



TIPS TO HELP YOU TURN BROWSERS INTO BUYERS

I have the privilege of talking with Brand Ambassadors daily and putting together strategies to strengthen business. This allows me to get the inside scoop on what's working (and what's not), and then compile best practices that are producing results on our path to profitability at Zindigo. One of my roles is to share these secrets to success... so here are some actionable items to help you turn browsers into buyers!

Using “Effective Frequency” to get Sales in your Shop

The principle of effective frequency:

The number of times a person must be exposed to a “message” before a response (i.e. purchase) is made.

Thomas Smith wrote a guide called *Successful Advertising* in 1885, and the practice he used back then is still being used today. That's because it works:

- 1- The **first** time people look at any given ad, they don't even see it.
- 2- The **second** time, they don't notice it.
- 3- The **third** time, they are aware that it is there.
- 4- The **fourth** time, they have a fleeting sense that they've seen it somewhere before.
- 5- The **fifth** time, they actually read the ad.
- 6- The **sixth** time they thumb their nose at it.
- 7- The **seventh** time, they start to get a little irritated with it.
- 8- The **eighth** time, they start to think, "Here's that confounded ad again."

- 9- The **ninth** time, they start to wonder if they're missing out on something.
- 10- The **tenth** time, they ask their friends and neighbors if they've tried it.
- 11- The **eleventh** time, they wonder how the company is paying for all these ads.
- 12- The **twelfth** time, they start to think that it must be a good product.
- 13- The **thirteenth** time, they start to feel the product has value.
- 14- The **fourteenth** time, they start to remember wanting a product exactly like this for a long time.
- 15- The **fifteenth** time, they start to yearn for it because they can't afford to buy it.
- 16- The **sixteenth** time, they accept the fact that they will buy it sometime in the future.
- 17- The **seventeenth** time, they make a note to buy the product.
- 18- The **eighteenth** time, they curse their poverty for not allowing them to buy this terrific product.
- 19- The **nineteenth** time, they count their money very carefully.
- 20- **The twentieth time prospects see the ad, they buy what is offering.**

The bottom line is: it's numbers game. The more eyeballs on your shop, the more opportunity you have. It could take 3 impressions or 300 before a sale is triggered. And every person has a different trigger point. So keep building your subscribers and sending out gift cards and newsletters to your contacts in you address book DAILY and you will reap the rewards in the form of commissions. It takes persistence and patience, but it works!

#PersistencePaysOff

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