

## Ep #220: “Why is nobody buying?” The Checklist

### Full Episode Transcript



With Your Host

**Simone Grace Seol**

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Welcome to *Joyful Marketing*! I’m Simone Seol, and I teach you how to get your life coaching practice fully booked, without having to pay for ads, buy Instagram® followers, or complicated sales funnels. It’s not rocket science, and you can do it too. Listen on to find out how.

Today's episode is for you, if you are selling something and you are having a moment of crisis; like, why is nobody buying? Or, why have so few people bought when it's clearly, clearly such an amazing offer? You know, I just kept seeing my clients run into the same issues over and over and over again. And for a long time, in my business I also ran into the same issues over and over and over again.

They're not horribly complicated, like difficult issues, they're actually pretty straightforward. And if you know what to look for, you will be so much faster in troubleshooting, problem solving, and get your offer on the path to selling as much as it deserves to. Okay, so, I don't want to spend too much time yapping. I'm just going to get into it.

Here's the Why Is Nobody Buying? Checklist. Okay, go through this list if you want to quickly diagnose what the issue is. Okay. Number one, have you told people the exact steps they need to take in order to buy your thing, in very simple, plain, clear, literal English? Are you being fancy about it?

Are you being ambiguous about it? Are you kind of dancing around? And, are you being polite about it? Where you're kinda like saying it, but they also have to kind of fill in some blanks and read between the lines. Like, are you doing that? Stop doing that.

Like, when I say “exact steps to buy” and I when I say “in very simple, literal words,” it's like, “Hey, see this red button right here that says, BUY? Bring your mouse cursor to it and click Get Your Credit Card Out. Okay, I'm being a little over the top. But you know what I mean? Like, literal; don't make them guess about anything. Don't leave anything ambiguous; make it super simple.

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Ask yourself, the way I described how to buy, how they can give me money, would it make crystal clear sense to a seven-year-old? Would it be obvious to a seven-year-old, exactly what they need to do, in order to buy from me?

Obviously, a seven-year-old is not likely going to be buying your thing. But I'm just saying, right? That's the level of like simple English I'm talking about. Have you told them exactly how to buy, in simple words? Okay, that's number one. You will be amazed how many people do not have this.

Number two, look at your offer. Is the part where you say BUY THIS, is the part where you say “Hey, pay me, so that you will get this,” is that message buried under many, many long paragraphs of, like verbiage and storytelling and warm up? You know, that you think is like a nice prelude to the part where you say, “And then you can buy this offer.”

But actually, the reader has no idea where you're going. It's just like, it took a lot of throat clearing, just like random. And the reader has like, scrolled past you before they even got to the part where you are selling the offer. I would say probably 70% of the time, if not more, when I read my clients' copy, when they ask me for feedback on their copy, like 70% of the time my feedback is like, “Where the fuck is your offer? It's all the way down there. Like, I stopped reading before I even got to it because nobody's that patient.”

Let me be very clear, very careful to say, this does not mean you can't write long copy. Like, if you're on my email list, you know I write like fucking novels, I write long emails. But that's very different from like, taking a long time to get to the point because you're afraid to tell people, “Hey, buy this,” like, right up front.

Make it simple. I'm not saying you can't tell stories. I'm not saying you can't talk about other things. But get to the point. I always advise, when possible, put it up on top. When possible, put it in this first half, right? Or, at least, like

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in the middle. I don't know. Ask yourself; is it annoying for the person? Or, is it involved, for the person to get to the part where I make an offer? If so, then you want to think about why that's happening.

Are you afraid to make your offer very directly, outright? Do you feel embarrassed about it? Do you feel sheepish about it? Do you think that they don't want your offer? Like, there's a lot of interesting psychological things happening, usually, when someone buries their offer at the very end.

People think, “Oh, they'll be turned off by my offer. I don't want to just be like ‘buy this’.” But, why not? I'm not saying that your entire communication with them should be “buy this, buy this, buy this.” But the reason they're following you, the reason they're on your email list, the reason they're listening to your podcast, whatever, is because they're interested in buying from you.

You making it clear to them, is actually making their life easier, not harder. When you bury the “buy this” message, the actual offer, when you tell them how to give you money and that's buried at the very end, you're actually making it more difficult for them to do what they want to do; which is buy from you to make their lives better. Because isn't that what your offer does? Right? Okay, that's number two.

