

# The Buy Impulse



26 Mind Control Tools That Get  
More Customers  
Who Spend More Money  
More Frequently

© 2003 Danny Wall. This eBook may not be altered in any manner. You may give it away, sell it for any amount, or include it as a bonus in another package. Again, it MAY NOT be altered, its format changed, or edited in any way.

## **Chapter 1 – What? Where’s all the stuff I don’t need?**

It is common in these things for there to be an introduction of some sort, a table of contents, a few pages of “thank you’s” to various and sundry people, and multiple other items that do nothing but increase the number of pages of the book while providing you absolutely ZERO value.

You won’t find those items in this book. The book has the title page, a short copyright statement (on the title page), and BOOM ... here we are at chapter 1.

This book is going to be a no-nonsense approach that will give you psychological tools and mind control tactics you can use to control the mind of your prospects.

Put these techniques to use, and you WILL obtain more customers, who spend more money, more frequently. I don’t care if you use the internet, or if you sell shoes in a mall. These techniques work, and have done so for the very few (privileged) people that have used them since AT LEAST the 1920’s when Bruce Barton pioneered direct marketing.

Understand that right now, there are only a handful of people that have every one of these tools at their disposal. These people are without exception the best marketing names there are. A small number of others also use a few of these techniques ... to crush their competition. Wolf Data Systems is a smallish computer consulting company that is current killing the legal software giant West Group, and it is largely thanks to their use of the tactics you are going to learn in this book.

Understand that these very same approaches have been used by charities, which benefit many people, to obtain more donations so that they can help more people. These techniques are that powerful.

These techniques are so powerful, that they have also been used by some of the most evil, most vile people on the planet (e.g. the Nazi’s during

WWII Germany) to get people to turn on each other and get them to do unspeakable things to friends and neighbors.

I want to give you these techniques to help you get more customers. To help you to get those customers to spend more money. And to help you to get them to spend their money more frequently.

That is what the information in this book will give you.

And on that note ...

## **The Power Of Their Own Words**

How do you know when someone is in absolute, complete, and total agreement with you?

There is only one way. They use the same words you do, or words VERY close to it.

As an example, there is a well-known man who decided to get into the business of selling solutions to women who were going through menopause.

Now, being a man, he really didn't KNOW what it was like. Indeed, for rather obvious reasons he had no clue. So what he did was get involved with a few support groups on the internet for menopausal women.

These women all used very similar words. They were suffering.

And he used these words repeatedly throughout his sales copy.

Women could relate to what he said, because they had said the same thing he was. He knew their pain, because he used their own pain-filled words.

He knew what solutions to sell, because he knew what their greatest problems were, and he knew how dearly these women wanted their problems solved.

Understand that out of all the techniques you will learn in this book, this one is the single most powerful of them all. In many ways, the other techniques in this book are just "parlor tricks" in comparison to how unbelievably powerful this item is alone.

Indeed, you could use every other technique in this book, and if you skip JUST THIS ONE, you can almost hang up your hat and forget about it.

Now that's not to say that you won't make sales, you will. However, you'll get maybe only half of what you should; you'll make only half of what you could. You'll have to work almost literally twice as hard to make half as much, and that's not why you want to run a business.

The idea is to "flip that around" and make twice as much working half as hard. The only way to do that is to know what your customers think of their problems and to use their own words when you describe the problem.

Then, they can empathize with what you write. They'll make a stronger emotional and logical connection to you, and because of that, sales will be so much easier.



Whenever possible, get involved with discussion groups where your prospective audience will congregate (even if it's an offline group). Find out and use their own words in your sales message.

---

## **The Power Of Imagination**

In the last chapter, we told you how powerful it was to use your customer's own words in your sales pitch.

Just imagine how much more powerful those words will be, if you also get your customer to visualize their pain as they are reading your sales page. Just imagine how much more they will get into your sales pitch. Can't you just feel how much more your customer will connect with you?

In that last paragraph, I provided an example of what I am talking about with "power of imagination." Now it wasn't a terribly good example, but an example nonetheless.

If you truly want to give your sales messages "punch," then the single best way to do that is to get people who read your message to **IMAGINE** things.

To imagine, right then, something they know about intimately. This will get their imaginative juices flowing, especially if you use their own words when asking them to imagine it.

"Don't you just wish you could end the constant suffering of menopause? I mean, right now, I'll bet you can even imagine the hot flashes passing through your body, even feel your body as it begins to sweat uncontrollably ..."

Those words may not mean a whole lot if you aren't going through menopause, but they work **AMAZINGLY** well if you are. When I tested the content of this book on my mother-in-law, **SHE GOT A HOT FLASH JUST READING THE THING!**

Once you get people to imagine something they understand and know, it then becomes easier to get them to imagine other things ... like your solution and what it will do.

“Just imagine how much vitality you had in your thirties. Wouldn’t you just love to recapture that? It would mean the end to your suffering ... forever”

In other words, what you want to do is use your customer’s imagination to feel their current problem strongly as they are reading your web page, then get them to imagine your powerful solution and the incredible way it will improve their life.

People in the past have scoffed at me when I said this. “But I sell vacuum cleaners!”

Yeah, and, I’ll bet if you went and talked to a woman you’d find how much they hate to vacuum. If you sold your vacuum cleaner from the angle of “imagine how much less time you’ll spend vacuuming” instead of yapping on endlessly about the suction power, you’d sell more vacuum cleaners.



Using the words “Just imagine” are powerful motivators for your customers to do just that. Get them to imagine themselves without their problem, thanks to your solution, and you will be instilling in them the **NEED** to own your product

.....

## **Mob Rules (Groups)**

People, as much as we like to CLAIM that we are individuals, are a herd species.

It's true. Do you realize that television comedies that use a "laugh track" of imitation laughter almost always have higher ratings and are considered "funnier" by people than those that do not have a laugh track?

The reason is, when we hear laughter, we think we are supposed to laugh ... so we do.

Even when you don't think something is funny, you'll at least PRETEND to laugh. I mean think about it. This has happened to all of us. You are standing with a small group talking, and someone tells an inside joke that everyone understands but you. With very rare exceptions, you'll laugh, just so you don't feel left out.

In fact, studies show that our minds will even INVENT a logical reason why what was said was funny, even though you consciously didn't understand the joke.

As a species, we try to fit in with the group. Even hermits want to be identified in the group of people who are hermits. It is an innate need we have, and you can take advantage of this need in a couple of ways.

The first, and the one you have seen the most frequently used, is through the use of testimonials. They not only provide proof that your product is good to a potential customer, but they also serve to show your potential customer that there are already a lot of people (or a group) that likes your product ... or more importantly, a group that no longer has the problem thanks to using your solution.

