



THE POSSESSION METHOD

(How This Psychological Bar
Trick Made Me \$1M)

By Dan Henry | Founder at [GetClients.com](https://getclients.com)

Dear Reader,

I've got a short but impactful report to share with you today.

This is a simple little psychological trick I picked up back in the days when I owned a bar. This trick took little to no effort to implement, and helped us generate an extra \$1M in my business back at [GetClients.com](https://getclients.com).

I'm not guaranteeing it'll work for your business. And it might not even apply to your business.

But it's pretty cool to find little things like this when it comes to increasing conversion rate.

Plus, we didn't have to remake ads, shoot a new webinar, write new copy, or switch up our offer. We didn't have to change a single thing.

So take a few minutes to read the report, I hope you can deploy this trick and give your business a boost in sales.

To your success,

A handwritten signature in black ink, appearing to read 'Dan Henry', with a stylized, cursive script.

Dan Henry

INTRODUCTION

In this report I explain how I added an extra \$1M+ in revenue to GetClients.com by applying a simple psychological trick I learned from owning and operating a bar.

If you'd rather watch the video, you can [find it here on YouTube](#) (along with other video guides and strategies. Also, don't forget to hit subscribe)

BACKSTORY

Before building successful online businesses, I used to own and operate a bar out of Spring Hill, Florida. Why a bar?

Still not sure. I probably watched too many episodes of Bar Rescue and was secretly hoping Jon Taffer would show up one day. (even though it's not a good sign if he has to pay a visit ha!)

Anyway, I ran this bar with my ex-girlfriend at the time (who was also a bartender) and we decided to have a nightclub theme to our bar.

But instead of bottle service girls, we had shot girls. The shot girls' job was to walk around with a tray full of plastic tube shots and offer them to customers.

These shots would go for around \$3-\$4, and the pitch was simple.

"Hey, would you like a shot?"

And just like a bad online offer, we weren't converting very well. It was hard to clear one tray of shots.

The girls were attractive and had good personalities, so it wasn't a "salesperson" problem.

Luckily, my girlfriend (not mentioning her name for privacy) was a super experienced bartender. And she was also a natural marketer and saleswoman herself. So, she had the exact solution to sell more shots and ultimately boost the bottomline of our bar.

Fast forward to the future for a second. When my sales team was struggling to convert prospects who were on the fence, I had a flashback to this solution. And thanks to her, I applied this solution to our sales calls and we started successfully converting these fence-riding prospects like crazy.

I'll go into full detail shortly, but for now, let's get back to the story.

The “Possession” Method

So here’s what we proposed to our shot girls.

Instead of asking our customers if they wanted a shot...

The shot girls would hand a customer a shot and **say nothing**.

If a trusted worker at a bar presented you with a shot... what would you do?

Most people would naturally take possession of the shot without any hesitation.

And this is where it gets cool...

Once someone takes possession of the shot in their hand, the shot girls would THEN ask, “Hey, would you like a shot?”

Psychologically, it’s a lot harder for someone to give something valuable back, once they’re in possession of it. It’s like having to give back a baseball player’s record breaking home run ball after catching it in the stands.

That’s why car salesmen encourage you to take a test drive off the lot.

That’s why workers at the mall food court invite you to take a little sample of their teriyaki chicken.

So here’s what happened after we started using the “Possession Method”.

Instead of scrambling to clear one tray of shots, we were selling trays upon trays. Shot girls would come back with an empty tray, refill the tray up with brand new shots, and go back on their rounds... multiple times a night.

This tactic worked so good, it would increase our revenue by 20-30% on some nights.

Imagine if just one phrase could increase sales 20-30%?

Believe it or not, years later I tried using this same tactic in my business consulting practice. It worked so well, it added at LEAST an additional \$1M in revenue per year. Probably more.

How I Used The Possession Method To Add An Extra \$1M of Revenue/Year

When prospects were on the fence during sales calls, instead of trying cheesy hard pressure sales tactics...

We presented them the opportunity to get a sneak peek into our program. For 24 hours, they would get access to some modules and the private Facebook group.

The prospects on the temporary pass could ask questions about other students' experiences in the Facebook group and go through some of the modules... completely free for 24 hours. And here's the important piece...

We would schedule a call with the same prospect 24 hours later. The result?

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Our close rate on this second call was astronomically high! Almost as easy as selling shots.

So here's why this works so well...

The frame of the initial sales call always ends in "do you want to buy this?" BUT that wasn't the frame of the second call.

The frame of the second call was "Hey, you already have access to everything, do you want to *keep* it?"

Again, once someone is in possession of an item of value... it's hard to give back.

Now did this work 100% of the time?

Of course not. But it worked most of the time, and did give us a bump in sales and required little to no effort. We didn't have to change a single thing in our marketing or sales script.

We just bolted on the **Possession Method** to our current process, and only presented it when it made sense. Usually this is when someone is super interested, but they are letting doubt keep them on the fence.

Will it work for you? Maybe. If your product is good, I don't see why it wouldn't. If your product sucks, it will work against you.

But it did work for us, it worked for a lot of our clients, and it might work for your business too.

How To Apply The Possession Method To Your Business

Is your brain racing with ideas to apply the **Possession Method** in your business?

Here's some things to think about...

Could you give your prospect a temporary pass to view what they're getting when they buy from you?

Could you package your offer into a "sample size" to give your prospects a little taste of what you can do?

Again, this isn't an opportunity I would present to all prospects. I recommend only presenting this opportunity to prospects who are on the fence and are worried the product isn't for them.

If you have any questions or come up with any ideas to apply this in your business, let me know!

[Comment on my YouTube video](#) and I'll try to answer your question or give you feedback on your idea.

MOVING FORWARD:

If you found this guide helpful, and need more help getting clients, check out **Get Clients University**. You'll learn awesome new ways to get clients every month, as well as be a part of a thriving community of hundreds of online entrepreneurs working together to build crazy successful businesses.

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To your success,



Dan Henry

Founder at GetClients.com