

# 10 days to Passive Income

## Blue Persuade Shoes

**Your Guide to Persuading Your Prospects to Become Paying Members**

**Remember that in order to properly complete the 10-Day Passive Income Challenge, you'll need a specialized website. Not just any website will do.**

Your website will need to support a large volume of customers who will be paying you month after month. It will need to provide payment processing for subscriptions and recurring billing. It will need to control access, so your customers have usernames & passwords to log in. You'll need a support and help desk to be able to provide them with good customer service. To properly set up your passive income business... you need a site like this.

Setting up your website to do all these tasks can be confusing and expensive.

**But there's no need to worry!**

This is exactly why we've arranged to get you a free 10-day trial to Profit Platform: the premium website building and hosting service. Not only do they install, configure and set everything up for you... they provide you with your own webmaster to support you if you ever need their help.

We've arranged it so you can have Profit Platform build you a perfectly configured site that includes all the necessary premium plugins and themes pre-installed. You don't even have to pay for them!

The site is specifically tailored to work with the 10-day challenge. It's set up perfectly to our specifications.

This allows you to participate with us without having to spend any money out of pocket during the challenge. Then, if you decide you like the website they've built for you... you can keep it. Otherwise, just cancel and it'll never cost you a dime.

### [Go Here To Start Your Free Trial Of Profit Platform](#)

(This private offer is only available during your challenge)

**\*Special Bonus:** When you complete the challenge using a Profit Platform site... you'll receive a \$500 traffic getting plugin and a bonus traffic lesson from Bill!

Now, on with the content...

## **Eight Tactics to Persuading Your Prospects to Become Paying Members:**

### **1. Tell Them A Story**

- a. Explain the value of what you're selling with a story. Why did you create it? How did you create it?
- b. Tell them a story about the future. What will happen after they buy? What will happen after you help them achieve their goals and solve their problems? How will they FEEL?

### **2. Coax the Buyer to the Bank**

- c. People are stubborn. They don't want others making decisions for them – and you shouldn't. Heavy-handed calls to buy can backfire, people do not want to be told what to do.
- d. Guide the prospect in making the decision you want them to. The key is getting them to make that decision themselves. You're just coaxing them to that point.

### **3. Give A Reason Why – Any Reason Why**

- a. People like to have, or at least believe they have, a reasonable, logical reason to do something. Without a "reason why", you can't get anybody to do anything for you.
- b. Fortunately, it's not that hard to craft a good reason why. Having one in the first place already puts you leagues beyond most in the game.
- c. Simply using the word "because" can be your reason why. This is a powerful word.

### **4. Use The Power Of Contrast**

- a. You can use surrounding products to make your product more appealing.
- b. For example, a real estate agent might show someone two houses of considerably poor quality before showing them the house they intended to sell. These two awful houses make the final house look much better in comparison.

## **5. Use the Force of Mystery**

- a. Mystery is one of the most important factors in persuasion. Why do people read to the end of a 500-page book? They're curious about how the book will end. Why do people click onto the next page of an article? There's a mystery involved that they want solved.
- b. Mystery is the force that pulls a person through an e-mail, or a sales letter, or any kind of copy all the way to making a purchase. You have to generate some kind of mystery that can only be solved by going deeper into your offer.

## **6. Bribe Your Prospects**

- a. People are naturally inclined to reciprocate favors given to them.
- b. Giving the prospect some kind of gift triggers a subconscious mental response – they'll want to give something in return. This could be a click, a download, or even a purchase.
- c. There all kinds of simple gifts you can give to. Christmas cards, coupons, free samples, etc. Free information, training, and insight can all also be used as gifts in this way.

## **7. Reject and then Retreat**

- a. Just like favors, people are naturally inclined to reciprocate concessions given to them.
- b. Make an offer that you expect to get turned down then counter with a smaller offer, the one you expect to make. You get your first offer rejected, then you retreat to your second one.

## **8. Charge What Your Product is Really Worth**

- a. The value of what you sell is not as fixed as you might think. The value of your products and what you charge for them are entirely the result of what your prospects perceive them to be. Focus your message around the benefits that provide the true value of your product. Those benefits are where the perceived value comes from.
- b. A cup of coffee becomes \$5 when you put a Starbucks logo on it and \$1 when you take it off. Clever marketing and branding can make people buy anything at any price. Don't sell yourself short.
- c. People will use price as a sort of shortcut to gauge the quality of a product. A higher price tells people that your product is quality.

### **10 Day Challenge Support:**

If, at any time, you need help with the challenge... please contact JobCrusher's support at:

<https://support.jobcrusher.com/>

It's important that you get the help you need to complete the challenge. After all, wouldn't it be worth it when you have your very own passive income business paying you like clockwork?