



3 Rules of Human Nature for Effective Marketing

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How could you generate 50% to 100% more sales with your current marketing budget? By working with basic human nature to convert more of your prospects to customers. Here are three vital rules of human nature you need to remember for successful marketing.

First Rule of Human Nature: People are Attracted by Solutions to their Problems.

Your prospects want to know what your product or service will do for them. They want to know if it will help them solve a particular problem.

Your marketing should lead with the product benefit and then go on to explain more about how your products or services help them and you'll capture their interest. Lead with pricing, obscure product names or too much technical detail and you'll lose your prospects. Their overriding concern is how your products or services will help them.

The Second Rule Of Human Nature: People forget.

Think about your own purchasing behavior. What do you do when you're looking for a new computer, a new lawyer, a new investment, or a new graphic designer? You may have seen an ad that attracted you or visited a web site that looked helpful, but can you remember where?

Most people take some time to make their decision, often weeks or even months. Even if they've read your marketing materials and even if you've got the perfect product or service for them, your prospects are most likely going to forget you exist.

80% of potential new business is lost because small business owners don't have a marketing strategy for following up with prospects. Each time your prospects hear or read about another similar service or product your information gets pushed further down into the recesses of their brain. Eventually it just gets forgotten and you've lost the sale unless you have a strategy that helps them remember your products and services.

Third Rule of Human Nature: People want to be confident they are making the right decision.

Whether you're buying a new car, a new computer or legal or financial services, you want to know that when you make your purchase you'll be satisfied with the products or services you buy. Your prospects are the same. So how do you help them trust you and your products and services?

Give them proof!

Prospects want to know if your products or services worked for others and if they'll work for them. When you use referrals, testimonials and 'test drives' you provide proof that helps them feel confident in making their purchase.

Common Sense Small Business Marketing

It's common sense to base your marketing on these three rules of human nature. If you want to increase your sales, you need to give people the information they want and need to buy from you.