

How to Easily Get Stellar Reviews & Repeat Sales!



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How to Easily Get Stellar Reviews & Repeat Sales!

By Stuart Turnbull & Bart Hennin

Introduction:

This guide will be a short one... It will discuss one cool method you can use to;

1. Get stellar reviews!
2. Get repeat sales!

Let me start by saying, my wife LOVES to shop! (and shop, and shop, and shop.... Sigh).

I, on the other hand, love marketing. I'm constantly looking to other sellers to get ideas for my own use.

My wife will be watching an infomercial and say "Ooooh look at how nice that _____ is"... I'll be watching with her and say, "Ooooh did you see how they inserted that emotion driven benefit there? And how they built more perceived value with that simple bonus?"

My wife thinks I'm strange 😊

OK, so recently, my wife bought a bundle pack of “fingernail stick ons” similar to what you see here...

← Back to search results

AMnails
71,764 sales ★★★★★

Roses Nail Decals
\$5.99 ✓ In stock

Quantity: 1

Add to cart

Other people want this. 6 people have this in their carts right now.

Arrives by Apr 10-13 if you order today. Hooray! This item ships free to the US.

Highlights

- Handmade
- Materials: waterslide, decal, paper

Description

Roses nail decals, very pretty, bright stickers with unique designs.

9,679 shop reviews ★★★★★

Item quality 4.8
Shipping 4.9
Customer service 4.9

Buyers are raving! Multiple people gave 5-star reviews to this shop in the past 7 days.

She didn't buy these exact ones but just to give you the idea...

When her packet arrived, she was excited...Would the product pack live up to or exceed her expectations? We looked through it together and she was very happy with her purchase (the stick ons really were beautiful).

Now here's the clincher that not only got my wife to leave a terrific review but ALSO made her a permanent REPEAT customer...

The seller included an additional FREE pack of “practice” stickers!

No mention of this had been made in the product description. This was a surprise bonus! ***A nice surprise bonus is always a nice add on to have*** but this bonus went FURTHER...

This seller actually got inside her customers’ heads. She thought, “*what is my customers’ biggest fear with using this product*”, and then she addressed that fear!

When applying nail stickers, especially for first time customers, they fear messing up the application and ruining the stickers (meaning they’ve wasted their money). **What a great idea to have a PRACTICE SET of stickers!**

This was not only a “surprise bonus” but one that addressed and solved a big fear.

Think about it... The seller could have just said, “surprise bonus, here’s an extra set of nail stickers FREE” and that would be nice BUT... she went a step further... She billed it as a “PRATICE SET” of stickers... brilliant!

Here’s the takeaway from this... Yes, always ‘over deliver’. Yes, a “surprise bonus” is always nice. BUT, the real lesson here is;

***Find out your customers’ BIGGEST fear
and then ADDRESS it with a free bonus!***

Such bonuses could be...

- A 2nd set of prints in case the 1st set gets ruined
- A list of tips on how to best use the product
- A list of care tips, cleaning tips, alternate uses tips
- etc.

For example, if you are selling journals or planners, you could have tips for making the best use of a journal/planner. In fact, I saw an article on [why using multiple planners is beneficial](#) (just Google “*why use multiple planners*”). ***What a nice way to both add value AND encourage repeat sales!***

If you are selling coloring books/pages, or prints, what about including a free storage binder for first time customers? What a terrific way to encourage repeat sales!

But how about a “coloring tips” guide or a couple “practice coloring” **test** sheets? (so customers don’t ruin the actual coloring sheets they bought).

You get the idea...

Happy Selling!

Stuart & Bart