Number three, let's just do a quick check of how many times did you make the offer? Do you make the offer once, twice, three times, four times? Usually when I ask people, they're usually like, “Oh, twice.” A lot of times, it's very little. Did you know that someone has to see an offer, an advertisement, eight times, in order to just remember that it exists?

To remember, “Oh, yeah, they have that thing happening.” They have to see it eight times for that to even stick in their memories. And yo, this is no different for me. When I sell something, I make like five gazillion offers, just because I take it for granted that everybody's distracted. I know that my

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people love me, but no matter how much they love me, they're not spending most of their time thinking about me and my offer.

They're spending most of their time thinking about their lives and whatever they've got going on in their lives, right? So, it's like a service that I do for them, to put it in front of their faces as often as possible so they can remember to take action on, you know, taking advantage of this offer that they want.

Here's a quick hack for determining how many offers you need to be making. So, think about the maximum number of times you can imagine yourself possibly making the offer. Like, if you had to imagine the top, top, top number of times that you can see yourself making the offer, what's that number? I'm gonna give you five seconds to think about it, okay.

Okay, then you got that number, you're going to multiply it by four. That's how many offers you should be making. If your response is like, “What? I could never,” that's how we know we have the right number. Because whatever you think is an appropriate amount, is, if you're like 99% of my clients, that's way, way, way, way too low. I am not joking. I'm not joking.

A lot of people don't take me seriously when I say this, and their business continue to suffer the consequences. Ignore what I'm saying here at your own risk. Most people are not making enough offers for their people to even register that they have an offer. So, that's the third thing. How many times you make the offer? It's probably not enough, make more offers.

Numero quattro. Number four, have you made the offer through every channel, every platform, every thing that you have access to? If not, you should, because why wouldn't you? People are like, “Oh, yeah, I mentioned it once on my podcast.” And I'm like, “Uh-hu, and...? Have you told people on social media? Have you told people in your email?”

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People will be like, “Yeah, I sent an email about it.” I'm like, “Well, what about social media?” “Oh, yeah, I did some stories about it.” Well, use everything; use everything you have. You're on LinkedIn®, you know, put it in front of people's faces on LinkedIn. You're on Instagram, put it on Instagram. You're on TikTok®, put it on TikTok. You're on YouTube®, put it on YouTube.

Tell people you meet in real life, send it to your email lists, do all of the above again and again. When you're not using a platform you have access to, what you're doing is that there's people looking for what you have. And you're just on every platform, and you're like, “Yeah, I'm not going to put it in front of these people's eyes.” Why? You should make the offer through every channel, every platform, you have access to. That's number four.

Number five, are you making the offer in polite, genteel, like, “Oh, my goodness, I don't want to bother you. But if I am bothering you, I'm so sorry. It would be really nice if you have a minute to look at my offer. You know, it's nice. Like, if you happen to have the time, if you happen to have the money. If not, like no worries, it's totally fine. Like, whenever you're interested, I'll be here.”

Yo, is that the energy that you're making the offer in? Because that, don't sell. If you think you're selling them, your offer is an imposition and you're giving off that energy, why should they stop what they're doing and pay attention to what you're selling? That makes no sense? Right?

Like, you cannot sell in apologetic, “Oh, I'm so sorry. I don't want to take up space in your inbox. I know this must be so annoying for you. Oh, I know. You don't have time. I know you don't have money. But if you would just have a minute. If you don't, that's fine.”

Stop it. Stop it. If someone asks you on a date that way, that would be so annoying. I'm just gonna speak for myself. If someone asked me on a date

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in that way, it would be so annoying. If they were like, “Hey, I don't want to bother you. But like, if you have time... But if you don't, it's totally fine.”

If you're asking me out on a date, I want it to be like, “Hey, I like you. I would love to go to this place to have dinner with you. It's gonna be amazing. Can I pick you up at eight?” That's what I want. Assume that I want you. Be confident. Own what your request is, right? Like, don't apologize for existing, and taking up time, and making a request. Like, hello, right?

So, you want to bring that confident, no-nonsense, like... Sure, respectful, yes, but respectful is not the same thing as apologetic, right? You want to make the offer in the energy of like, “Hey, you want to take advantage of this offer today. You want to pay me to buy this thing today. And, it's going to be the smartest decision that you're going to make today.” Right?

