



Akin Shalom

MY HIDDEN FORMULA

The Promise | The Proof | The Pet

(easy to use even as a beginner)



**HOW I SELL ANY OF MY
PRODUCT IN THOUSANDS**



THE PROVEN MARKETING, SELLING & CLOSING SYSTEM FOR PHYSICAL PRODUCTS

*How I Sell Physical Products in Thousands—Use it, it'll work
for you even as a Beginner!*

THE PROMISE | THE PROOF | THE PET

Hey friend! 🤝

In fact, you don't need to complicate things and I'm not here to tell you story or write long epistle but to just show you what make me sell fast, sell many and sell easy.

Let's go...

If you're selling physical products, you're probably looking for a way to sell more, faster, and with less stress.

Maybe you're feeling a bit stuck or overwhelmed by all the marketing and sales strategies out there. But don't worry, I've been where you are, and I've found a simple system that works like magic

Trust me, I won't lie to you...it's not an abracadabra but it's a result of long dialogue with many experts in the marketing and selling industry. It's an humble **CONCLUSION!**

In this free guide, I'm going to share exactly how I market, sell, and close deals for physical products — and I'll show you how you can do it too, even if you're just starting out.

Ready to get started? Let's dive in!

#1. MARKETING: THE PROMISE

Attract the Right People to Your Physical Product with a BOLD PROMISE

The first step to selling anything is getting noticed. But how do you do that in a way that grabs attention and makes people want to check out your product?

It all starts with a **PROMISE**.

When you market a physical product, you're essentially saying:

"Hey, here's what you'll get when you buy this product!"

But you have to make it clear, exciting, and relevant.

Below are the steps I take whenever I wanted to do this on any of my products I'm about to milk money from 📌

In my head I do called it ***"let them know say I dey around for"***. This what the expert called **AWARENESS STAGE!**

This is what I will speak directly to my buyers when I'm running ad.

Step 1: Identify My Promise

Let's start with what I'm offering. What's the result my customers will get by buying my product?

Whether it's a fashion item, a gadget, or a home appliance, I make sure my promise is direct and speaks to what they need or want.

For example:

If I'm selling high-quality leather bags, my promise could be:

- ***“Get the stylish, durable leather bag that will last you for years and turn people's heads everywhere you go.”***

If I'm selling smart home devices, my promise could be:

- ***“Make your home smarter and more secure with this easy-to-use smart security camera system!”***

That's all! Let's go to step 2...

Step 2: Crafting My Headline

My headline is the first thing people will see, so it needs to grab attention right away. It should be clear and promise a big benefit

I remember the promise being identified in step 1 above and consider my target audience - this will help my target audience to self identify and help the social media algorithm to understand who is my audience and help me distribute my message to the right people (this is a huge secret)

Example:

- ***“Lagos Babe! Discover the Perfect Leather Bag That Lasts a Lifetime—Stylish and Built to Withstand Everyday Use!”***

Step 3: I Add a Subheadline to my headline for Clarity

Once I've made the promise, I need to clarify it. What exactly will they get, and how will it improve their lives? I'm so specific and make it easy for them to understand why this is the right product for them.

Example:

- ***“Crafted from premium leather, this bag is designed for durability, style, and functionality—perfect for the busy professional or student.”***

Step 4: I Put a Call to Action (CTA)

Now that I've made my promise, it's time to encourage them to take the next step. My CTA should be simple, clear, and make them feel like they can't miss out.

Example CTA:

- **“Get Your Leather Bag Now—Before We Run Out of Stock!”**

That stage ended here (awareness stage)

Let's start another (second) stage.... 📌

#2. SELLING: THE PROOF

Show Them That Your Physical Product Works and Delivers What You Promised

This stage is what I called **“let me tell you waitin dey happen true true now”**, this is what expert called **CONSIDERATION STAGE**

And I do use **WhatsApp** or **Telegram** to gather them in a close group from my ad and start ginger them, sweeten their belle and busting their brians.

Or if I wanted to go garger them I do use my **SALES PAGE** to knock them down with my ever persuasive copy

Let's move...

Now that I've intrigued by my promise, I need to prove that my product is worth their money.

This is where I show the proof to them —with **TESTIMONIALS, CASE STUDIES, or REAL-WORLD RESULTS.**

Here are the steps I do take to achieve this 📌

Step 1: I Share Success Stories

People love to hear about others who've had success with my product, so I find right story

around my product and I tell it to them.

I gather lots of customer testimonials or before-and-after stories, and now is the time to use them.

Example Testimonial:

- **“I’ve been using this leather bag for six months now, and it still looks brand new! I get compliments every time I go out. It’s the best investment I’ve made!”**

Step 2: I Highlight Features and Benefits

Now, I break down:

- ✓ What makes my product special.
- ✓ What are the features of my product? And more importantly,
- ✓ How do these features benefit my customers?

