

Cheat Sheet: How to Get More Customers to Say “Yes” to Your Business

The Rule of Three — Every “Yes” Needs:

1. **Reason** – It must make clear, logical sense.
 - State what it is, who it's for, and why it works.
2. **Value (Profit)** – They must believe they get more than they give.
 - Translate features into benefits they can feel.
3. **Doable Action** – The next step must be easy right now.
 - One clear call-to-action. Remove obstacles.

Make It About Them

- Stop leading with *you* — focus on *their* problem and desired outcome.
- Mirror their language from reviews, calls, and emails.
- Show proof in short, credible bursts.

Sell the Transformation, Not the Thing

- People want the *result*, not the product.

Examples:

Skin care → Clear skin and confidence
Laptop → Faster, smoother workday

- Use the formula:

“Go from [pain] to [outcome] in [time] without [objection].”

Use Urgency Responsibly

- Real limits: capacity, deadlines, or inventory.
- Show demand: waitlists, sold-out spots, recent activity.
- Keep it honest — fake scarcity kills trust.

Beat Reactance

- People resist being told what to do.
- Offer choices so they feel in control.
- Use identity cues: “What our best clients do...”

Quick Offer Layout

1. **Headline:** Outcome-focused.
2. **Subhead:** Short logic statement.
3. **Proof:** One stat or testimonial.
4. **Value:** 3 bullets turning features into benefits.
5. **Offer:** Price + inclusions + risk reversal.
6. **Action:** One clear CTA.
7. **Urgency:** Real, specific, believable.
8. **Choice:** Two good options.
9. **FAQ:** 3–4 objections answered.

Pro Tip: Test one change at a time — headline, CTA, urgency — and track results. Small tweaks can produce big jumps in yeses.