

WHY AREN'T PEOPLE BUYING YOUR STUFF?

If you want to sell more stuff, there are a few things to look at:

- **Do people care?** Do they really want what you're selling, or are you offering a "Me Too" product or service?

Here's why people should care about my product or service:

- **Do people know about it?** If people don't know what you sell or do, or how to buy what you do, they're going to have a hard time giving you money for it.

Here's how I can get my product or service in front of more people:

- **Do the RIGHT people know about it?** If you're not getting your message in front of the people who want and need your service, you're wasting your money.

Here's who can benefit MOST from my offer:



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- **Do people understand your offer?** If you are confusing your market, they will not buy.

Here's my offer, stated clearly and simply:

- **Are you giving people opportunities to buy?** Provide buying opportunities without crossing the line into "used car salesman" territory.

I have reviewed my email sequence, blog posts, sales pages, etc. I don't oversell, but it's clear how to purchase if someone is ready immediately:

Remember: Simplicity Sells.

#fastlaine