The second way you can use the "herd mentality" of the human mind, is through a combination of exclusivity (which we will get to later), and

through the actual creation of some sort of group. Allow me to illustrate:

*Have you ever noticed how the “BIG BOYS” on the internet all seem to know each other and work together? Joe Vitale, Mark Joyner, Terry Dean, Frank Geron, Jim Daniels, Joe Sugarman, Jay Levinson. Virtually every one of these guys has worked with several others on various projects. They are the Internet Millionaires Club. You should know that there are a few other people in this group, and every one is a big name marketer that currently makes several hundred thousand a year on the internet. Over the years, this exclusive group has grown very slowly. The only way in is by becoming an internet marketer that makes at least two hundred thousand dollars a year.*

*You can join this group. You can become a member of their exclusive club. But first, we’ve got to get you making at least two hundred thousand a year in sales on the internet. You can do that in your first year if you just follow my proven step-by-step system.*

What I did was invent a group that does not really exist. There is no formal “Internet Millionaires Club”. However, everything I said above is true. Those people do work together, and they work with several other folks. It is also true that they tend to work the most with people who are already making big bucks on the internet. The group does in fact exist, just not in the formalized manner.

All I need to do therefore is make you want to become part of that group, and I touch on the need we all have to “belong” to something. In short, the “mob” mentality can be used in two different ways ... and should be used in two different ways as they touch on different parts of our psyche.



People need to “belong” to something. Create your own group ... of people without the problem you are solving, and your customers will want to be a part of that group

---

## Half-Baked (Unfinished Business)

There was a university professor some number of years ago that was sitting in a restaurant, and noticed something interesting about the waitresses. None of them seemed to need to look at the order tickets to remember which table ordered what meals.

Now, most of us would have just shrugged this off, but this professor was a psychology professor, and it made him curious.

At one point, as his waitress is pouring him another drink, he asked her if she could remember any of the orders of the table just behind her back. The people were still eating, and she was able to remember four of the five ordered meals without turning around to look.

A little while later, after the people had left, he asked her again what the people had ordered, and she could no longer remember ... after having answered the question not long before.

This prompted a study.

It seems that the phenomena is rather common. You see, our brains just hate it when ...

**STOP FOR A MINUTE!** Before we go any further, you need to be interrupted so I can prove my point. This interruption is intentional, and serves no other purpose than to make you wiggle for a moment.

Anyway ... our brains hate it when something isn't completed. It chews at us. How did you feel when I just all of a sudden stopped mid-sentence a minute ago then painted a big mental hole around the fact that I was interrupting the sentence? The facts show that you were almost instantly slightly uncomfortable, and wanted little else but to find out the rest of what I was going to say. In the case of the waitresses that I gave you, virtually all of them can remember what table ordered what food ... all the way up until the check is delivered. Then suddenly they

forget it all. It seems that the simple fact that the order has not been completed yet keeps their minds focused on the fact that something still needs to be done.

The technique can be used to keep people interested in your sales copy, to keep them moving along so that they are more likely to read everything you have to say. It can also be used to get you more sales, and to help build your mailing list.

It can ALSO be used as part of your sales process.

If you're smart, you'll have some sort of free give-away product that will get people into your mailing list. Now that people have your give-away, you tell them, in that product, that they started something. You keep enforcing this throughout the copy. They have started something. As the end of your giveaway approaches, you begin to change this to, letting them know they need to take the steps to complete what they started. You begin to paint a picture in their minds (using their imagination) that they've started down a path, now they need to walk the rest of the way. This will help you to close more sales because sooner or later, people are going to HATE IT that things were left undone.

In my free eCourse, one of the lessons makes this point very strongly (if you aren't getting the free ecourse, simply send a blank email to: <mailto:zerotocash@zerotocashinthirtydaysflat.com> a blank email will open when you click the link. Just hit send, and you'll be instantly back here) and shows how to combine this technique with a few others to make for a powerful combination punch.



Make sure that your customers know that when they came to your web site, they started something. Enforce this, then let them know that they can finish what they started (and solve their problem) when they purchase your solution.

---

## **I'm Right**

People do not like to be wrong. They hate it in fact. With a passion.

Even when faced with obvious facts that show they are wrong, the vast majority of people will ignore those facts in an effort to continue believing that they were never wrong in the first place.

This is known as “cognitive dissonance,” and it can be your best friend or your worst enemy. When people do something, they want to know they did the right thing. Indeed, when people do something, they will often INVENT reasons why they did the right thing, and will then back that up with still more action just to prove it.

How you leverage this is in much the same way as the last chapter. Again, I am going to assume that you are using a lead generation product to capture as many people in your prospective audience as possible. In this lead generation product, let your people know they made a smart decision. They will agree with you. They took the action, they'll now believe it was a smart action.

Now that you've gone that far with them, periodically reinforce that they did the right thing. As your lead generation product moves forward, you'll now begin to ask that they take the next step. That they prove they did the right thing. After all, if they asked for the lead generation product, and that was the right thing, then asking for the ACTUAL product, which will truly solve their problems, must also be the right thing to do.

Now, if your lead generation product provided real value, then this will be one of those “killer” techniques. But it does depend on the fact that your lead generator was well liked by the prospective customer. If it wasn't, then this technique will backfire BIG TIME. But then, if your customer didn't like your lead generator, NOTHING you will do will persuade the customer otherwise. They'll go into “I'm Right” mode with the belief that your products are no good.

They will then take actions that prove that belief to be right ... such as removing themselves from your mailing list.

Once again, the “I’m Right” mindset of your customer and your prospective customer can be your greatest friend.

And it can be your worst enemy.

Understand that this is part of the psychological make up of your customer. Therefore, this item will either help you or hurt you. Unlike some of the other mind control techniques in this book, if you don’t use them, then they aren’t “invoked” in your customers mind. This item isn’t like that. “I’m Right” is going to be used by your customer, so why not use it to your benefit?



The need we all have to right is a powerful force in our psyche. By getting your customer to agree with you on things during your sales pitch, you can then back them into a position of having to be wrong by not buying your product. This will cause you customers to buy your product just to prove they were right.

---

## Getting in

You've heard me mention "lead generation" products a couple of times now. So I think it's fair to explain why I stress them so much.

There is an age old sales adage that goes "getting them to say yes to a little thing now makes it easier to get them to say yes to a big thing later."

What that means is the simple act of downloading something free from you (which is a little thing for a customer to agree to do) makes it much more likely they will buy from you (which is a much bigger thing to agree to).

In many ways, this ties in with some of what we have already talked about; but even by itself this is an incredible technique. Lead generation products are so powerful for so many reasons, I could almost write an entire book on this one topic alone.

However, lets just put things like this. Once someone has invited you in, once your products are sitting on their computers, it then becomes MUCH easier for the other techniques in this book to function. The person now has some familiarity with you, you now have the chance to build yourself up as an authority (a technique we will talk more about later), you now have the chance to actually USE the techniques in this eBook, and during a time when the customer's defenses are down.

You see, on your sales letter, the customer EXPECTS for you to try and sell them. Therefore, certain defenses and a certain level of distrust in everything you say exists in the customers mind. This situation does not really exist when they are looking at the free eBook they just downloaded. At this point, they are now in "I'm Right" mode. They downloaded your ebook, and their mind is now rationalizing why it was a smart thing to do. This is the time when your sales message will have SIGNIFICANTLY more impact.

Now, this DOES NOT mean that your free downloadable ebook should simply be another sales message. If it does not impart real value, then the eBook will be scoffed at, and the sales message within the ebook ignored entirely.

