

HOW TO SELL ONLINE - THE WRITE WAY

Posted on March 4, 2020 by Dedo



Categories: [Copywriting](#), [Mindset](#)

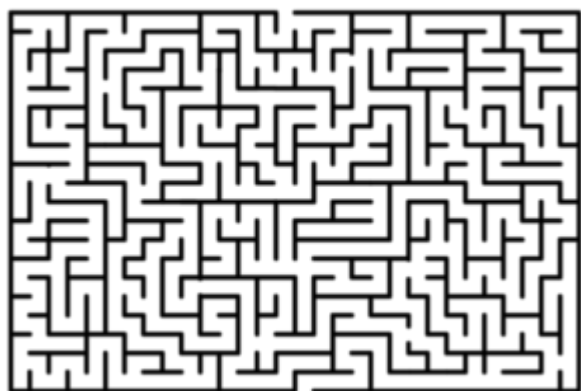


The Secret Structure of Selling Online (or anywhere else)

And why it's so important...

Given the pace of technology today, it's never been easier to persuade powerfully. It doesn't need good looks, a smooth tongue, or flawless logic. Confidence isn't required, nor charisma or an alluring personality, No siree. You either "know-how," or you don't.

"Knowing how" is the tricky part.



If you haven't learned how to sell online yet, it likely has nothing to do with you - Given the amount of "misinformation" out there in the ether. It's understandable why people are so confused.

If this bombardment has left you bewildered, take a deep breath and relax...

While I take aim and erase the confusion to make things as easy as possible. Are you ready?

You can't instill desire - it needs to be set on fire!

People don't want to be educated or told what to do. So it's best to "show" them.

And how do you do this?...

Firstly, you become the best listener you've ever met.

Feelings drive us to do the things we do. And these emotions have nothing to do with "logic" or reasoning. When you see two lovers arguing, screaming that they hate one another. You know that

the "feeling" of love isn't far away.

Note: *Nonchalance is the absence of care - and when you've entered this state, desire has taken flight.*

Passions are elevated by desires that become unstoppable. Your prospects will reach this mindset once you've revealed how to get them what they want.

- They might want to be thinner
- gain more tone to their body
- look sexier and attract the required attention
- The feeling of being financially free from any of their current worries
- Imagining driving around in the car of their dreams
- living in the house by the sea
- Surrounded by friends of like nature.

These are some of the pillows "desire" lays its head on. And if you're reading this article, it's because you want to sell online.

And you won't persuade anyone by telling them what they "need."

Tap into their hidden desires, and your readers will beg for more (this is the "write" way)...

Tip: *Hidden desires are the "real" wants of the customer. EG: they desire a fast car = Real desire: need the attention of their peer group.*



• Make Sense of Their Failures

This is where your "reasoning" abilities kick in to make sense of their mistakes.

For example: *"We all know how hard it is to make money online, so it isn't your fault. There are so many*

people competing with your business. It's no wonder the walls keep collapsing around you. Countless companies have gone south after many months or years of trying to make a go of it."

The thing about blogging and being affiliated with the likes of Amazon is it's all been done before. The market is saturated, and there's no more room. Especially for those just starting. (And on it goes...)

These are the types of words you use just before you explain the "secret" you've discovered (which isn't a secret).

There is always room for good business.

Look around you at the bad companies that are doing great, and YOU can fill the wants they're neglecting. This is how Amazon filled the neglected desires most high street businesses avoided. And now look who's suffering (clue, it isn't Amazon)

Note: Amazon learned precisely what the customer "wanted" and gave it to them. YOU can do the same (I want a cut of your profits when you make it big, okay ;).

Put to Rest Their Fears

If you've looked around streamofmoney.com, you'll notice I've explained precisely what "[fears](#)" are. So go there first and come back.

Once you realize how fears are learned, you can explain away other people's anxieties more easily.

Most people are fearful of anything "new." And take a long time to get started. They'll read books, take courses, and watch videos. Anything but [taking action](#). If you look back at some of my first posts, (they're horseshit). But I got them out there and improved on the way.

You'll learn a lot more by actually taking action, and at the same time, your confidence will take on new highs.

Always keep in mind that everyone is fearful of something. And I can guarantee we're all scared of similar things..