You're gonna want to be able to say that and really mean it. You need the confidence in your offer to back up being able to say, “Hey, stop what you're doing. Buy this today, it's gonna be amazing for you. This is what you want.” To know, for yourself, why today, in this moment, in the absence of magical alignment of perfect circumstances and perfect weather, and the organic sprouting of perfect optimism, and belief in yourself and confidence.

And, you know, that happens, never. That perfect alignment of all the stars in the in the universe, that never happens. Reality is always messy. There's always another reason to wait. There's always a reason you should do something else today, right? In the presence of all of that, you have to know why buying this thing from you, for the right client, is the best fucking decision they can make.

You have to know why it's worth them doing this, even though it doesn't seem like a magically amazing time. Even though it doesn't seem like... Even though they have self-doubt, right? Even though there's like 5 million

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reasons they should wait. Because there's always 5 million reasons why we should wait, to do the things that really matters to us.

That's why most people have the most frequent deathbed regret, is like, you know, I didn't get to do all the things I wanted to do because I kept saying, “Oh, I'll do it later,” later, later. That's a default mode most humans are in.

So, why should they take action today? Why should they buy it today? Why is it important? Why should they pay attention? Why should they take the time and energy out of their lives, to look at your offer and buy it today? Please know, that I am pontificating a little bit because it's really important.

When you know these things, that's when you're able to make a really powerful and assertive offer, without sounding like an asshole. Right? Like, putting pressure on people. Being like, super imposing, like annoying, like, “Hey, buy this thing in your face,” that kind of thing.

That only it comes off like an asshole when you are exuding desperation or manipulative energy, or when you're asking the other person to take responsibility for paying your bills. When there's that weird, needy like energy, and you're like aggressive about it, then you sound like you're an asshole. Nobody wants to deal with you, right?

But when you are congruent, when you are making that offer confidently, assertively, powerfully, but from a place of sufficiency and from where you are genuinely thinking about the client's best interest. Right? And why for the right-fit client, today is the best day to take action. When you know that, deep within, you're going to feel amazing making a confident offer. So, that's number five.

All right, number six. By the way, everything I've said so far, these are the top things that most people need to work on. The further down we go on



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the list, the less, sort of... I feel like the top items are the most important items, that are actually simpler.

But most people kind of neglect just showing up, telling people what you have over and over again, and being very plain, very direct, about how they can pay you. Those things, like a lot of people skip, because they think the answer is somewhere more complicated. But take care of the basics first.

Okay, so with that said, here's the last one on the checklist. Last one, have you told them what they're gonna get by buying your offer, in language that isn't abstract, vague, poetic, confusing? When you say, “Hey, if you give me money, you're gonna get this in return.” When you're telling them that, are you telling them that in a way where what they're buying, the result of what they're buying from you, is really coming alive for them?

So, they're like, “Oh, when I pay this coach, this is what I'm gonna get,” and that picture is really vivid in their mind. Are you making it very vivid for them? Or, are you making it like, vague in a way where they can't quite picture it, they can't feel it on their skin, they can't have a visceral experience of it. It's just intellectual. Which means forgettable, right?

When people don't know exactly how what you offer is going to change their lives, and they don't have a felt, immediate, visceral, vivid sense of what's going to change in their lives because of your offer, then when they say no to your offer, they're not actually saying no to your offer. They're saying no to nothing, because they're like, “I don't even know what you're asking me to say yes to.” Right?

A very simple way to do this, is to envision your clients lives after they have fully taken part in and benefited from what you're offering. What is actually tangibly different in their lives? If you were to imagine, visualize, their day-to-day, right?

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If you were to imagine, like you could look inside their brains, you could look inside their nervous system, you can see them inside their homes, at their workplace, while they're driving the car, while they're at the gym, while they're doing tours, while they're playing with their kids, while they're talking to their spouses, while they're dealing with family, while they're drinking wine alone at night. I don't know, right?

In all these situations, how are their lives going to be tangibly different? Is your bank account going to be different? Is there, I don't know, is the way they do XYZ gonna be different? Get it as tangible and vivid, as possible. Get as detailed about it as possible. And, make it as varied as possible.

In my experience, any kind of coaching product, service, program, changes more than just one little area of life. Right? Like, when I got coached on my relationship, everything changed. Including, the way I show up to my business. Including, the way I relate to my family; because all of life is relationships. So, I got coached on my marriage, but everything improved as a result, right?

I'm not saying you have to write down like everything, everything that's going to change in their lives. But you should spend a fair amount of time thinking about: It's a service, it's once again, a service that you give them. It's a kindness that you offer them, when they don't have to put in the labor of imagining what's possible, and what exactly is going to be different, and how.

