



Marketing Moxie Podcast

Episode 42: The Why Behind the Buy with Brittany Becher

Show notes at: <http://www.maggiepatterson.com/episode42>

- MAGGIE: Today we're talking about the Why Behind the Buy with our guest, Brittany Becher. Let's do it.
- INTRO: Welcome to Marketing Moxie with your host, Maggie Patterson. This show is dedicated to practical and proven, online and offline, marketing ideas that you can take away and apply to build your business, all with Maggie's signature, to the point, style and sass. Let's go.
- MAGGIE: Today, we are diving into the world of sales psychology. I have my good friend Brittany Becher. She is also my project manager, so we go into quite an in depth discussion about buying triggers, hiding of prices, and the choice paradox. It's all delightfully geeky, but here's the thing, listeners. You need to know this stuff. It's not about building an email funnel. It's not about just slapping up a *Buy Now* button. There are so many nuances that you just can't afford to miss. Brittany has a deep background in sales psychology working in the consumer goods industry, and also just studying this stuff, being really into the world of traffic and conversion, and geeked out on all things Infusionsoft. So let's listen in to my conversation with Brittany.
- Hey, everyone! Today, I have Brittany Becher on the show, and we are talking about sales psychology and all the stuff that goes before the point where we get to the sales copy, building funnels, and all of that. Brittany, welcome to the show.
- BRITTANY: Thank you. I'm excited to be here.

MAGGIE: It's kind of funny that I'm interviewing Brittany because I talk to Brittany almost every day because Brittany is also my project manager, so I know firsthand what an absolute wiz she is at this stuff, and thank goodness for that. Brittany, I want to talk about the stuff we worry about. We worry about funnels and all these other things, but we don't really think about some of the things that come before that, like, why does this work? Why - - how does sales psychology even work? What's going to get them into your funnel in the first place?

BRITTANY: Yeah. You know, I liked to talk about it back in my corporate days in market research, our sort of Holy Grail was this thing that we would call the Why Behind the Buy. It's all about, in a way, getting into people's heads. I promise there was a way to make it seem not so sleazy and not so salesy, but it's kind of figuring out what is it. What's that emotional trigger that is either conscious or subconscious that's causing someone to purchase one of your products or services? It's the same thing, you know, if someone is picking up one tube of toothpaste on the shelf over the other, or if they are going to go with one copywriter over another.

MAGGIE: Interesting. I love that. What do you think; what are some of those factors that make us decide differently? I know I went to our big drugstore, which I always shop in that drugstore. I'm pretty sure because just the way it's merchandized, and it's red. Why do I specifically shop at that store, and then why, when I'm in that store picking up, like, wrinkle cream for my eyes, am I drawn to one over another? Why do I -- how is that purchasing decision even made?

BRITTANY: Yeah. That is a question that could probably be broken out into a really, really long conversation.

MAGGIE: Yeah.

BRITTANY: And studies and all of that, but there's so much that goes into it. If you think about, first off, the place that you choose to go, right? We have; and retailers know this, we have many, many options out there. On some level it comes down to who is your ideal customer and, more than that, how do they want to feel. For me, for instance, I'm a Target girl through and through, right?

MAGGIE: Me too.

BRITTANY: I'll drive out of my way to go to a Target so that I don't have to go to that other big box store, Walmart. It's just not -- you know, I love the experience of Target. It feels better. It feels more upscale. It makes me feel like a more sophisticated shopper. Actually having studied the personalities and personas for a lot of the big box retailers in the U.S. and Canada, that is actually one of -- I mean, that is what they hang their hat on. Target wants you to feel like you are that savvy, smart, sophisticated person that you see in their ads, and you're fashionable, but you're also practical too. There's that; there's that what is that feeling that I want to

adopt when I walk in to this store or, in our world, when I land on this website.

That's part one, right? It's getting them into the door or getting them to stay on your website. Then once you get them in the store, it's about how do we keep them here longer because every retailer, manufacturer in that sort of CPG or consumer packaged goods space, they know that the key is to keep your current people buying instead of going out and standing on the side of the road with one of those arrows, throwing it around, "Hey, come into my store."

Once you get in there, they want you to increase your basket size, so how much you have in your basket, and they want you to come back more and more, so there are lots of tactics that they do. They've got -- I mean, you're talking about the retail space, you've got end caps, distraction galore, and then the brands. You're at the brand, so once you get into the retailer, you're standing there in front of your wrinkle cream. You've got three brands in front of you, and if you're shopping for something like wrinkle cream, most people are not going to be -- this is a category that I would call that is not necessarily price sensitive.