- Running down the street naked.
- Standing in front of thousands of people to make a speech
- Starting a new business venture for the first time
- Learning new skills and showing them off for the first time
- Being alone
- Meeting with "Royalty" for the first time.



These are all things that may scare you. But if you persist and keep doing them. Eventually, they'll become second nature (that's a fact).

But you have to make the first move.

Take the next step.

Consistently take action every day and watch what happens.

Short Story

"I was talking to a young guy today (he's thirty), and I asked him what he wants to do when he grows up (yep, I was waiting for the slap). He told me he wants to become a basketball coach eventually.

I asked him what preparations (apart from playing the game since he was 17), he had made so far. He explained that he was "waiting" for the right time to get his certification. He has a family to look after and little time at the mo'.

I left it at that and went on my merry way.

Although, he won't become a basketball coach anytime soon.

We all have commitments and the same amount of time given to us every day.

Those that can manage this time more effectively will tend to have more "luck" in their future endeavors. "funny that"!

Side with Them

We all have common enemies, whether they be, Governing bodies, sports teams, TV personalities, etc. The best way to side with someone who starts chastising a group or club you support. Is to look for something specific in these groups you don't like. Never be hypocritical or lie, "ever." You can always find something about the person's "enemies" you don't like.

Rapport will come naturally once you know your own ["learned biases."](#)

Don't Tell, Show

There are many ways you can learn to sell online. The best way is "**Not to Sell.**" No one likes being sold to, so train yourself in determining the best ways to help folk solve their problems. This is a totally different "mindset." Try it and be amazed.

Learn the "art" of copywriting and discover the techniques you can use in your business to show your customers exactly what they're looking for. I don't know if you're aware, but many people don't really know what they want. But they have a distinct "feeling," and they'll know it when they see it. (Or you show it to them).



The title "Secret Structure of How to Sell Online" is there for a purpose. Because the paragraph below it contains all the elements I've just shown you throughout the post. Look back and see if you can spot them.

This is why I said it's a secret. Because hardly anyone can see it coming until it's explained. (Apart from you, of course).

Now that you've learned the basics of how to "sell online," Go out there and make streams of money. But before you do, leave me a comment below.

I always appreciate them :).

Cordially

Dedo Harrison



P.S: Persuasion is the "art" of listening.

Being able to become the person you're listening to, so you can feel, see, hear, smell and taste

everything they do. It's a skill that anyone willing to make the effort can learn. This is "How to Sell Online."

Comments



Dedo – 2020-03-05 19:45:07

Hi Leona,

Thanks for stopping by and taking the time to leave your comment.

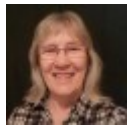
And the answer to your question is a resounding "YES".

Peoples wants are their deepest desires. And the only way to discover those it to listen with intent. If you think back to when you first met your partner or best friend, (they could be the same thing). I wager you got to know them first, and after a few weeks, months or years, you decided to "buy" into the relationship.

I hope this makes sense and helps put across my point. And Leona, thanks again for stopping by (I appreciate it).

Cordially

Dedo



Leona – 2020-03-04 22:58:24

A cool play on words in the title, by the way. Writing is an art. And being able to write to a predominantly English speaking audience takes skill. How does focusing on the audience's wants result in sales for you?

Is it because you have, over time, built a rapport with them, proven that you care, you want to hear what they have to say? You have engaged in communication with them, not just "educated" them?



Dedo – 2020-03-04 20:21:44

Hello Perry,

Thanks for leaving your comment.

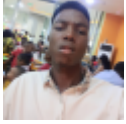
And I'm glad you've been able to make use of the information I've shared.

As you're now aware, "selling online" isn't about manipulating folk to do what you want them to do, (this is short term thinking).

You want to listen to their "wants", and find a way to help them. This is how you form proper relationships, that will last for the rest of your life. I hope this helps Perry. All the best.

Cordially

Dedo



Perryline – 2020-03-04 20:08:00

I appreciate such an excellent article. Selling online has been so difficult for me because I've had no experience or lessons selling my products. I've been in search of the right answers for quite a while now, but still yet have no knowledge selling online. But I can testify now I have learnt from this article a friend shared with me, and I appreciate it because it's beneficial for beginners who have no idea how to sell online