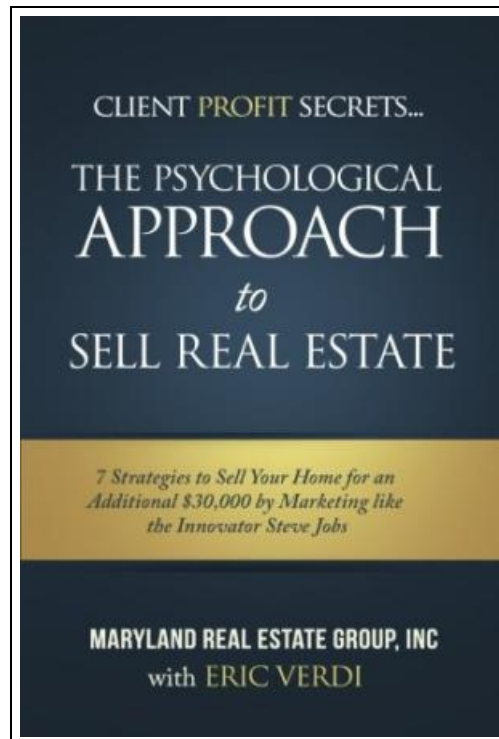


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Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Psychological Approach to Sell Real Estate introduces Seven Strategies to Sell Your Home for an Additional \$30,000 by Marketing like the Innovator Steve Jobs. Steve Jobs created a culture of innovation and success during his time at Apple. Jobs knew from the company's early days that Apple's long-term success would hinge on the ability to create an emotional attachment between customers and company. So he took to studying human psychology and why consumers ultimately choose one product over another. What he discovered changed the way businesses market to their customers. Steve Jobs used human psychology, not fancy marketing or promotion, to sell tens of millions of iPhones, iPods, and iPads! And he did it all at premium prices. What if his secret could be applied to selling real estate? This book delves into the SEVEN FUNDAMENTAL STRATEGIES that he uncovered and used to build Apple, but with a twist. The strategies outlined in The Psychological Approach to Sell Real Estate have been adapted to real estate-specifically, Selling Real Estate at a Premium Profit. IN THIS BOOK-DISCOVER. -Why Story-Selling is the most powerful strategy to create an emotional attachment when selling a product at a premium price. -How to create a buzz when releasing your home for sale by using the same strategy that Hollywood uses to promote new Blockbusters. -How the brand-building strategies of Apple, Nike, and Starbucks can be translated into additional profits when selling your home. -The reason why the Rule of Threes works and has been used for hundreds of years. -Jobs secret weapon that he used on stage when releasing a new gadget that created such excitement, consumers would sleep outside his stores for days awaiting...

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