MAGGIE: No, not at all.

BRITTANY: Exactly. Almost the opposite, right? It's almost like -- sometimes, if you're playing in those luxury categories, it's almost how much can I spend, you know? So if you take out the price factor, and then you are looking at not just the features and the benefits, which I know we get into a lot in the online world, but it goes deeper than that. It's the how will I feel after this, so what is that latent benefit of not having wrinkles on my face, or having tighter skin, or whatever it is that the product you're looking at will do for you.

MAGGIE: Yeah, and if you translate that to online, it's like I'm a more profitable business, more time, more efficiency, a better sleep because I'm not worried about the bottom line.

BRITTANY: Exactly, exactly.

MAGGIE: I think it's so interesting. I think, a lot of times online, we get stuck in our own kind of circles. It's like, no; all of this stuff still works.

BRITTANY: It does. You know what? It's been years since I've been in my career in the CPG industry, but there are so many correlations that it's funny, and it's also kind of full circle. There are so many things I think that even as small solopreneurs and small businesses, we can learn from some of these big lessons, even though we don't have \$1 billion yearly revenue kind of thing, or maybe we do. But we can still take those lessons and apply them to our businesses, treating our website almost like a brick and mortar store. We've talked about this before, but it's what are you doing to grab that person's attention, and what do you want that path to purchase to be, which retailers, I mean, that's a huge thing. They know

exactly what they want you to when you walk in the store, so much as so to know how your eyes move across a shelf when you're standing there in front of the eye cream.

MAGGIE: Well, the perfect example is Dollar Spot at Target.

BRITTANY: Yes!

MAGGIE: There's a reason it's at the front of the store.

BRITTANY: Oh, yeah.

MAGGIE: We went to Target on the weekend, and my son said, "Hey, mom, I've got to go to the bathroom. You hang out in Dollar Spot."

BRITTANY: [Laughter] Lucky you!

MAGGIE: I've got to say, the Target I go to, their Dollar Spot is not good. It's just, it's really small, and it's not good stuff, but I have been known to buy things in the Dollar Spot because it's right there, and it's a dollar. And then it kind of lulls you into this sense of spending.

BRITTANY: Yes.

MAGGIE: You're like, oh, I've only spent a few dollars.

BRITTANY: Right, right.

MAGGIE: No, wait. Now I'm in lady's clothing. Why don't I look at T-shirts?

BRITTANY: Absolutely, exactly. I mean, that gets me every time. It's kind of a joke. It's like, can I actually get out of Target with just my list, right, just the things that were on my list?

MAGGIE: Well, and then by the time you get back to kid's toys, I'm like, well, I just want to keep shopping, so sure you can have a Lego.

[Laughter]

MAGGIE: I think, you know, how you map that to your homepage or your website is really thinking about that flow of information. I talk to clients about that all the time, and I think that a lot of times we just give people too many decisions.

BRITTANY: Absolutely. There is such a thing as too many choices. It's the choice paradox.

MAGGIE: Yes.

BRITTANY: We say we want choices. We say we're all about freedom, but study after study after study proves that people really don't want to actually have to

make a decision. They don't want to make that choice. They want that choice to be made for them. That's really where the advertising and the copy and the marketing around whatever particular product it is, whether it's eye cream or a luxury car or a copywriting service is, that's where that all comes in because they want you; the consumer wants you, or the clients wants you, to make the decision for them. They want you to tell them what it is that they need to do.

MAGGIE: I do think there's something interesting too to eliminating the number of choices because if you go to a really nice -- the perfect example is go to a really nice restaurant. They have a really short, one-sided menu, maybe four or five signature dishes, versus I go to my mom and pop restaurant, and they serve everything from Greek food to Lebanese food to Italian food. They have a 17-page menu.

BRITTANY: Right.

MAGGIE: The reality is, I can't. I have a hard time picking, but I also don't feel like it's a premium experience because, well, they can't be good at all of this.

BRITTANY: Right, right, and that's exactly what goes through our mind. There are very, very few restaurants and establishments that can be good at a whole lot of things. The food example is great. I like to do the Cheesecake Factory analogy.

MAGGIE: Yes.

