

# ***NewLife Marketing***

An agency building company.

Our mission is to help you reach a higher level of success.

---

## **The Power of Emotion in Selling**

### **Two Stories to Illustrate**

There was a blind man that seemed to attract more attention than most with his cup held out to ask for help. Around his neck was a cord holding a sign. Those passing by would slow their hectic pace to read the sign, then drop something into the cup. For the sign did not say merely, “I am blind.” It read, “It is spring. I can smell the flowers but cannot see for I am blind.”

Imagine two young men standing along the side of the road with backpacks beside them on the ground, hoping to get a ride. One holds up a sign that reads,

Akron

The other sign reads,

To Mom's  
For Christmas

**Which do you think is more likely to get a ride?**

***If we don't present clients with emotional reasons for buying, we are not using all the tools we have available.***

See your child walking across the stage with that diploma.

Take the burden off your children for your final expenses.

Provide a deed instead of a debt when you are gone.

Retire in dignity (with money) instead of distress (flat broke).

***More people buy based on emotion than on logic!***