written his first sales copy for his farm crowd funding project and he made #1.5million almost immediately (before my call)...

And you see, according to him, calls couldn't stop coming in. People were so hooked with the sales copy. They needed to speak to him so they could invest right away...

Months' later, I decided to follow him up again...

He said what made me smile widely.

“Within 2 weeks we surpassed our company’s target by 1000%.”

I was really happy for him because he took action. Now, let me tell you what is crazier...

He isn’t even done with the book. That’s a great lesson. Always use information; don’t just gulp them in.

Money likes speed, you know.

I hope that sparks you to take more actions. (And if you’re interested in getting the book – The Faceless Selling- [click here to locate it](#))

Now back to what I was saying.

Where was I?

Okay, great.

Make her your ambassador.

Remember what I told you the other time, customers like to be loved.

They like to be treated specially.

And one way to do that is by intentionally making them ambassadors of your offer.

Yes I know. When customers get good value for money, they instantly become evangelist for your offer.

They tell their friends and families. But you see, many of them don't do it intentionally and frequently.

And you bet, some of your customers have this WIIFM (what is in for me) question dancing in their head.

They are trying to spot the benefit of referring you aside from goodwill.

Once they see that there isn't any other benefit, they may feel reluctant especially when not asked.

What does making her your ambassador mean? Simple. It means making her your brand representative. It doesn't have to be official where you make it ceremonial. Today, you can simply do it by making them your affiliates.

Jay Abraham, one of my most reckoned marketing wizard, has made multimillion dollars in sales from doing this alone.

It works like crazy.

That's big businesses are grown. Look at any network marketing company around and you'd see what I mean.

Fine they reward in cash, and kind...

The company makes so much in return as well. Referral marketing (word of mouth marketing) goes a long way in establishing trust and rapport. It saves you the time to trying to warm a relationship because your affiliates have probably built rapport with their sphere of influence.

Let me be frank with you pal, making them your affiliates doesn't necessarily mean you'd be blown up in sales fast. You've still got some roles to play. Don't worry, they aren't complex roles.

You've got to explain and educate your ambassadors on how to go about telling people about your offer to successfully make sales.

Give them the necessarily materials and coaching. With the internet, it is not complicated. You can create a report where you'd explain exactly how they could become good ambassadors (affiliates) and get X benefits.

You could also educate them via email or a zoom call to make them as secure and enlightened as possible. Then, periodically, you can keep following up on them to reinstate the drive and the benefits to them.

That's it amigo. Try it out. Be ready to get blown into sales...

See ya tomorrow.

Ortega

PRACTICAL SERIES: Converting Strangers Into Addicted Buyers

From: Ortega Ogomigo

Lagos, Nigeria

TOPIC #10: Rub Your Palms Together

Great work!

You just successfully nailed a stranger.

Now it is time to do the same for several strangers.

Don't stop at one success.

Do this again and again...

And then you'd pull in several strangers.

Now...

Rub your palms together...

The work has just got started.

This is why you still see ads from King Kong Co. (Sabri Suby), Click Funnels, and lot more even having making multimillion dollars in sales.

Do this...

Over and over..

Am proud of you.

Cheers!

Ortega

Now Always Ensure You Keep Tabs With The Ace Entrepreneur.

There are hundreds of secrets there in form of podcasts, letters, interviews with top experts, cheatsheets, checklists, copy and paste templates, book summaries...

And even discounts on my products and other experts products.

Many entrepreneurs claim it is the best thing that has ever happen to them.

Really, it is. If I saw something like this years back when I first started out, I would be instantly jump at it because it provides with hundreds of tested secrets without me breaking my account.

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