BRITTANY: You've got this book of a menu, right? Now they actually -- I think they tend to do things decently well for being a chain and all of that, but you compare that to your gourmet experience where you're coming in, the maitre d' is bringing over the water, and he's got the napkin wiping the drip of the water off of your glass, right? It's like a whole different experience.

They have it down to: this is exactly what I want you to do. There are three choices for your entrée. There are five choices for salad. Actually, I probably have that backwards - three for salad, five for entrées, whatever. But they're taking you down the path that they want you to go, and they know that if you try one of these three things that they are specialized in, you're going to stick around, going to be a satisfied customer, and you're likely going to come back.

If you don't come back, you're going to give people reviews so that they will come back because everyone, if you notice, everyone wants to -- when they make a recommendation or when they come across something really great, they can't wait to tell you about it. They're like, oh, I really -- this was great. You have to go there, or I worked with so-and-so. They were great. You have to work with her.

MAGGIE: There's actually -- I can't remember what the term is. There's an actual psychological phenomenon around that that they've studied where

people, like, they want -- it makes them seem. It gives them the sense of authority and importance to be recommending.

BRITTANY: Yes.

MAGGIE: And connecting people. It's very fascinating. Oh, the idea of reciprocity too, also factors into that.

BRITTANY: Yes, yes.

MAGGIE: It's like, well, if I tell you this, maybe you're going to tell me something awesome. I'll be on the inside track, and I'll have this secret. And who doesn't want the inside scoop?

BRITTANY: Exactly, exactly. I think, so we're talking about -- we're making correlations right now to sort of the brick and mortar world into the online world.

MAGGIE: Yes.

BRITTANY: But if you think about that customer experience in a restaurant there, for example, of even back to Target, if I see -- my best friend and I, she'll repeatedly text me. She'll be like, "Hey, go check out Target. They have awesome sweaters right now," or something like that.

MAGGIE: Yeah.

BRITTANY: Or, "Hey, go check out this new restaurant. You and Barry would love it." We can do that also. We can bring that experience into the online world. One of the things I think people -- you know, getting back to the tactical aspect for just a second, one of the things I think people don't do a great job at is that follow-up, that referral process, that "hey," like basically the equivalent of pulling out the Yelp reviews for the online world, right?

You've got these raving fans, and they love you, but you're just letting them be there. The reality is, in our world, we are usually somewhat isolated, so the people we talk to in our everyday world aren't necessarily, or they, at least in my experience, not going to be needing copywriting services. I'm not talking about that over lunch with my everyday sort of friends. But by pulling that out from our consumers and giving them avenues and outlets to become that authority figure, to become that, you know, to have that nice feeling of reciprocity, we have to actually go out there and ask for it and guide them down that path as well, that end path, if you will, once they've purchased and once they are satisfied.

MAGGIE: Yeah. You're preaching to the choir on referrals. You're talking to a woman who didn't have a website for eight years.

BRITTANY: The same here. My website is still needing some help. But, yeah, referrals are the same way. I base my entire business off of referrals. If I didn't have referrals, I would not be....

MAGGIE: It's actually really funny. I was thinking about this the other day because I'm working on some stuff, as you know, in this area. I was really thinking about the referral thing, and I was kind of tracing back just from a story perspective how I ended up with some really good clients over the years. It was just such a tangled Web of, like, I was at a cocktail party and so-and-so told me you do this. Then they hired me. Then this person recommended me. You know what I mean? Just completely convoluted, no way you could ever manage that, but at least they knew I was open to it and then they eventually found me because of that word of mouth factor, which I think is fascinating, but totally different episode. Going back to sales psychology, right?

BRITTANY: Yep.

MAGGIE: I think a lot of us think sales psychology is icky. I remember when I learned about it from my husband, because he's in law enforcement, about the idea of reading people's actual actions, their eye movements, things like NLP, and I think that's a fine line between we want to kind of tap into these principles and understand how people buy, and being sleazy. How can -- reframe that a bit so we feel better about the fact we're not being sleazy. We're just being really smart about how we're doing business.

BRITTANY: Yeah. You know I love this because part of, I think, our hesitation as solopreneurs and small businesses with heart and all of that is that we shy away from formulas and funnels and these more rigid things that we see these bigger marketers and retailers out in our everyday world do because we feel that ickiness, right?

MAGGIE: Yes.