Once someone “lets you in,” you need to make sure they want you to STAY in. Fortunately, that’s a fairly easy thing to do. You simply do what you said you would. You simply provide your customers real value, and in turn they will read your sales messages with rapt attention, hanging on your every word ... especially if you use the techniques you learn in this book.



Studies show that people do business with people they are both comfortable and familiar with. By using techniques that allow you to introduce yourself to your customers, you can become familiar to them, and thus make all subsequent sales that much easier.



## Obey

About a dozen years or so ago, there was an amazing study regarding what people will do under the influence of an authority figure. You see, actors were placed into rooms and connected up to very convincing looking wires. College students were then brought in and sat down at a “control box” and told that a study was being done on how pain, and the threat of punishment, affects the ability to answer questions correctly. For every “wrong answer” the students were to push a button that would deliver, they were told, a correspondingly stronger shock to the other person. The students, who were pushing the button and asking the actor questions were ALWAYS accompanied by a researcher in an official looking lab coat who held a clip board and took notes. Further, the student didn’t know that the other person was an actor, and instead believed that the object of the study was the actor, not themselves.

As the study progressed, and the “shocks” apparently got worse, the actor would begin to beg the student not to push the button, in some cases crying. The researcher would simply reiterate that “this is an officially sanctioned research project. Push the button.”

In nearly every case the student did ... even to the point of delivering a shock they thought would prove fatal to the actor. In otherwords, under the influence of a perceived authority figure, over 94% of all people who took the study believed they had killed someone.

That is almost frightening when you think about it.

The upside is that you can use this for your benefit. You can use this as a force for good instead of evil.

Remember that lead generation product? That is what you use to establish yourself as an authority. Once you become an authority in the minds of your customers, they will do what you tell them, simply because you told them to do so. I have a few private students that I am working with individually on how to make money on the internet. I told

them they should get “voice recognition software” because it would allow them to create some of their products quicker and easier. Without exception, each one I told to do that, did so. Without exception. Now, in that case I didn’t make any money from asking them to buy the software, and I told them to buy it because it would indeed make many things a great deal easier.

But in many ways that is beside the point. What is important is that 100% of the people I told to do something, did exactly as I asked, simply because I am an authority figure to them.



By making yourself into an authority, you can command not only the respect of your customers, but also their pocketbooks.

---

## **Dirty-Laundry**

There's an old saying "don't air your dirty laundry."

That is the worst advice if you are trying to sell something. Absolutely horrible advice. You see, sooner or later, people are GOING to find out the negative aspects of your product. They will.

If you try to hide it that will only make it worse for you when they do discover it.

The best thing to do is to point out obvious problems right up front, right where people can see them. A friend of mine was trying to sell his house, and it was on a busy street. Every person that showed up and was interested in buying the house, objected to this and wanted to buy the house for less money. I wrote a quick little ad that said in the very first sentence "The only thing wrong with this house is the big street right off the front yard." I then went on to extol the other virtues of the house, explained the fire and safety benefits of having the street there, and the beautiful fence that prevented much of the outside commotion from reaching the house. In that ad, I increased the price of the home by fully ten percent. The ad was ran by the agent, and the house sold ten days later at the newer higher price.

If a product has a stupid name, or some other obvious feature that your customers are bound to take issue with, then bring them up in the sales copy early. State what the problems are, then explain why those problems aren't really an issue. You'll sell vastly more that way, and when your customer does get the product, the "I'm Right" mindset will cause them to completely overlook the products faults and generally will even push the person into selling your product to their friends and family (occasionally even using your own sales pitch in the process).

Now, this is not to say that you want to design in problems just so you can write about them, as that problem will then be later exploited by

your competition. However, if the problem does exist, then say it exists in your sales copy as soon as you can ... even in the headline.

If you are really clever, you'll turn these minuses into actual benefits for the customer. A cheap looking plastic case on a product can mean for the customer that you didn't spend money on things that really didn't matter. This keeps the price much lower for the customer while providing them greater overall value. Sure, the other guy's product does look better, but it costs more and does less. Now if you also combine "I'm Right" into this by asking the customer which is more important, having more benefits for less money, or spending more money to get less benefit ... they'll quickly agree that your product must be better. That will then get them to agree that they should buy your product.

.....



Put any problems you have with your products in the very beginning of your sales message. Then you can explain to your customers why the problem doesn't matter or is somehow unimportant. You'll get more subsequent sales as well as having happier customers

.....

## **Get Them Involved**

Back when televisions were first created, the things were very expensive. Furthermore, there weren't very many shows to see. It wasn't uncommon for there to be only a single television station in any given town, and the station wouldn't always have something to play.

Yet, many places sold out of their stock as quickly as they could get the TV's in, and how they did it was masterful. First, they'd have you play with the television, let you get involved with the knobs and the antenna. Then they'd let you take it home, for no cost, for a free test run, letting you get a sense of ownership over the set.

Almost no one brought a tv back, instead choosing to purchase it.

The sales people were so successful because the customers were involved. They got to play around with the set, touch it, mess with it. Then they got to take it home, where a sense of ownership was developed.

You can do this too, and there are a couple of ways to do it. The first, and the most commonly used method is to put comments in your sales copy as if the person had already purchased. A sales letter to get people to buy a corvette might say, "Take a ride in your new corvette, put the top down and feel the wind blowing through your hair."

Another way you can do this is through the tv technique I just told you about. Let them have the product for free for some short period (lets say seven days). Only at the end of the seven days are they charged for the product.

This will allow people to make a more "spur of the moment" purchase because they don't have to buy anything right now, plus it will reduce many objections and trust issues. You're willing to put your product out there right up front.

They'll feel as if they own it, and they'll want to continue owning it. They won't want to give the product back, meaning that they'll get charged for it.

You'll see such an incredible increase in sales it won't even be funny. I've seen this done with extra effectiveness on "high ticket" items (things costing over \$500). Indeed, more likely than not, you purchased this book via just such a mechanism.

In fact, you may be reading this very page, and you still have yet to even buy the book.

Do you see now how awesome this is.

Just imagine how many more sales you'll make with this technique.

I mean think about it. How many more people are going to feel INSTANTLY more comfortable buying your product because they truly do have no risk. There is no need to offer a guarantee anymore if they are unsatisfied. If they aren't satisfied, they won't pay for it in the first place. You will be able to truthfully state on your website, "I've never had anyone ask for a refund on this product ... ever. In fact I'm so convinced you'll love this product, that I'm going to give it to you absolutely, completely, and totally free for the next seven days. That's right, for the next seven days, you'll get to test the product out, own this product, make it yours, and make sure that it's right for you, without having to pay a single red cent for it. ONLY AFTER the seven day trial period will you be charged the low amount of \$xxx.xx. Now, when you get the product, make sure you check out this great benefit xxxxx."

Your sales will simply skyrocket.

Now, let me give you another powerful method of using "involvement devices" to make your ads sell better.

Do you realize that some of the best advertisements in history had multiple words purposely misspelled in them? It is the complete truth. The advertiser purposely misspelled numerous words in their ads.

