

# What Do You Do If Your £2k to £20k+ Products or Services Aren't Selling as Much as You'd Like Them To?

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Are you continually frustrated because you just cannot seem to sell more of your valuable, high priced products or services? Afraid that the bills are going to be piled even higher because of the lack of consistent sales? Scared that you're pouring money into a never ending black hole, for little to very little returns?

Well, the good news for you is there *is* a definite market for what you sell because if there wasn't, you'd be looking for some other venture to sink your time and energy into by now.

*So how do you go about creating more sales and more interest for your high value products and services?*

The first thing you can do is go back to all those prospects who enquired about what you sell, and, for whatever reason, did not end up buying from you. Go back to them and make them a different offer.

Whether it's to do with price, guarantees, added bells and whistles, different premiums... whatever it might be, go back to them and re-make and re-state your offer.

The next thing you can do is make additional, higher value upsell products and services available to those who are already clients of yours.

Once you have a happy ecstatic buyer, they'll happily buy again and again, so long as the proposition and offer is a perfect match for them and it takes them seamlessly up the product and profit ladder in your business.

The next thing you can do is look at your existing happy clients and see what commonalities exist between them.

Are they of a certain age, belong to a particular profession, live in the same geographic area, earn a certain level of income, have a specific number of children, are interested in the same authors or visit the same websites, drive a particular make of car, play a particular sport...

...whatever it might be, once you can isolate what certain core commonalities exist between them all, you can look for more of the same kind of people from the various available mailing lists and publications, and present them with the same

kind of offer. You can also create joint venture alliances from those other businesses and enterprises who have clients who fit your same client profile, though sell an altogether different product or service than you do.

## The NUMBER ONE Thing

Of course, the most impactful thing you can do to create more sales of your high ticket product or services – is to liven and freshen the sales copy throughout your entire client communication and sales funnel for higher response and impact. And if necessary, to recreate it all.

Whether you realise it or not, *everything* your business does to grow and prosper, depends on high value copy – the sales messages that are written.

Yes, your overall marketing strategy is crucial. Yet, it's the copywriting that is the fuel that runs your business and marketing engine.

Without it, nothing much happens. Your marketing, your sales, your business activity, your own inner happiness... it draws to a neutral plod or to an almost dull standstill.

Think about this - your entire business is driven by the copy on your website homepage, squeeze page, videos, free content, e-mails, sales letters, autoresponders, new product launches, marketing campaigns, upsell products and services... *everything!* ([click here for more](#))

And if you conduct your business mostly offline, your sales letters, adverts, postcards 'brochures'... they're all fuelled by the advertising copy that's written on them.

Make no mistake about it, once you decide to make it a priority and tune up the sales writing in your business and communications funnel, you'll find you'll be able to sell much much more of your high value products or services.

If you need help selling more of your high priced products or services, please get in touch.

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