BRITTANY: I think, personally, based on years of research with big, big companies that had lots of money to research it and also just in my own kind of experience working with smaller clients, is that it boils down to two things. It boils down to trust, and it boils down to respect. And so we all know. You know, we've all heard of the *know, like, and trust factor*, right?

MAGGIE: Yes.

BRITTANY: We all want people to know, like, and trust us. That process actually takes a very, very long time. That process today takes way longer than that process did ten years ago or even five years ago because the reality is we've all been burned, right? Whether it was someone promising that we'll get younger looking skin or get a bikini body with no effort or, my favorite, six figures in six days or whatever variation of that.

MAGGIE: While you sleep. Don't forget, while you're asleep on the beach working two hours a week.

BRITTANY: Oh, yes, exactly, that one too. We've all been burned in some way, right, or things have just felt a little off to us, so it takes us a longer time to trust companies and to trust brands. Now, here's the part where it doesn't become sleazy. If you are genuinely going after people in your world, whether it's prospects, past customers, clients, whatever it may be, and they trust you, and you are delivering a product or service with integrity. Now, if you are not. If you're some sleazy marketer, and you're trying to scam people, this won't apply to you.

Assuming that you are doing what you do with integrity and follow-through, people are hooked, and they love that. They are looking. I mean you would be -- I'm continually shocked on a daily basis how hard it is to find people that you can actually trust and depend on and really be able to hang your hat on them being a reliable counterpart for you. That goes across all different aspects. There's not one that I think is worse than the other or anything like.

But, okay, so let's say it takes them three months to become to trust you and to make a purchase, and they are just wowed. They love it. You followed through. It doesn't take as much as you think it does to necessarily wow people. Doing what you say you're going to do, having integrity about it, and just not being mean around the whole process will get you a long way.

Now they're in. Think about it. It took them three months to trust you to make a purchase from you, and you knocked it out of the park. They love it. They are begging you to let them give you more money. I mean really, like, when you get into it, I would much rather work with the same person, granted that they're qualified or at least they have a team, people on their team that are qualified to help me with the next aspect. This is why I think that there is -- I really believe in this whole thing. We've talked about this, Maggie, you and I, before.

MAGGIE: Yep.

BRITTANY: Having a clear foot in the door service or offering that you can knock it out of the park with and really get people in and buy into their trust. I mean, if you're not going to make some ridiculous claim, and you're actually going to follow through, I mean you are doing them a service. It does not have to be sleazy, and you do not have to use the crazy headlines that are out there that other Internet marketers and even big box people use.

You can make it work, but it boils down to this trust and this respect. They learn to trust you and, in return, you have to respect them. It's kind of a two-way street there. Then they are customers for life. It is so much easier to make current customers repeat purchasers than it is to go out there and acquire a new customer. That's why the cost of acquisition -- that's why people always talk about what is this cost of acquisition for the customer.

MAGGIE: Yeah.

BRITTANY: Because it's a lot and, in reality, you're sitting on this little -- even if you have a list of 75 people, you're sitting on people that want to buy from you, that have bought for you, and they are looking for more. It's an untapped resource, so that is where I think, as long as you've got the trust, as long as you've got the respect, it does not have to be sleazy. It does not have to be slimy.

MAGGIE: I think that a lot of the reframe too is, the reality is we are in business to make money. We shouldn't apologize for that.

BRITTANY: Exactly, exactly.

MAGGIE: I think that, within our industry, there are so many fascinating things about pricing. On the one hand, you have these people who are like, "Charge what you're worth, premium pricing." And I'm like, that's bananas. You have two years' experience. What the heck?

BRITTANY: Right.

MAGGIE: On the other hand, you have people who are helpers or healers, they're the type of people who really are doing what they're doing because they love it and they're passionate about it, and they feel bad charging people.

BRITTANY: Yeah.

MAGGIE: The reality is, we all deserve to make a really good, fair living.

BRITTANY: Right. You've heard me say this time and time again that I think one of the biggest mistakes or the biggest challenges that we have when it comes to sales, especially when you're talking about the fully passionate people out there, the coaches and the healers and the artists and that kind of thing, is that they're afraid to make the ask.

MAGGIE: Yes.

BRITTANY: The biggest thing about sales is making the ask, and most people, believe it or not, aren't going to shun you or run away. They're actually going to expect it.

MAGGIE: Yeah, and it's just a matter of understanding how your audience needs to warm up to you, if you will. It's like going on a first date and saying, "Hey, do you want to get married?"