Now why would they do that? Simple, because in the ad they stated that if you cut the ad out, circled the misspelled words, and sent the ad in, you would get some amount off the price for every word you found.

These ads work like crazy. They get the customer involved, they get the customer feeling like they are getting an even better deal on the product. Further, involvement like this builds up a sense of anticipation regarding the product; and surprisingly enough, if you are clever, almost no one will find every misspelled word.

Now, doing this in a web format can be tricky if you don't know a good web programmer. I personally use Wolf Data Systems to do this work for me. You can reach them at 619-640-6340.



By getting your customers involved in the sales process, they'll be more involved with your sales message, and feel a greater sense of accomplishment when they buy your product.

---

## Integrity

This item can be summed up like this:

Will you buy something from someone you think has no integrity, and will try and rip you off the first chance they get?

Integrity is important, and building it is a multi-faceted approach. One of the best ways of building integrity is through the “promotion” of products you have no financial interest in. As an example, when I told my students to get the voice recognition software to make the creation of their products quicker and easier, I recommended products that I had no financial connection with.

They knew that I was in no way benefiting from the advice, and thus that made my advice come from a position of integrity, of trustworthiness.

Another example of doing this is when you hoist your products “dirty laundry” up the flagpole for them to see. When you state your products faults in the beginning, you demonstrate your integrity because you aren’t hiding anything from them. You are showing you are not simply some con artist.

As your relationship with your customer builds, always staying open, honest, and truthful with them will build even greater integrity.

.....



By always maintaining the highest sense of integrity, you put yourself on a higher level that your customers will appreciate. This even includes avoiding even the appearance of impropriety.

.....

## Stories

There is an old sales adage that goes: Facts tell, stories sell.

This is the bonified truth. Now that doesn't mean your sales copy should be completely devoid of facts, after all, you need to provide your customers subconscious with ammunition it can use to validate the actions you want your customer to take.

However, facts should be wrapped into the overall story you are trying to give your customer.

Kathy Levine, one of QVC's top sales people, said in her book *It's Better to Laugh* that "I learned early on that selling is a matter of capturing people's attention and holding it with a good story."

Joe Sugarman, in his book *Triggers* said "My most successful advertising campaigns all used stories as the basis for my presentation." And that from one of the most successful advertising people on the planet.

A good story should capture people's attention. It should allow them to empathize (perhaps by using their own words back at them) with your message. A good story should allow the prospect to relate to how the product or service will help them, and it should bond YOU with your prospect.



Stories keep your customer interested in your sales message ... and therefore makes the message more likely to be read. Messages that are read result in products that are ordered.

---

## Apples vs Oranges

No matter how much money you have, even if you are Bill Gates, you want to know that you are not being taken advantage of. You want to know that you are getting a good value for the money you are about to spend.

In every product I sell, I always convey, through one mechanism or another that what the customer is buying is a good value.

But let me tell you what I don't do.

I do not compare my product to another product very much similar to the one I sell.

Instead, I'll compare my product to something else entirely. In otherwords, I'll compare my apples to someone else's oranges.

This eBook was sold on just such a value premise. I compared the price of this eBook to the amount of money it would cost you to attend a seminar (over \$1,000) where I would teach this information, or the cost to obtain all of these tactics through various books (about \$5,000), even the amount of time it would take to get all of these techniques and to absorb the various different messages from so many different people.

In short, I compared my eBook to seminars and TONS of other books.

This gives my prospects a sense that my eBooks have a MUCH greater value. Indeed, my customers actually DO value my products higher for that reason and I get a much larger number of testimonials from people.

There is another reason I do this, and it has to do with honesty. The sad fact is that you would be truly hard pressed to get this information in the condensed manner that I provide it. You would have to either attend a seminar costing over \$1,000, one of Joe Sugarman's costing over

\$2,000, or you'd have to spend many weeks and over \$5,000 just to get this information.

Yanik Silver, a wonderful copywriter, does not sell anything with anywhere near the number of tools I have in this book, and it is no where near as concise. Joe Vitale, a man I respect greatly, and is without a doubt one of the great copy writing minds of our day, doesn't have anything this concise, and what he does have, while wonderful, costs nearly \$500.

As another example, Joe Sugarman did an advertising campaign for a pinball machine. When he did a value comparison, he didn't compare it to other pinball machines. If he did, he would've been killed as his machine cost nearly \$600. Instead, he compared it to other entertainment products in the home, such as high-end televisions, high-end stereos and other such equipment.

This worked amazingly well. And again, this was appropriate because Joe's machine was meant as a home entertainment machine, not just another pinball box you stick in a corner somewhere to play only occasionally.

You should know that this is important. You don't want to be dishonest with your apples to Oranges comparison, but at the same time, understand that you also don't need to compare your apples to someone else's either.

By that same token, if your product is priced significantly less than your competitors direct comparison product, then by all means compare your apples to theirs.

Then also compare your apples to even more expensive oranges. Do both. When I do the value comparison for this product, I didn't stop with a single example, I showed multiple examples. Proved the value of this product over multiple other different products.

I endeavored to show that there were multiple ways you could get this information ... all of them costing more money than this eBook and all of them taking up a lot more time.

You should do the same thing with your own products.

Further, you should wrap your value statements into the overall story of your sales message. These value statements will further prod your customer's emotions into wanting to buy the product because they give your mind the information it needs to justify the purchase.



By making comparison's that show extreme value in your product, you give your customers reasons to justify their purchase.



## **Love, Anger, and that Feel-Good Feeling (Emotions)**

As you probably already know, this chapter is not going to be about love, anger, or that “feel-good feeling.”

It will however be about emotions.

You see, people do not make a purchasing decision based entirely on logic. Even if they are the most anal-retentive engineering minded person on the planet.

They’ll still make the decision based on some emotional need, then justify it with logic.

Therefore, there are three things you need to know:

1. Every word has an emotion associated with it
2. Every good sales presentation is an emotional outpouring of words and emotions
3. You sell on emotion, but justify the purchase with logic.

I’ve been told that I’m wrong about the above, especially item number 3. I’m usually told this by people who’ve studied the four basic personality types, and will insist that some personality types use logic almost entirely.

Those people are wrong. They’ve been proven wrong over and over again since about 1920, and I’ll prove it once again right now.

Why do people buy a Mercedes-Benz?

Think about that question for a moment. What is it about that car that makes people who see it want one so bad.

If you truly think about it, it’s the emotional connection you have, the emotional need to want to belong to the group of people that have those cars (there’s that Mob Rules thing again). Yes, the styling, the quality,

and other such things are components ... but that's your brain trying to justify with logic what the emotional side wants.

A sales message that evokes the right emotions from the prospects at the right time will ALWAYS outsell, by a vast margin, a sales message that is little more than an outpouring of facts and figures.

Do you remember the original commercials for the car Infinity? Those were masterful uses of this approach. They "pre-marketed" the car in this country for about six months before the first one was here. For the first four months, the commercials didn't even tell you what brand of car the commercial was for. But they did an excellent job of bringing about the emotions of being free, of having no worries. When they did finally tell you who the maker was, the "tone" of the commercial was well known by everyone.

