

How to Get More Customers to Say Yes to Your Business

Most businesses don't struggle because the product is bad. They struggle because the messaging is about them, not the buyer. If you want more people to say "yes," your offer has to pass three quick tests in your customer's mind: it has to make sense, feel like a good deal, and be easy to act on. Then you layer in relevance, outcomes, a touch of urgency, and you let them feel in control. Do that, and "yes" becomes the default.

The Rule of Three: Reason, Profit, Doable Action

Every yes rides on three rails. Miss one, and the train never arrives.

1. Reason: Does this make clear, logical sense?

- Say what it is, who it's for, and why it works — plainly.
- Use one-sentence proof: a data point, a short customer result, or a simple "how it works."

Example: "Our weekly lawn service keeps your yard healthy by mowing at the right height, trimming edges, and cleaning clippings so lawns grow thicker in 6–8 weeks."

2. Profit (Value): Do I get more than I give?

- Translate features into outcomes people can feel in their life or business.
- Name the trade: time saved, money saved, risk reduced, status gained, comfort increased.

Example: "\$79/month saves most clients 3–4 hours of yard work and \$40 in gas/tools. Net win in month one."

3. Doable Action: Is the next step easy for me right now?

- Give one clear action with one small commitment (trial, audit, sample, calendar link).
- Remove blockers: show price upfront if that helps, offer common payment options, set expectations for what happens next.

Example CTA: "Book a free 10-minute fit call. Pick a time, tell us your address, get a quote on the call."

Stop Talking About Yourself

Customers don't hate your content because it's "bad." They hate it because it's about you. Switch the spotlight. Lead with the problem they feel and the outcome they want. If your copy doesn't solve, spark, or see them, they'll scroll right past it.

- **Open with them:** "Struggling with X?" not "We've been in business since 1993."
- **Mirror their words:** pull phrasing from reviews, sales calls, and support tickets.
- **Keep receipts:** short proof beats long bragging.

Sell the Transformation, Not the Thing

Nobody wakes up wanting a new brand. They want relief, speed, clarity, confidence, or status. Tie every feature to a before/after.

- Skin care ? *clearer skin and confidence*
- Laptop ? *faster workday and fewer freezes*
- CRM ? *clean pipeline and fewer leads slipping away*

Quick formula: "You'll go from *[annoying before]* to *[specific after]* in *[time frame]* without *[common objection]*."

Create Urgency Without Being Pushy

People want what other people want. That's why limited drops, sold-out shows, and launch days move product. Use urgency responsibly.

- **Real limits:** "We onboard 6 clients per month to keep response times under 2 hours."
- **Time windows:** "Founders' rate ends Sunday at 6 pm."
- **Social proof:** waitlists, recent purchases, or spots left (only if accurate).

Keep it honest. Manufactured hype burns trust.

Let Them Choose (and Beat Reactance)

Tell people what to do, and a part of their brain wants to push back. It's called reactance. Avoid commands. Offer choices and implied norms.

- **Autonomy language:** "Here are two good options. Most first-timers pick A; power users pick B."
- **Identity cues:** "What our most efficient clients do."
- **Micro-yeses:** free sample, short quiz, or quick audit that leads naturally to the paid step.

A Simple Page You Can Ship Today

Use this layout on a landing page, product page, or sales email. Keep it tight.

1. **Headline:** State the outcome: “Get X Without Y.”
2. **Subhead (Reason):** One sentence on how it works.
3. **Proof:** One stat or short testimonial.
4. **Value:** 3 bullets mapping features ? outcomes.
5. **Offer:** Price, what’s included, guarantee or risk reversal.
6. **Action:** One button with next-step clarity: “Book 10-min Fit Call.”
7. **Urgency:** A real limit or deadline.
8. **Choice:** “Start with a sample” or “Jump in now.”
9. **FAQ:** Tackle the top 3 objections.

FAQ: How to Get More Customers to Say Yes

How do I convince customers without sounding pushy?

Make the trade obvious: show how the value outweighs the cost, then offer a low-friction next step. Use autonomy language and give choices. Pushy happens when you command instead of guide.

What's the fastest way to increase conversions?

Fix the three rails first: clarify the logic, sharpen the value, and simplify the action. Then tighten your offer with one real urgency trigger and one strong proof point.

Does scarcity marketing still work?

Yes, if it's real. Limited capacity, limited inventory, or a real deadline can nudge fence-sitters. If it's made up, it backfires.

How do I handle price objections?

Price is a value question. Translate features into outcomes and total cost of not solving the problem. Offer a starter option, a payment plan, or a trial so the first step feels safe.

What should my call to action be?

One action, one promise, one next step. Examples: “Get the sample,” “Book a 10-minute fit call,” “Start a 7-day test.” Tell them exactly what happens after they click.

Wrap Up

More yeses come from a simple mix: logic, value, easy action, relevance, transformation, honest urgency, and buyer control. Ship that combo consistently and you won't need pressure tactics. People will say yes because it's the obvious next step.

Free PDF Download

Download a cheat sheet to help you remember these points when working on your marketing. There's no email required – just click and download.

[PDF Cheat Sheet Download](#)

Original article: <https://www.tonyherman.com/how-to-get-more-customers-to-say-yes-to-your-business/>

Special Offer for Readers

1,300+ Channels • Unlimited On-Demand Movies • 5 Devices

\$69.99/mo

Start Your Trial



Tip: Get 3 friends of family to sign up and you get streaming TV and movies for free.