BRITTANY: Exactly.

MAGGIE: Then you run screaming from that date, and you're like, you go back to your friends. You're like, "That was the weirdest thing ever!"

BRITTANY: Well, okay, so you make a really good point there. I'm going to build on that just slightly. It's what we call in marketing and email follow-ups a no choice sequence.

MAGGIE: Yeah.

BRITTANY: I like to say that the amount of time that it takes someone to warm up to you and it has to be equivalent to the ask, right? Like you said, you don't ask for marriage on the first date, right? Likewise, you should not ask someone to give you \$1,000 the first time they email you or the first time you email them. You should not ask them to be a part of your high end, \$15,000 a year mastermind.

I'm sorry. No. I barely know you. I don't know yet if I like you, and I sure as heck know I don't trust you yet.

MAGGIE: That's interesting from a psychological perspective because, love her or hate her, Marie Forleo does a bang up job with B School.

BRITTANY: Yes.

MAGGIE: By the time you get to the \$2,000 ask, you're like, what do I need to do? You're just hooked in.

BRITTANY: Exactly, exactly. Well, and that is, I mean, just sales psychology and really understanding her buyer behavior to a T.

MAGGIE: Yes.

BRITTANY: Even seeing it evolve over the years, she's learning from that every single year. But then on the flipside, and I see this happen a lot too is that, if you have a lower cost product or whatever, you can ask, make that ask much sooner. If someone asks you on a first date, you don't have to then wait two weeks to ask them if they want to go on another date. You know what I mean? It's like you can also make those asks sooner if it makes sense in your customer's path to purchase.

MAGGIE: You know this is a really good point. I can give you an actual real life example of this. There was a specific project I was working on. I was looking for a solution. I found the solution. No price on the website for the course. This is literally, like, I needed just in time learning. I was like: I'm working on this, this weekend. I need this information. I had to go into a two-week funnel to get to a price tag.

BRITTANY: Yeah.

MAGGIE: I can tell you right now, if it had been available for purchase on the website for \$299, I would have bought it that day.

BRITTANY: Yeah.

MAGGIE: Now I'm irritated.

BRITTANY: Yeah.

MAGGIE: And I don't need -- there's no urgency, so I think creating a system that's going to work for the product. I mean, if it was a \$5,000 product, okay, yeah, maybe you need to warm me up. But I was ready to say yes, so let me give you my money.

BRITTANY: Yeah, well, and I think that goes to -- I mean, that also ties into knowing who your customer is and what is a dispensable amount of money for them. When you're talking about businesspeople, like to your point, my guess is it was something business related.

MAGGIE: Yes.

BRITTANY: Or skill, tactical related. If you're working on a client project, especially, that's got a deadline attached to it, and you've got an outcome riding on it, you need that, and you need it now, and your ticket price is probably under \$500, you're going to probably not bat an eye if it has a relevant client application.

MAGGIE: Absolutely.

BRITTANY: On the flipside, if you are a health coach, people probably aren't going to just give you \$500 out of the gate for a do-it-yourself training. The reality is, they probably just are not because that is usually an "every day consumer." I don't know about you, but I don't walk into Target being like, "Huh. You know what? If something is \$500 today, I'm just going to buy it. No problem. Not a problem. I'm just going to buy it." You know?

MAGGIE: Yeah.

BRITTANY: It's a different threshold. I think that one of the other things that I see a lot that is just mind boggling to me is that people make it really hard for me to give them money sometimes.

MAGGIE: Oh, my gosh. I was just going to bring that up.

BRITTANY: It's horrible.

MAGGIE: People who don't accept PayPal.

BRITTANY: Yeah.

MAGGIE: I'm just going to tell you, you're losing my money. If I have to get up, get my Visa card out of my wallet, I might just wait until later. And then I might not do it.

BRITTANY: Yeah.

MAGGIE: I would say that's probably -- I probably abandon 75% of the time.

BRITTANY: Yeah, well, that's a great business practice, honestly, because I have a lot of people that, you know, will work with me in Infusionsoft or whatever they're getting their merchant accounts in and ecommerce set up. They're saying, oh, well, I don't think I should probably offer PayPal, right? I'm like, no, absolutely you should offer PayPal because it is, especially in our world, a lot of people run their business funds out of PayPal.

MAGGIE: That is my bank account.

