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9 exciting ways to sell a boring product:

The fact that you're selling something boring doesn't mean it has to be seen as boring

It's all about the story you tell:

1. Founder's Story

Do you have a cool rags-to-riches story?

Use it as a marketing tactic

2. Meet The Team

Everyone likes to feel like they're talking to humans, not companies

Show them how "this team is working hard from all over the world to get you the ugliest Christmas sweaters on time"

3. Employee's Story

Same as founder. But this one hits even harder.

4. Testimonials

People trust other people, so leverage it.

Pro tip: Make your testimonials feel genuine

Less "I highly recommend xyz..."

More "holy shit dude this is amazing"

5. Incentive to Reply

Maybe if they reply with their astrological sign, you'll send them the necklace that most Scorpios buy (that helps them attract xyz)

Be creative bro

6. Problem-Solution Story

Paint your product as the solution to a pressing problem

7. Customer highlight

Everyone has a certain "superfan" that will buy anything they put out.

Use the shit out of their testimonials.

8. How-To Tips

This is why those DIY videos explode on YouTube:

People like to create things.

Show them how YOUR product leads to THEIR masterpiece.

This one is underrated...

9. Incentive to refer

If they buy this, they can give one away for free.

Or refer this and you get X% off your next purchase

Or send this link to 5 people and you get \$50 off next time

Be creative bro

The real magic is when you stack these stories together and create brand new ways to market

Because that's what the best marketers are:

They're creative bro

Thanks for reading!

If you'd like to see more content like this, please like + comment the top tweet.

And feel free to DM me any questions you have

Talk soon,

Phil.

P.S.

If your Black Friday didn't go so well, don't worry.

We got 3 open spots for anyone who wants to make December different.

(This is what we used for 200+ stores with a 99% success rate)

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Schedule your consultation

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