I focus on the practicality and value my product provides.

Example:

- Feature: Premium full-grain leather
- Benefit: This high-quality leather ensures your bag looks better with age and will last for years.
- Feature: Spacious compartments and durable zippers
- Benefit: The perfect bag to carry all your essentials, from your laptop to your books, while staying organized and stylish.

Step 3: I Share Results

Numbers and results make a big impact. If you can it helps a lot. I share any specific results or statistics that show how my product has helped others.

Example:

- **“Over 500 happy customers have trusted our bags for their daily use, with a 5-star rating on all platforms”**
-

I do share lot of results here, it matters.

Step 4: I put Call to Action (CTA)

After giving them all the proof they need, I gently nudge them towards making a decision. My CTA is often clear and focused on the next step they need to take.

Example CTA:

- **“Ready to get your hands on the bag everyone is talking about? Click here to order your bag now!”**

This stage end here...(consideration stage)

Let's move to the next stage...the final one 📌

#3. CLOSING: THE PET (BRIBE)

Give Them a Little Extra to Seal the Deal

This stage is what I called “**make I remove her pant and fuck her**”. I know at this stage I no feel fuck her just like that I need to pet or bride her. This is what the expert called conversion stage - do my bidding...😏!

I need **MONEY** 💰 here so I needed to be extra ordinary careful so I won't lose her, I needed to be tactical and strategic.

Now that they're excited about my product and convinced it works, it's time to close the deal.

Here's where I do offer something extra—a **BONUS** or a **LIMITED-TIME** offer to make it even more irresistible.

Step 1: I Offer a Bonus (Pet)

This is where I give them something extra—a little bribe that sweetens the deal and makes them feel like they're getting more value and and feel exclusivity treatment from me - petting...💕

Example Bonus Offer:

- **“Order today, and you'll get a free leather care kit to keep your bag looking its best!”**

Step 2: I Create Urgency

People respond to urgency. I let them know that my offer is limited, whether it's a time-sensitive bonus or limited stock.

Example Urgency:

- **“Only 20 bags left in stock—order now before they're gone!”**

Step 3: I give Final CTA (Call to Action)

This is my final nudge. I tell them exactly what they need to do to get their hands on my product.

I make it feel like an opportunity they don't want to miss out on.

Example Final CTA:

- **“Claim Your Leather Bag and Bonus Now—Before It's Gone!”**

This is the final stage....(Conversion stage), where you get them transfer real money to your account.

THE SUMMARY

Headline:

Discover the Perfect Leather Bag That Lasts a Lifetime—Stylish and Built to Withstand Everyday Use!

Subheadline:

Crafted from premium leather, this bag is designed for durability, style, and functionality—perfect for busy professionals and students.

Stage 1: let this contents show on your ad you run on social media platform or email you send to your list 📌

Marketing (Promise):

1. Promise:

- Get the stylish, durable leather bag you've always wanted—no more worrying about bags that wear out in months!

2. Subheadline:

- Our leather bags are built to last, and they only get better with age—making them a great investment for years to come.

3. CTA:

- Get Your Leather Bag Now—Before We Run Out of Stock!

Stage 2: (option 1) dramatize this contents in your WhatsApp or Telegram group, (option 2) put this contents on your sales page 📌

Selling (Proof):

1. Social Proof:

- I've been using this leather bag for six months now, and it still looks brand new! I get compliments every time I go out. It's the best investment I've made!

2. Features & Benefits:

- Feature: Premium full-grain leather
- Benefit: This high-quality leather ensures your bag looks better with age and will last for years.

3. Results:

- Over 500 happy customers have trusted our bags for their daily use, with a 5-star rating on all platforms.

4. CTA:

- Ready to get your hands on the bag everyone is talking about? Click here to order your bag now!

Stage 3: (option 1) give this to well informed members of your WhatsApp or Telegram group, (option 2) put this contents on your sales page 📌

Closing (Pet/Bribe):

1. Bonus Offer:

- Order today, and you'll get a free leather care kit to keep your bag looking its best!

2. Urgency:

- Only 20 bags left in stock—order now before they're gone!

3. CTA:

- Claim Your Leather Bag and Bonus Now—Before It's Gone!

Hurray.... hallelujah! Here you have it all, go and crush that sales goal!

I'm your friend ***Akin Shalom***

This is ONLY a template for physical product. If you need other ones I tailored for digital product and for real estate guys who sell in huge deals.

Just let me know you can still get it for free if the maximum number of freebies had not yet reached.

P.S: I have what can make you hit your first 1,000 units, 2,000 units, 3,000 units even more in sales in less than 2 weeks. If you need my help I promise I will help you. I ONLY work with business owners who had already determined to succeed in business.

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