BRITTANY: You're right. It is so much easier to go in there and type in your password. If you're like me, it's already saved to your browser. You don't have to really think about it, whereas, you're right, I have to go find my purse, which right now I don't know where it is. It could be packed up. I have no idea. I have to go find my purse, find my wallet, find my card, type it in, all of that. That's just another thing. That is something I absolutely recommend everyone, regardless of how you feel about PayPal, offering it as an option for people to buy. If you don't like their fees or whatever, then jack you prices up by the 2.9% or whatever it is.

The other thing too is that, to come to your point of that example where you were on their website. You were like: I want this service. I want to buy it. I can't.

The threshold for you, though, is \$500 or less - let's say. So if you are a company that's offering services to other businesses, and you know that they have a threshold that's probably under, let's say, \$500, there is no need to keep it a big, huge secret unless in fact it is a launch that is a live program or something like that. But if it's able to be purchased at any point in time, it should be on your site somewhere. Now I'm not saying it has to be on your homepage or anything like that, but make it easy for people to give you money, especially if it's something that you're known for that people might talk about. I mean, there's a lot of money left on the table. I mean, make it easy for people to give you money.

MAGGIE: I think what's kind of interesting, and then we'll just wrap this up, is the reality is with sales psychology, here's a sales psychological principle. If you don't put the price on it, I don't think I can afford it.

BRITTANY: Well, that's true. There are a lot of studies around that. It goes back to, you know, taking it back to the restaurant world. If you don't have -- my favorite one on the restaurant menu is market price. I'm like, oh, what does that mean? To me, I'm like, and is that what: \$7,000? What's the market price?

Yeah, that psychologically tells you that I cannot afford it, or it's really premium and exclusive and luxurious. Depending on where you fall on that branding spectrum, I've seen it work really well for some people, and I've seen it work horribly because it's been executed poorly, or the price

was not listed for some product that cost \$25. Don't make me send you an email to inquire about how much this \$25 product is when I really just want to give you money because you're solving my problem. I want that product.

MAGGIE: Yeah. Honestly, I think that that is probably, if you want to really boil it down, is people make it hard to give them money. I don't want to have to look for the information. I don't want to have to go get my credit card. I don't want to have to make decisions. Make this dead easy for me.

BRITTANY: Yes.

MAGGIE: When my husband says I'm ordering pizza for dinner, it's going to be pepperoni. I'm like, all right.

BRITTANY: Yep, yep.

MAGGIE: I know here's the \$25 for the pizza. It's that simple. Make it simple for people.

BRITTANY: Yeah.

MAGGIE: That's sales psychology 101.

BRITTANY: Well, exactly. Keep it simple, and I would just say just a last note on that is that, when you're putting your sales pages together, think about that. Don't think about you. Think about your potential client who is on the other end of that screen. What will make it easy for them? Don't make them scroll all the way down to the bottom, past 50,000 testimonials, to get to the Buy button. Let them buy early. Do tell them the benefits. Tell them what they're going to get, all of that stuff. But again, think about it from the user experience on the other side because, at the end of the day, it doesn't really matter what you think about the sales page. If it's a really clunky end user experience, they're not going to buy from you, and you're not going to have a successful launch. Yeah, that's just --

MAGGIE: And just a final note, and then we're truly, truly going to wrap this up, is oh, my goodness. Don't make me do math to figure out how much the three payments equal.

BRITTANY: Oh, yes, yes.

MAGGIE: I just had that with something. I was like: I can't do this math. I can't be bothered to find out, and now I won't buy this.

BRITTANY: Yeah. It's actually proven, if you are going to offer payment plans and you spell it out, so you say -- and there are people out there that do this really well, and I'm kind of blanking right now as to what some examples are, but if you say, "This costs three payments of \$197, or save \$175 and pay in full now," that is actually shown to convert way better than saying,

"Hey, it is--" and I'm going to get my math wrong, but let's just say it's \$797.

MAGGIE: Over three easy payments.

BRITTANY: Right, over three easy payments of XXX. Just that simple flip around because you're showing people that they can actually save, versus saying, "Hey, it's this much. Oh, and by the way, if you want to make it easy, you have to pay us more." Versus making it, "Hey, this is how much it is. It's three payments of this. But you know what? You want to save some money? Cool. Just give it to us all up front, and you'll save \$175."

