

The \$2.68 Billion Dollar Secret: How to Get More Clients and Customers Today

Hey, my name is Derek Halpern, and I'm the founder of Social Triggers. You might have seen me on Entrepreneur, or Forbes, or maybe even Facebook.

Whatever, the reason I'm writing to you today is because I know you're looking for new ways to grow your business...

There's only ONE thing that separates a business that thrives and a business that dies...

Can you guess what it is?

It's not social media.

(When someone files for bankruptcy, they aren't claiming "I didn't have enough Facebook fans" as their reason why).

It's not connections.

(Sure, a connection may open a door for you, but that same door can also be slammed in your face).

It's not tactical or technological nonsense.

(Tactics and technology that work today will not work tomorrow).

And it's definitely NOT "more cowbell."

Heh.

So what is it?

It's the ability to generate MORE sales.

Not just any sales, but profitable sales.

**Because, as billionaire investor
Mark Cuban said, "sales cure all."**



Here's why:

More sales means more money. And more money means, you can do what you love, help a tremendous amount of people, and make a comfortable living for yourself and your family.

The best part?

You can CONTINUE DOING IT.

Many people have this mistaken view of sales, and that making more sales is inherently selfish.

And I understand. I used to feel that way too. After all, more sales means you get to line your pockets.

But the truth is, more sales allows you to do what you love... and STAY doing it.

And that's the KEY.

If you're in the business of helping people with coaching, consulting, or information products, the only way for you to STAY in business is by generating profitable sales.

Because those sales will give you the reward you need to stay motivated. It will also give you the revenue you need to invest in your business to ensure you're helping the most people to the absolute best of your abilities.

I should know too. I routinely take the profits from Social Triggers, and reinvest them. And what started out as a rinky-dink blog, is now a real company with size-able revenues, a team (of both employees and contractors), and more.

The BIG question is:

How can you start generating more sales TODAY?

...Without becoming one of those pushy people that everyone hates?

...Without manipulating people? Without selling, but instead, by making people genuinely interested in what you do?

That's where my new project comes in.



I'm dubbing September "More Sales For Your Business Month."

And now that you're on the email list, beginning September 15th, throughout the rest of the month, I'm going to share all new training material on how to generate more sales (without being salesy).

It will be information I never shared before. There will be HD videos, all-new webinars, word-for-word scripts for generating more sales, and more.

But for right now...

Here's The \$2.68 Billion Dollar Secret

There was this crazy woman named Josephine Mentzer.

And she changed the way I do business - and I know it will change the way you do it too.

Why?

Because she revealed the secret behind how she built one of the largest "personal care" companies in the world

In 2013 alone, the company she founded had net sales of \$2.68 billion.

Yes, BILLION.

And for some "strange" reason, this same advice is PERFECT for people like you and me (people who sell coaching, consulting, and information products).

Here's the deal...

You might know Josephine Mentzer by her "other name." And her other name is "Estee Lauder."

Yes, THAT Estee Lauder.

What you may not know is this: while people assumed she came from means, she actually built her cosmetics company by nothing but grit and hard work.

And when they asked her her secret, here's what she said:

"If I believe in something, I sell it, and I sell it hard."



Yep.

And it makes sense.

Right now, there's a TON of competition out there. Competition that thinks things like:

"I don't have to sell my products because I want my work to speak for itself."

"If we create a great product or service, selling is pointless."

Here's what they don't realize...

Nowadays, in the global marketplace, being passionate, having a great product or service, and delivering on what you promise is THE COST OF ENTRY.

Everyone who's succeeding is doing that.

However, if you're looking to stand out, you've got to do all those things...

...and you also need to know how to sell people on what you do.

This doesn't mean you need to manipulate people. Or trick them. Or lie. Or cheat. Or steal.

You just need to know how to communicate what you offer in a way that makes people want it... instead of repel it.

I know you know what I'm talking about too. Sometimes, the same message, said slightly differently, can be the difference between someone screaming "ABSOLUTELY NOT" and "HECK YES!"

Now, over the next few weeks, I'm going to reveal new material for you. Material that shows you how to attract the right people, how to persuade those people into becoming buyers, and of course, how to automate this entire system.

And then, at the end of the month, I'm going to open enrollment for a brand-new online training course I put together over the last 18 months.

For right now, I'd like to show you a little bit more about the intricacies of selling. And how you can start doing the same thing to generate more sales.



