

A Companion Booklet To The
Make-Sell-Grow Video Series

PROVOKING CUSTOMER RESPONSE

Try these two tried-and-true
methods for provoking a
response and see if they help
you engage customers!

Jason Miles

Best-selling author and Adjunct Professor of
Online Marketing at Northwest University

A note from the author: This booklet is a transcription of a video presentation. Therefore, the writing style reflects spoken, rather than written, presentation mannerisms. While that may be frustrating, it is the simplest way to share this information with you weekly.

Liberty Jane Media
Provoking Customer Response

By Jason G. Miles

© 2014 Jason G. Miles

All Rights Reserved

All Rights Reserved. This booklet was self-published by the author Jason G. Miles under Liberty Jane Media. No part of this book may be reproduced in any form or by any means without written permission from the publisher.

Published in the United States by Liberty Jane Media

Liberty Jane Media
P.O. Box 8052
Bonney Lake, WA 98391

Hey everybody, this is Jason Miles, and we're here in beautiful Monterey Bay, California. Cinnamon and I are hanging out having a great time this weekend, and I've got a quick question for you today.

Do you have a challenge getting people to respond to your marketing messages?

The reason I ask is because even the best marketers generally can only get 2%-5% response rate when they're trying to get people to respond to whatever they're putting out for their product or promotion or their marketing advertising effort.

So that's the best marketers in the world, right? And so the average folks like us, generally have a really hard time getting people to engage with what it is that we're trying to put out, whether it's a new product or a service.

So I've been thinking a lot about this topic, and the idea that came to my mind was the idea of provoking people to respond to your message. You probably heard of the term 'provocateur', right, and the idea is that they are people who are good at provoking others to respond.

Provoke: *v: to stir to action or feeling; to bring about deliberately, induce*

Auctions Provoke A Response

So there are a few ways that you can do this systematically, and we stumbled into this when we started Liberty Jane Clothing because we started on one of the best platforms for provoking people, and that platform of course is eBay.

Now, I realize eBay is so far out of vogue, it's not popular right now to sell on eBay. I get that, and you might not have a product that you feel that works well with eBay, but nonetheless, there are very few marketing methods that work as well as an auction for provoking people to respond to what you're doing. So if there is

anyway you can build auctions into your work, then I'd really encourage you to think about doing it.

Think about it from a customer perspective, if you're a seller and maybe you've got an item that you've just put on Etsy or Craigslist or Amazon, from the customer perspective is there any reason why they would come back a day or two or three after you've listed your product to find out what's happened with it? People are just way too busy. They don't have time to browse the Internet and then re-browse the Internet to go back to things that they were marginally interested in to see what happened with them.

But something really, really magical happens in an auction environment, and that's that people who see the auction item want to find out what happened at the end of the auction, and even if they're just marginally interested in the item, or in your company, they have this question in the back of their mind. The question is, "What happened to that auction? Did it only sell for a dollar, or did it sell for \$400?"

And so people will be provoked to come back, find out what's happened with that auction item. And frequently if you run your auctions very consistently, like on a seven-day cycle, they'll come back towards the end of the auction and just want to see where the item is at. Is it progressing in terms of the bid amounts, or is it just flat? And if it's at a compelling price point, they're likely to jump in and to bid on the item. So auctions are a fantastic way to provoke people to engage with your product.

Contests Provoke A Response

Another fantastic way to provoke people to engage is through a contest, right? And contests aren't complicated to do.

In fact as an example, let's do one in this video.

So let me do this. Make a comment under this post on the Make Sell Grow blog, and you'll be able to brainstorm with me this topic a little bit I think. So let's do this.

Have your response in the comments be ways that you could provoke customers to engage with your products. So in other words answer this question,

"I could provoke customers to engage with my products by doing _____."

(fill in the blank), and come up with two or three ideas.

Maybe if you can only come up with one, that's fine.

Let's Brainstorm Additional Ways To Provoke A Response

I think if we'll all do this we'll come up with a dozen or 15 really fantastic ways to get people to engage with our marketing efforts and our products. And if we'll work on it together, we'll probably have some really great ideas.

Contest Details

So fill in the comment (on www.makesellgrow.com) with your response, and then in three days (Thursday, September 2nd) I'll choose a winner, and they'll just have to give me their mailing address or PO Box, and I'll send three of my best selling books straight out.

So hopefully that'll work as a good example of how a contest can act to entice people or provoke people to respond to your marketing message and to what you're trying to do.

Hopefully that'll help you today.

Apply This To Your Business

Hopefully you can brainstorm your own ideas as it relates to your business and come up with those fantastic methods for getting people to engage with what you're trying to do.

From beautiful Monterey Bay, California, I wish you all the best, and I hope this week is a fantastic week for your business. Thanks for watching. We'll see you.

Ps. Get More Resources

For more resources be sure to visit www.makesellgrow.com