MAGGIE: Yeah. I guess the reality of all of this is there's always going to be principles that go against each other, and you have to decide what's going to be right for your business because what may work for me may not work for you. You've got to kind of know for your audience what's going to fit. I know my audience. Not putting the price on it, they're going to be like: hell no, Maggie. I'm taking a walk.

BRITTANY: Yeah. Well, I mean 100%. It's like the universal principle. For every action, there's an equal and opposite action.

MAGGIE: Yes.

BRITTANY: For every sales psychology principle, there is an equal and opposite sales psychology principle, each backed up with data and research and all that good stuff. But like you said, you know, it's really understanding at the core of it who is your consumer, what is their why behind the buy of your brand or your product or your service, and how do you really tap into that with trust and respect to lead them down a path to purchase for the sale.

MAGGIE: Awesome. Brittany, if people want to learn more about you and the work you're doing, where can they find you?

BRITTANY: You can head over to my website, which is FoundationandFlow.com, and you check out things there. I'm also on Facebook: [Facebook.com/FoundationandFlow](https://www.facebook.com/FoundationandFlow).

MAGGIE: Awesome. Thank you so much, Brittany.

BRITTANY: Thanks, Maggie. I truly enjoyed it.

MAGGIE: That was action packed. I am actually going to go back and listen to it again. I think every episode lately has been so action packed that I'm sure, if you're taking notes as you're listening, your arm is falling off. You don't have to do that though. We take the notes for you. For today's episode, if you hop on over to www.MaggiePatterson.com/Episode42, everything Brittany talked about will be summarized in point form, and the takeaways will also be there too.

Speaking of takeaways, let's cover today's takeaways. There were so many, it was really hard to choose, but I think one of the absolute most important things is take the time to consider why people do what they do as you create your emails and marketing plans. The more you understand the triggers, the more apt you'll be to be successful.

Just deciding you need a funnel is not enough. You want to understand all the details. This is why really understanding your customers' pain points, their intentions, their triggers, their buying actions, this is why this stuff is so important. The more you can learn about them, the better. Also look at how things have worked in the past, why they're working, why they're not.

Number two; probably one of my absolute biggest pet peeves on the Internet is choice paradox. This is something where simply too many choices shut people down. This happens on kind of this old school, Internet marketing looking website. You want to make sure that there are just not too many places for people to click. And you want to look at everything you're doing and think, am I unwittingly creating this?

Go take a look at your website. See how many decisions people need to make. If they have to decide too many things and go too many places, they're not going to opt in, and they're certainly not going to do business with you. And if you do find too many, there is hope. Streamline. Try to make things flatter and more intuitive for your users.

Number three; are you open for business or not? This is -- oh, my gosh! Brittany and I really talked about this, but don't make it hard for people to give you their money. Not accepting PayPal is a great example. If you don't take PayPal, I probably won't do business with you because I don't want to put in my credit card. My PayPal is how I run my business.

Understanding what your users really need, so if you're running a face-to-face event and people want to pay by credit card, you better have Stripe to plug into your iPhone. Really think about meeting their needs. It's not what's good for you. It's about what's good for your clients. And, if you're actually making money, you can ensure that whatever you're using is viable.

The other thing is not to hide your price. Be really clear. When I personally see a price, I'm sure this is the case for many of us, what do you think? You think, oh, I can afford this. And I can't tell you how many high-end masterminds I am not in because they didn't have their price. It wasn't clear. It didn't signal to me that, hey, Maggie, this is for you. If the just had the price on there, I probably would have signed up. I know it's a very specific tactic people use, but you need to think about if that tactic is right for you, your audience, and your business.

If you want to learn more about Brittany, you can hop on over to the show notes at www.MaggiePatterson/Episode42, and there will be links to her. There is also a tweet if you want to share this episode. As always, we

would love to have you over on the Marketing Moxie Facebook group, which is also linked up in the show notes. If you're absolutely dying to go there right now: www.MaggiePatterson.com/group.

You'll also notice we have a brand new look over at MaggiePatterson.com, so I hope you will join us over there and explore through our website. Hopefully I have not created choice paradox. Thank you so much for listening. Have a great day.

OUTRO: Thank you so much for listening. Hop on over to our home base at www.MaggiePatterson.com for the show notes and more episodes. And you can join the Marketing Moxie Facebook group at www.MaggiePatterson.com/group. And remember, as Yoda says, "Do or do not. There is no try." That's what having moxie is all about.

Show notes at: <http://maggiepatterson.com/episode42>