What People Want Isn't Always What They Need - Prove It

When I was selling an online course on how to get more traffic, one of the modules was all about how to create content that gets traffic.

But I made a grave mistake.

You see, the module was all about how to create content. So, that's what I said. More specifically, I'd say "I'll show you how to write content that gets traffic. You think you know how to write, but you don't. If you did, you wouldn't be fighting for blog readers."

ON the surface, this was all true.

But then when I started asking people why they didn't buy what I was selling, here's what they said:

"I feel like Module 2 is a waste of time. I already know how to write."

"I already know how to write. I need to know how to rank in search."

"I already know how to write. I just need to figure out social media."

What was happening here?

If these people knew how to write content that got traffic, they wouldn't be struggling. However, when I said this, they didn't believe me. Or they dismissed what I was saying.

Because it's not about what's true. It's about what people believe is true.

Also, have you ever seen someone successfully motivate someone else by saying something as direct as, "You don't know what you're doing."

Of course not. Our natural first reaction is to scream, "Hey, yes i do!" Because it makes us defensive.

So, what did I do? I could have scrapped that entire module and rebuilt it.

But instead, I simply sold it slightly differently. Instead of approaching it like a combatant, I said this instead:



Ever stumbled on an article with a ton of comments, and shares, and thought “What? I can do better than THAT!”

In Module 2, I show you that it’s not about great writing, as you know it. Or SEO. It’s about what I call the 7 content archetypes.

These are not tutorials on how to write. They are proven psychological concepts that you can leverage in your content to make it spread.”

Take a guess what happened...

People never said “I didn’t buy because I already know how to write” ever again.

Because now it wasn’t just about writing.

It was about these hidden psychological concepts that make content great. It’s not about writing, it’s about tweaking the way you already write... for results.

In the end, I was teaching people the same thing. But saying it this way, for some reason, made it much more palatable for people.

All because what people want isn’t necessarily what they need.

What’s This Mean For You?

The truth is this:

You have a skill. Or a product. Or something that you’re looking for people to buy. You need to realize that the reason why you want your product or service to sell...

...may not be the reason why people actually buy it.

You also must realize the reason why people don’t buy it...

...may not make sense to you. And it’s not in your best interest to argue with them. But instead, to change the way you message your sales pitch so people want what you’re selling.

Now you’re probably wondering, “Okay, this sounds good. But HOW?”

You’re in the right place.



You just signed up for the newsletter at Social Triggers, and over the next few weeks, I'm going to share never before released content that shows you how to do it.

Here's what to expect:

On September 15th, I'll reveal "the 3 big problems people face when selling, and how to overcome them."

And then, later in the week, I'll reveal a video that's about 30 minutes long. So keep an eye out for that as well.

In the mean time, here's what I want you to do next...

[Read this article right here.](#)

You see, some people think it's all about "quality products," "being passionate," and/or "doing what you love," but I'm the loud New Yorker who will give it to you straight:

In 2014, quality products, being passionate, and doing what you love, is the COST OF ENTRY. That lets you get your skin in the game...

...but knowing how to make more sales, systematically, without being salesy, is how you win the game.

And even if you're not looking to win anything, the additional revenue and income that comes from more sales makes business – and life – so much better.

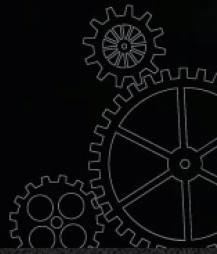
And in that article, I share a 2-step formula for making more sales TODAY.

Now...

If you liked this content, send me an email at news@socialtriggers.com, and say, "Just read your free ebook - LOVED IT."

Talk soon,
Derek Halpern





Who Is Derek Halpern? And What Is Social Triggers?

Social Triggers was founded by Derek Halpern. Derek is an angel investor and entrepreneur.

After building several successful websites in various niches (entertainment, fashion, etc.), he's refocused on what he loves most: Building and Marketing Businesses.

You'll find that his approach to marketing is effective. He developed it over the past few years, and it has helped him build a few wildly popular websites, one of which attracted more than 1,000,000 page-views in a single day.

More specifically, he uses the perfect blend of data driven marketing (conversion rates, academic research, and personal case studies) and content marketing to get traffic, attract customers, and sell products online.

And now he shares everything he learns with the world via Social Triggers TV, A Social Triggers Podcast, and ebooks just like this.