The cars couldn't be kept in stock and were on constant back order for nearly two full years.

Remember the guy I told you about in chapter 2 that sold the menopausal solutions?

His ads work so well because of the emotion involved. By parroting the customers own words back to them, by using Imagination, he was able to get his customers more emotionally involved with his sales message. His customers were able to *feel* what he was saying.

This play on their emotions allows him to pull down orders in an enviably brief period of time. He's got one of the few businesses where he makes a sale, typically within 3 contacts as opposed to seven with an average internet business.

.....



By playing using your customer's emotions, they become involved in your message. Further, you can demonstrate how you can make their emotions BETTER with your solution. The result will be a great deal more in sales

---

## **The logical side of things**

I've said many times now how emotion is what causes people to buy. However, I've also said that the brain will attempt to justify what the emotional side wants with logic.

In your sales message, in your story, you need to provide your customer's logical brain with reasons it can use to justify the emotional sides desire to purchase your product.

As an example, in the Apples vs Oranges chapter, I explained how your demonstrate value in your products. This is a direct play on the brains logical "half". By providing logical information, wrapped into the overall emotional sales story, you give your users what they need to be able to make the purchase.

A story that does nothing but play on emotions will sell much more effectively than one that uses logic alone. Indeed, the story that uses emotions alone will sell MUCH better.

However, the story that uses emotion and logic will outperform both of the above COMBINED.

I've seen people sell things to business executives, and in the sales message they talk about the tax deductibility of the item if they list it as an expense.

Trust me, people that run businesses know how to structure their purchases for maximum tax benefit, and even hire accountants just to make sure they do it right.

Therefore, one would think that mentioning the tax breaks you could get wouldn't help much. The fact is however, that it helps a lot, especially on something that is non-essential for running the business.

By providing a logical justification for the product, even one that is obvious, it makes the purchase much less imposing, and therefore much easier for the customer to act on their desire to own the product.

In the case of the Mercedes-Benz, there is a lot to point to. The safety, the appearance, the performance. The same thing is true of every other product.

Indeed, in many ways, the logical side of your story will answer your prospects unspoken question “Why should I buy this thing over and above the thing his competitor sells?”

In some marketing circles, answering that question is one of the single most important things you can do. Personally I disagree, I think it is the second single most important thing you can do. The most important is to get the customer emotionally engaged, then you want to get them logically engaged.



Once you get your customer emotionally involved, you need to make sure that your customer has logical justification to purchase your product.

---

## **They Are Greedy, And That Is Good**

Greed, as it relates to your customer's attraction to a good deal, is a strong motivating factor. However, don't make the mistake of assuming that a low price (or a good deal) will always motivate your customers to buy. In some cases, a low price can kill your sales.

Now, it is true that when you lower the price of something, you have an easier sale that requires less justification and less logic. It makes the overall sales pitch easier. Keep lowering the price and you'll create an enhanced emotional desire for that product that will defy logic entirely and will negate the need for any form of justification. Keep going lower, and you'll begin to raise credibility issues.

Indeed, there is some evidence to suggest that ANYTIME you reduce the price on something, you should say why the price is lower (justification). This will prevent a reduction in your credibility no matter how low the price gets.

As an example, Wolf Data Systems sells a piece of software called RapiDoc. They sent out a mailing in which the normal \$499 price was reduced to \$299 ... but only for the next fifty people to purchase. The reason for such a drastic price reduction was simple. There was an error on the CD Jewel Case label. They did the whole "our loss is your gain" thing and sold over one hundred copies of the software in 9 days.

Now you may notice there is a problem with the math. You see, the promotion worked SO WELL, that they found themselves in the position of purposely making some copies with a flawed jewel case label. The customer won because they got the product for less than they otherwise would have, and Wolf Data Systems won because they sold more software. It worked out well for everyone.

What is important here is that they sold SO MUCH of the software so quickly (and the whole "flawed label" thing is now a regular part of their marketing mix) thanks to the "greed" factor of their customers. The

customers saw a good deal, and almost literally beat a path to Wolf Data System's door to buy the software in time to be one of the people to get the better price.

As another example, in one of Joe Sugarman's seminar's he does this little skit with a creative device he calls "The Think Tank". He starts off by holding the device up into the air, and saying "I've got enough for about 75% of you, and this thing costs \$19.95, anyone who wants one hold up your hand."

Nobody does. Then he explains what the thing is. It helps you to come up with incredible stories that will push you into thinking of things in new and creative ways. Then he asks again who wants one ... everyone raises their hands

Then he says "I was just kidding about the \$20 price. It really costs \$99.95. Now who wants one?" At this point, only about a third of the people raise their hands.

Then he says "Now let me ask you something. If you use just one of the ideas generated from Think Tank, and it makes you an extra \$1000, would the \$99.95 be worth it?" Everyone agrees that it would be a worth it.

Then he goes through multiple testimonials of people two made ten, twenty, thirty thousand from using the Think Tank. When he asks this time, nearly everyone raises their hands again ... and he sells them out. Some people can't even get one at the seminar and have to pay EXTRA to have one shipped to them.

Notice what happened. He got people involved, he got them to agree to a small thing, then proved to them that what they just agreed to would happen; on top of demonstrating all the money people made from using the thing ... now he's adding greed on top of the pile. It's no wonder that he sells out of his "Think Tanks" at every seminar he does this.



By playing to your customer's greed, you can create a very strong buy impulse. It can be the final leverage that pushes your customer into buying your product, the thing that removes any remaining barriers they have.

---

## **The Credibility Gap**

A perfect example of the next mind control tactic can be explained when I arrived at my bank fairly early one Thursday morning. I was simply going to pull some cash out of the ATM, then head on over to my office.

When I got there, six different people were milling about, all waiting for the bank to open in about ten minutes. It was unusual for there to be that many people waiting for the bank to open, but I didn't think anything of it, until I approached the ATM.

Instantly I heard from the people that I shouldn't use the ATM as it isn't working. I took one look at the ATM screen, which was displaying the usual stuff as if it were working. I have a good familiarity with ATM's as I used to write programs for them some years ago. I know that there are precious few things that can happen to an ATM that won't result in the screen changing to the "Temporarily out of service" screen and not allowing any input from the user.

This was not the case, so I asked people what was wrong. Every person said that they weren't getting their account information on their receipt. I looked at them with a fair amount of skepticism, and said "let me take a look."

One lady shrugged and said (in a tone that seemed to indicate she was offended that I didn't listen) "Don't say we didn't warn you."

I pulled some money out, and when I got the ATM receipt, they were right, it wasn't mine. It took me all of about five seconds to figure out what happened. I asked who was the person who used it just before me ... it was the lady that was offended just moments ago.

"This is your receipt," I told her, and handed it to her. "I'm sure you'll find everything correct here."

She looked astonished. "How did you know," she asked.

“I run a computer consulting company, and a few years ago, before I started the company, I wrote programs for ATM machines. I know exactly how they work. There is nothing wrong with anyone’s account. Everything is fine, it’s just that the printer that sends out the receipts wasn’t loaded properly. This is resulting in the receipts coming out later than they should.”