Because a lot of human brains have difficulty imagining a future that's vastly different from what's happening in the present, just because that's how our brains work. So, you're doing them this great service by doing that labor in your head instead, in your imagination instead, right? To save them the trouble of having to imagine it from scratch themselves, because that's difficult.

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“Here's how your life is going to change.” Not vaguely, not like, “You're gonna be happier, and be more confident, and believe in yourself more.” That is not visceral, that doesn't land in my body. That's not like, “Oh, yeah, I can picture myself like that. Those are ideas... They're nice ideas.”

But if you tell me exactly how that's going to show up, when I go to my job and talk to my boss. If you tell me exactly how that's going to show up, when I'm at my in-laws at Thanksgiving, having a conversation over turkey. If you tell me exactly how that's going to show up, when I'm having intimate relations with my spouse. If you show me exactly how that's gonna show up, when I'm pursuing my hobbies, exactly. Etcetera. All the little, actual mundane realities of life, how is it gonna be different for me?

When you take the time and the care, and I'm not gonna lie, this might hurt your head a little bit, and it should, right. But when you let yourself do this work, when you stay with it, it is, again, such a wonderful service that you're going to be able to give to your clients when you write copy.

Because they don't have to go through the trouble of imagining that and believing that it's possible for them. You already did that work. So, all they need to do is, “Huh, yes. Yes, to that. I want that, please. Yes. Let me have it.” How do they have it? They pay you money, and they take advantage of what you're offering them.

I've given you lots of really useful advice for how to make the result come alive for them. So that, when you ask them to say yes to the offer, they know what they're saying yes to. If you want more support with this, by the way, we have extensive resources on making your copy, around what you offer, crystal clear and crisp.

So that, it just like flows out of you exactly how to describe what you do in a way that's super compelling, super vivid. Super, like viscerally attractive to your client. So, if you want a lot more resources on that, come join us inside *Joyful Marketing*. I'll up the enrollment link in my show notes.

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But even if you aren't joining *Joyful Marketing* right now, I gave you a lot to think about. Go take out a piece of paper, jot down what I told you, and then go do some work. You will not believe how much of a difference this makes.

So, here's “Why Is Nobody Buying” Checklist; just six simple things.

Tell them the exact steps to buy, in simple, plain, direct, seven-year-old, English language. Or, obviously, if you sell in a different language, whatever language you sell in.

Number two, don't bury the offer underneath paragraphs and paragraphs of verbiage. Make it simple, make it easy, put up on top, make it obvious, make it direct.

Number three, make the offer way more often than you think is necessary.

Number four, make the offer through every channel, every platform, you have access to.

Number five, don't be polite and, you know, weird and genteel about it. Be confident about it. Be assertive about it. Be powerful about making the offer. That is what compels people. And if you genuinely believe that buying from you, buying this offer today, is truly the best thing that's going to serve your clients. If you genuinely know that and believe that, and you're not asking people to pay you so you can pay your bills, then you're going to be able to make the offer assertively, powerfully. But without being annoying or an asshole.

Finally, number six, articulate the results that your people are going to get from working with you in language that is clear, and relate it to their everyday realities. Not abstract, not vague, not confusing. Make it come alive for them by really, really digging into how exactly their lives are going to change across different dimensions.

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All right, my friends, like I said, these seem like pretty basic things. But for those who are struggling with their sales, the majority are not doing more than half of these things. And, it's pretty simple to solve for. So, I hope you will take this checklist. I hope you will write it down in your notebook. I want you to revisit it over and over and over again.

And sort of solve the low-hanging fruits kind of things, first. It does not require an Einstein-level of marketing genius in order to just make the same offer again, or to take it to another platform that you're on. You know what I mean? Like, it doesn't take Einstein-levels of marketing genius in order to tell people exactly how they can give you money.

You know, just a little bit of thoughtfulness, a little bit of effort put here and there, is going to yield big fruit.

I wish you the best, most amount of fun, and most amount of money in selling, and I'll talk to you next week. Bye.

Hey, if you want a shot of fresh inspiration and actionable tips to improve your marketing every single week in your inbox, you better get on my email list. Sign up to receive my free e-book called, *20 Unsolicited Copy Tips*. It's been known to get people to come out of the woodwork and ask to work with you. So, get on that link in the show notes, and I'll see you in your inbox next time.