

# How to Sell on Your Website... Without Doing Any Selling

Have you ever walked into a store and the salesperson jumps on you right away? It's annoying.

Most brands do the same thing online—pushing their offer before you even know what they do. Here's the thing: **people love buying. They just hate feeling pressured.** If you can pull them in instead of pushing at them, you'll get happier customers who buy more than once.

Let's dig into this a bit...

## The Problem with Pushy Selling

Online, pushy selling looks like auto-playing popups, flashing “Buy Now” buttons, and email blasts before someone even knows you. It creates resistance instead of interest. Think of it as the digital version of the store clerk who won't leave you alone—it's a fast way to lose a sale.

## The Psychology of Pulling People In

People want to feel in control. Buying is emotional, not logical. If you can create desire, show value, and build trust, customers convince themselves. That's way more powerful than anything you could shout at them. When it feels like *their decision*, loyalty and repeat sales follow naturally.

## How to Create Desire Without Pressure

- Publish content that educates instead of sells.
- Tell stories and share customer success examples.
- Show the benefits, not just the features.
- Use CTAs that invite—“See How It Works”—instead of commands like “BUY NOW.”

Let people come to their own conclusions, and then they buy – on their terms.

## Building Trust That Lasts

# Trust

Trust is the currency of online business. Be transparent. Answer questions before people have to ask them. Deliver what you promise. Trust turns one-time buyers into repeat customers. Overselling might get you a quick win, but it costs you long-term loyalty.

## How to Do This on Your Website

If you sell a product or service, you can make the “pull” strategy work right on your website:

- **Home page messaging:** Lead with how you help people, not what you sell. For example: “We help homeowners save money on energy bills” instead of “Buy our solar panels.”
- **Service/product pages:** Organize the page around problems solved, results, and customer stories. Features should support the story, not dominate it.
- **Calls to action:** Use CTAs that let the customer feel in charge—“Start exploring plans” or “See if this is right for you.”

- **Support content:** FAQs, tutorials, and comparison guides reduce friction and build confidence without pressure.
- **Design:** Give space to breathe. A clean layout with clear navigation feels welcoming, not pushy.

## The Long Game: Why Pull Beats Push

Pulling people in creates sustainable loyalty. Customers who feel like they're in control buy more often and tell their friends. You're not just making a sale—you're building a relationship. That's where the repeat business lives.

Now go do your homework and re-do one of your sales pages with this method in mind. See what happens.

## Final Thoughts About Selling Without Selling on Your Website...

Think back to the store example. Nobody likes a salesperson breathing down their neck. Your website is no different. Create desire, build trust, and show value. Let customers feel like the choice is theirs, because when they do, they won't just buy once—they'll come back again and again.

Original article: <https://www.tonyherman.com/sell-without-selling-website/>

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