

# Here Are The 4 Reasons Why People Don't Buy — And How to Overcome Them

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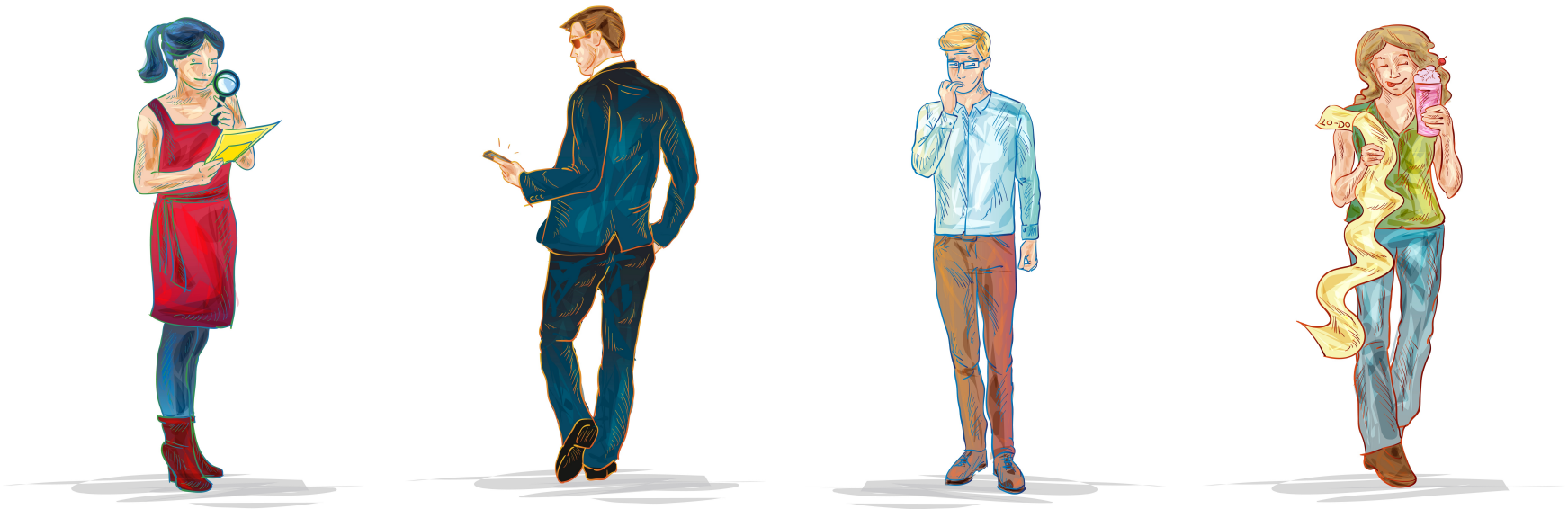
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# Introducing The Sideliners

There are three types of people who visit your website.

There are the people who are instant buyers. There are the people who are instant non-buyers. And then there's the Sideliners. The people who can buy, should buy, but for whatever reason, haven't bought yet.



# The Indifferent

The Indifferent's biggest barrier to buying is the fact that they're thinking:

*"Does this really matter to me? Do I need it?"*

Sometimes it's true. Sometimes it isn't.

The reason why they feel this way is because they don't understand what you're offering and how it could help them. It's your job to show them.

I'll show you how in just a minute.

First, let's talk about the next Sideliner.



# The Skeptic



The Skeptic's biggest barrier to buying is the fact they're thinking:

*"Who are you and why should I trust you?"*

Skeptics have trust problems. It's not that they're cynical, or paranoid, or anything like that. Often times, these people are just new to your company and they're not sure if you're someone they can trust... or someone who's trying to dupe them.

They also may not be familiar with your products and services.

And it's your job to show them they can trust you.



# The Worrier

The Worrier's biggest barrier to buying is themselves. Whereas the Skeptic questions you, the worrier questions themselves.

You see, when you're selling something, people have internal fears about "being the type of person" who can benefit from it.

As an example, someone might see a GREAT new dress shirt, but they might be thinking, "am I the type of person who can pull this off?" Or maybe they know they want to start using content marketing to grow their business, but they're thinking, "Can this really benefit MY company?"

It's your job to help them overcome these fears.



# The Procrastinator



Their biggest barrier is, as you might have guessed, procrastination.

This is something all human beings wrestle with, and it's largely because we're resistant to change.

It's your job to give procrastinators a reason to act now (instead of later).

If you don't, they'll stay procrastinating. They'll even lie to themselves and say, I'll do it later, when they have no intention on doing so.



# Now Here's What I Want You To Do...

You know who the 4 Sideliners are, and why they're not buying from you.

Now I want you to get specific. As I talked about in the video, there are specific ways to overcome the concerns of each of your Sideliners...

...and it's not about being salesy. It's just about "tweaking" your message so they truly understand your product and services. But first, I want you to get specific.

In your business, what are the EXACT concerns your Sideliners might say about you? I want you to write them down in the table on the next page.

Think back to the video too. Maybe they're questioning credentials. Or maybe they're questioning your product. Write down the exact things you think they're saying.



	<b>The Indifferent</b>	<b>The Skeptic</b>	<b>The Worrier</b>	<b>The Procrastinator</b>
<b>Concern #1</b>				
<b>Concern #2</b>				
<b>Concern #3</b>				





# Now You Know Their Concerns...

...it's time to use the principles I shared in the video. And come up with ways you might address them. Brainstorm possible solutions to these concerns below.

Remember: it's never about arguing with your customer. That's a fool's errand. You need to show them why their concern isn't a concern... without directly telling them that.

Do that on the next page.



	<b>The Indifferent</b>	<b>The Skeptic</b>	<b>The Worrier</b>	<b>The Procrastinator</b>
<b>Potential “Reframe” #1</b>				
<b>Potential “Reframe” #2</b>				
<b>Potential “Reframe” #3</b>				