They all looked very relieved, and in seconds everyone had left to go about their business. I hung around and waited for the bank to open so I could let the manager (a good friend of mine) know what had happened.

Now, credibility can help you immensely, or it can hurt you. If people do not feel that you have any credibility, then this will make it much more difficult to close sales. Operating your business with honest, with integrity, will go a long way to building credibility with your customers, but in some ways, that takes to long.

I’d rather just have a customer buy my products already having decided there is no credibility problem. The easiest way to do this is to “piggy-back” on the credibility of someone else.

As an example, when I sell products through one of my affiliates (lets say Joe Vitale), those people already know and respect Joe. They know he wouldn’t sell something he didn’t believe in. In short, he’s already got credibility.

Another way to build credibility is to insert statements from “official” sources (which also leverages the authority item). If you sell food products, insert a “testimonial block” in your sales message from the FDA on the benefits of your product. Or perhaps simply an “FDA APPROVED” logo at some point.

Another thing you can do is to insert an exceedingly technical description of your product immediately below a picture of it (sort of like a caption). This will demonstrate that you’ve done your homework,

that you obviously know what you are talking about, and through that build credibility.

And the more technical the mumbo-jumbo the better.



Credibility is one of those things that plays to the logical side of your customer's brain. It helps your customer to see that you know what you are talking about, that your product is of good quality, that you are trustworthy. It is another of the logical justifications your customer can use to buy.

---

## **Just Buy It Back (Satisfaction Guarantee)**

On the internet, lots of products have “satisfaction guarantees.” And many of these are so poorly worded I wonder if they don’t end up hurting the sales process.

Look, you want your customer to feel comfortable buying from you. Further, studies show that only a truly miniscule percentage of people will return a product they like, even with digital products that can be “returned” and a copy still kept on their computer.

So, if your product is good, almost no one will ask for a refund.

Given that, you want to have a money-back guarantee that is SO GOOD, the people reading the guarantee are either convinced your product MUST be good for you to offer such a guarantee, or to be sure that you are going to be ripped off by unscrupulous people.

Going back to the RapiDoc product sold by Wolf Data Systems, in their guarantee, they say that if you aren’t satisfied with their product, for any reason, they’ll refund the purchase amount PLUS \$100. But you know what, they’ve never had someone ask for a refund.

Now think about it, that is a very convincing guarantee.

Or look at the guarantee for this product. I’ve got multiple of them. First is the “try it for seven days free” guarantee, then there is the “if after 6 months you decide you don’t like it, I’ll pay for the product and the time you wasted.” In other words, I’m setting up a guarantee that is so good, people are sure that my product is good because otherwise I would not be in business long.

And I’ve never given a refund either, or had someone “return” the product. Not even one person, which is almost unheard of on the internet.

The goal here is that your sales copy should already have resolved every possible objection your customer may possibly have. The satisfaction guarantee is then there so that it breaks down the customer's final hesitancy to buy. It should go BEYOND what the customer would expect to see there, or what they'd get from anyone else selling a competing product.



An overwhelming satisfaction guarantee can, almost by itself, give customers a buy impulse. It plays to both the logical and emotional sides of the customer and therefore good guarantees are powerful motivators to buy your product

---

## **Everything's Collectible**

I don't know how many of you watch QVC, but if you don't, I would recommend that you start. Some of the best salesmanship around can be found right there. These people use any and every psychological edge they can get, and one of them is a desire among people to collect things.

Once you watch QVC, you'll notice how some types of products keep coming back, especially if they are traditionally thought of as "collectibles." Take porcelain dolls as an example. You'd think by now everyone that watched QVC would have one ... and yet they still sell them by the thousands.

The reason for this is that people who buy one, are likely at some point to want another, and then another. Pretty soon they even think of themselves as doll collectors and will then REALLY begin to look at them ... which makes them much more likely to buy another.

One way you can maximize this tendency is by sending some sort of free thingy or another that holds the collectible item. A drafter might like to collect unusual drafting implements, a mechanic might like to collect tools. Almost anything you can think of has something that can be collected, and if you are astute, you can encourage this desire to collect.

Understand that this desire is fairly strongly linked to the "I'm Right" buying trigger we've discussed earlier. Once they start down a road, a person will do some amazing things to continuously prove to themselves that they had done the right thing. This then turns into proving that they are continuing to do the right thing. They'll back up one action with another in an effort to demonstrate to themselves and those around them that they are acting in a consistent and logical manner.

This habit extends well beyond things even setup as collectibles. If a customer buys one of something from you, consider the fact that they might also like to collect similar products.



People love to collect things. I know people that are in the copy writing business that collect books on copy writing (sounds strange, I know). They're suckers for anything new that comes out, and lets face it, a book on how to write better marketing materials isn't your "typical" item to collect. The point is to remember that if a customer bought one of your products, they may also want to buy similar products in your "collection".

---

## **Enough Is Enough**

There can only be so much information digested in a single sitting. After a while, you've got to take a breather.

I realized that my book needed a breather, and I picked this chapter in which to do it. There's no real reason for picking this chapter other than as I was writing the book, this is the section at which I was tired and wanted to write about something else.

Since I was tired, I reasoned that you would be too, and after all, "I'm right" aren't I.

At some point, you've got to ask yourself, does any of this stuff REALLY work? I mean sure, I provide examples of how it would work, but what hard and fast proof do I have that it works.

Well, the first proof is that you're reading a book that was marketed using the very same psychological triggers that I talk about in this book. You are proof in the pudding.

But that is a bit of a cop out however. How do I know the stuff I am pontificating on truly works for the masses.

Now, I could go on and on, but let's put it this way. I sell numerous products. I sell books, salsa, data services (to companies and individuals), a diet plan, and now marketing information.

I sell products both online and "offline" (via direct mail/mail order). My various online businesses net me roughly twenty thousand a month. My "offline" businesses net me roughly ten times that amount (that's \$200,000 a month for the mathematically challenged).

Now, that equals \$220,000 each and every month, made by marketing products using the very same mind control marketing techniques that we are talking about right here in this book.

Of course that does not mean that you can duplicate my success simply by reading this book. Unfortunately it isn't quite that easy. To duplicate my success, you need to know other information, such as how to find and create products, how to best utilize various forms of media. Further, I relate numerous stories that provide you with valuable strategies to fuel your business immediately.

I provide this information in a "roadmap" format that makes it easy to follow in my footsteps, that makes it easy to duplicate my success.

I mean think about it, don't YOU want to make \$220,000 every single month?

*Building Your Empire: Secrets From Someone That Did It* is your key to my personal vault.

That one book, will lay out for you, step-by-easy-step, the exact things you need to do to go from where you are right now, to where I am right now.

And before you think you are "too far behind" to be able get to where I am, when I started doing this I was quite literally homeless. I was living in a motorhome in the driveway of my in-laws. I had no money, no computer, no products, no office, no phone, no fax machine.

For the first several months, I ran my business out of a local public library.

I understand exactly how to start a business with nothing, because that is exactly what I had. I understand the exact steps that need to be followed, because I took them.

Further, unlike so many other products like this, I consider this one to be a "killer" product. By that I mean that once you are done with this one, you won't need anything else. You just follow the steps I give you, and

you'll build your way to riches without ever needing to buy another "marketing ho-to" product again. You'll build an empire that covers both the internet world and the offline world.

Just imagine it, you are now a business mogul, before you is your huge desk, outside your plush office sits a staff waiting to do as you ask them. Business leaders and bankers from all over your town call you for advice, asking you to be on their board of directors so you can help lead their companies to have the same kind of success you have. You'll be a part of an exclusive group of highly sought after successful entrepreneurs.

Do you want all of that?

Then you should know that *Building Your Empire: Secrets From Someone That Did It* was priced at \$49 when I first started marketing it. I raised the price to \$99.95 a few months later, and sales stayed at the same level as the \$49 price. I recently raised the price all the way up to \$197 ... and my level of sales dropped off by only 2%. I honestly don't know how long the price will stay at \$197. I'm getting testimonials coming in pretty fast and furious from people telling me how much money they are making.'

I mean, you have to agree that \$499 for a product that later makes you \$100,000 is an amazing deal. This is precisely why the product is going to have to go up in price, at least to \$499, and I may go higher than that.

If you want to lock in the lower price, you must order right now. [Click Here](#) to order.

## **The Fire**

I want to give you a quick scenario that happens to sales people who do not use my techniques.

Lets say Joe Salesguy is at a sales meeting with a potential client. He has expertly raised every objection that the client could possibly have had, and addressed every one. Joe has displayed honesty, integrity, and credibility. The client is nodding yes regularly throughout the sales process. Finally, the pitch is done and Joe asks for the sale. The client then pauses for a moment, looks Joe in the eye and says “let me think about it.”

It is a proven fact that if this happens, the prospect won't buy. I could go on and on about WHY the client will end up not buying, but that is irrelevant. What matters is that the more time there is from the delivery of the sales pitch and the request for the sale is made until the time when the client actually makes a decision, will GREATLY affect the likelihood of the client agreeing to buy the product.

The sooner the client decides to make a decision, the more likely that decision will be “yes, I want to buy.”

The longer the client takes to decide, the more likely the answer will be “no, I don't want to buy.”

So the thing you want to do is light a fire ... and stick it under the potential client's but.

There are a couple of ways of doing this. You just saw one of them in action in the last chapter. I let you know, in no uncertain terms, that I was going to be raising the price of the product in the very near future. If you don't act soon, you'll lose out on the lower price.

Another thing you can do is throw in a bunch of extra goodies, available ONLY to people who act right then and there. The internet community

has done a TERRIBLE job with this one. Lots of people give lots of bonuses ... none of them are ever seriously limited time offers. This is completely different from me. I change my bonuses all the time. If you like one of the bonuses I'm giving out at a particular point in time, you'd better snatch the product up, because in no time at all, that bonus won't be available.

In short, you need to create a sense of urgency with your potential customers. You do this either with the credible threat that prices will be going up, by placing bonuses on the product that truly are available only for a limited time.

If you are selling products to other businesses, one of the things I'll do is setup a "limited quantity" situation with my prospective client, then as the meeting is nearing a close, begin watching the clock very closely. I'll let them know that I've got another meeting to make ... with their competitor, for the product of which there is only a certain quantity, and the competitor is going to buy the entire available stock.

This works beautifully.

Keep in mind that creating a sense of urgency is not limited to the ideas I just gave you. I can't even recall of the excellent ways I've seen this one applied, it truly is limited only by your imagination.

Just keep in mind that if you don't give your clients SOME sense of urgency, then they won't feel the need to buy right at that moment, and if they don't buy right at that moment, they probably won't buy at all.



By creating some sort of pressure on your customer to buy right now, they are more likely to do so. Use a limited time offer, or a limited quantity offer.

---

## **Augusta National (Exclusivity)**

I don't know what your political leanings are, and to be honest, I don't care. I'm bringing up Augusta National because at this point many people are familiar with the goings on at the famous mens-only country club. They are famous for the Masters tournament, and lately they are famous (or infamous depending on your political view on the issue) for their refusal to allow a woman as an official member.

Indeed, it is that last item that I want to point out. Right now, there is a woman that is demanding that she be allowed to become a member of a private, mens-only club.

This woman has got to know that she would receive a rather cool welcome as the only way she's going to get in at this point is if her court actions are successful.

Why on earth would someone go through the expense and hassle of going through a legal challenge just to be allowed to give a group of people who neither like you nor want you around SEVERAL hundred thousand dollars? Would you do such a thing?

Then why is she?

The answer is one word. Exclusivity.

Augusta National is the single most exclusive club in the country. It's membership, all men, are among the most powerful and prominent people in our society. CEO's of our nations largest corporations make up the bulk of the roster. Indeed, it took Bill Gates over three years of trying to get in before they finally let him.

Becoming a member of Augusta National makes you a member of the single most exclusive and elite club in the country. It gives you the opportunity to network with every mover and shaker in our country.

These people are powerful enough that they can call the President ... and he'll take it.

You can apply this same concept to your products. Remember above when I talked about setting up a "limited quantity" situation with my customer. Well, that's an example of exclusivity. Another way is to autograph your books.

Things can be limited edition, signed and numbered limited edition, autographed, even purposely under produced.

This way, every person that gets one feels like they are part of some special group, someone that gets special treatment. This emotional mind control trick can turn lack luster sales into blockbusters in a big hurry. Remember the story of Wolf Data Systems and their product RapiDoc where they only had a limited number of copies? Exclusivity came into play as well as the greed factor.



In some ways, exclusivity plays to the Mob Rules mentality. It also plays to greed. But more importantly, it appeals to your customer's desire to be seen as being better, of having only the best things. Creating exclusivity with your products is another of those items that can hit both the logical and the emotional side of your customer.

---

## **Make Mine Simple**

You've heard of the KISS principal. Keep It Simple Stupid.

That axiom is particularly true in sales. I can remember a time when AT&T had the single most complicated long distance billing plan you can possibly imagine. The documentation of how it worked was a multi-page deal with ne third inch margins and printed at a 5 pt font.

MCI came in with a "simple" long distance plan. 10 cents per minute, any time, any day. It made the whole thing easy to understand. No matter what time of the day it was, or what day of the week it was, your call was going to cost ten cents per minute ... period. The advertising campaign hit the "SIMPLE" button pretty hard and repeatedly.

They cleaned up for MONTHS before AT&T caught on and created a similar plan to combat MCI.

One of the ways I use this is to "personally recommend" things. "I've looked at all the products, I've called all of the people, I've spoken to former customers, and after doing all of that, I can tell you without hesitation that I personally select this product as the single best one for quality, features, and price."

What I just did is make things easy for the customer. They don't have to comparison shop anymore because I just did it for them. They didn't have to even look at my other products of a similar nature. I made the buying decision easy, because there is no decision other than to buy my product.

Most television advertisements ... especially those for cars, violate this rule BIG TIME. They think that they are hitting "a wider audience" by giving a big selection. What they are really doing is giving the potential customers so many choices their heads get filled up with so much, that it all gets filtered out as just more noise. One of these days I'm going to

give my time away to some car dealership that advertises on TV just so I can show them how to do this right.

The truth is, the more decisions your customer has to make, the you are making “not buying” one of the decision that are available. Don’t do that. Do not give your clients multiple choices in a single mailing. In any one mailing, there should be only one choice to make. Doing what you ask them to.



By keeping things simple, you make it easier for your customer to logically justify a single action. Choices on the other hand require your customer’s logical side to first decide which item he should get. You are giving your customer opportunity to say “I need to do some more research.” Which is the same as your customer not buying at all.

---

## **I Feel So Guilty**

In the book *Influence and the Psychology of Persuasion*, the author, Robert Cialdini has a rule he calls “The Universal Rule of Reciprocation.”

What this means is that once you give someone something, they are obliged to reciprocate. He proves this by relating stories of the Hare Krishna’s and their antics during the 80’s in airports. They would give you a flower as you walked into the airport, then at the gate they’d be asking for donations. Almost everyone they managed to accept one of their “free” flowers ended up donating to their cause.

I’ve personally used this technique in selling through a combination of Repetition and Guilt. I would send out a mailing every week. Each week there was some sort of premium item I would enclose. Perhaps it would be a pen with the companies name on it. Another week maybe a pair of cuff links. Next week I’d include some sort of Involvement device. A few weeks of this, and almost everyone calls, some even apologizing for not calling sooner.

You can use this very same technique in your own selling process. You can give things away to your people, and let them know that you are giving it to them in the hopes that some day they will repay your generosity.

If you keep it up, they’ll either turn you off completely, or they’ll order from you. More likely than not, they’ll order.

You’re giving them something free. They know this. Preciously few people will turn their back on generosity, especially when the generosity is aimed their way.

Before long, feelings of guilt and the need to reciprocate set in.

This is truly one of those areas where the more you do, and the more you let your potential customers know you are doing for them, the more likely they are to buy from you.



Guilt can be a powerful motivating force. According to Robert Cialdini in his book *Influence: The psychology of persuasion* he believes it may be the single most powerful force in human society (and he provides a powerful example of this).

---

## **93.4% of all People said... (Specificity)**

Have you ever seen any really specific statistics in an advertisement. Things like “93% of all people enjoyed the taste of our sludge over the leading brand,” are used all the time. Being specific is one way of building credibility, of playing to the logical side of the brain. The reason this works is if I said “New doctors every where are recommending our cough syrup...” that sounds like typical B.S. advertising nonsense.

However, if I say “91% of all doctors now recommend our pain relief over all others combined.” That sounds much more believable, because it is specific. General statements in advertising and sales message are at best discounted and looked at with extreme doubt. Specific statements obtain an air of believability because you are saying something that can (supposedly) be easily verified. Now that does mean that the statements need to be honest. Don’t say that “91% of all doctors recommend...” if you can’t back it up somehow.

I once wrote an ad for an art gallery (Stephen Clayton Galleries in San Diego) that talked, with significant detail, about how much the ad cost, then compared that to all the free stuff we were giving away (like \$50) in an effort to show that this promotion wasn’t supposed to be profitable for the gallery, but instead a “customer appreciation” period. I was playing on greed and on specificity. What actually happened is that it was the single most profitable promotion in the gallery’s ten year history.

Understand that people are generally very skeptical about sales messages in general, and often don’t believe many of the claims made in the ads. But when you claim is specific, and backed up with proof, your message is much more credible and therefore more trusted.

Be specific in your statements and your facts.



Being specific is the single strongest way of playing to your customer's logical side. It is also a great way of demonstrating credibility.

---

## **I've Never Won Anything Before**

Hope.

Next to love it may be the single most emotionally charged word in the English language. Every year, millions of people respond to the Publisher's Clearing House Sweepstakes out of the hope that they will win the ten million dollar prize.

When someone buys a computer, they are hoping it will make their lives easier. When someone gets an internet account, they are hoping that keeping in contact with loved ones will be easier. You purchased this product in the hope that you will make more money (and you will if you use the techniques in the book).

Hope is so powerful, it's addictive. Look at people who are addicted to gambling. They are literally "hooked" on the constant gnawing hope that they will "hit it big."

Right now, there is a guy selling Coral Calcium on the infomercial circuit. He pushes the whole hope angle HARD. Hope that you won't get sick, or if you do, that this stuff will be the magic cure. Personally, I feel that some of the things said play on this emotion so strongly that the comments border on fraudulent (the whole thing they do with cancer as an example).

What you can do in your sales presentation is to first focus on building yourself as a credible person, a knowledgeable authority, and that you represent products with a lot of innate value. Then, what every you say your product did for you, or for previous customers via testimonials, will give the power of hope to your potential customers. Hope can also be used to get people to re-order who currently have your product.

No matter what it is you sell, if you have built credibility and trust with your customers, you can inspire hope.



While Robert Cialdini believes that Guilt is the most powerful motivator in all of human society, I am firmly convinced that this is not accurate. Hope is by far a more powerful force and a more powerful motivator. Make your customer's have hope that your product will solve their problems, and they will be emotionally compelled to buy.

---

## **Seduction (Curiosity)**

You see this over and over again in modern advertisements. Indeed, it may be one of the single most powerful tools in a marketer's arsenal (next to using a customer's own words right back at them).

And I'm not talking about seduction either.

What I'm talking about is the way marketers go about seducing you.

Specifically, I'm talking about Curiosity.

You can use curiosity to keep your potential customers moving along your sales message. You can use curiosity to keep them engaged.

If you sell information, or other intellectual property, curiosity is probably the single greatest tool you can use. You can tell them what they will find out from reading your book, while not telling them how. Indeed, the sales page for this product uses that very same approach. I build curiosity at every and any chance I can get. I use curiosity to keep the attention of my prospects while I deliver my sales message.

Allow me to illustrate:

People say that sex sells.

What I want you to do is imagine that you are making love with someone.

Now write out a check for \$2,000 and send it to me.

You're not writing that check are you.

So obviously sex alone doesn't sell. There's got to be something else, some other hook. Indeed, there is a wide and growing body of evidence to suggest that sex by itself never has sold that well.

Today, Playboy's subscriber ship is on the decline. Maxim's is skyrocketing.

Both essentially sell sex, yet Maxim is thriving while Playboy is floundering.

Now I'm going to avoid making judgment calls about the two magazines, but lets put it this way. If sex sells, then doesn't it make sense that the magazine that sells the most sex would win?

Yet this is not the case. Playboy, which sells more sex than Maxim, is floundering. Maxim, which sells less sex than Playboy, is thriving.

The reason for this is simple. Maxim adds an element to their magazine that Playboy simply does not have.

Curiosity.

Maxim doesn't show everything. On top of this, they include other psychological factors such as "Mental Engagement". In other words, your mind must become more engaged with Maxim than with Playboy in order for the "sex" angle to work.

Lets face it, with Playboy there isn't much curiosity after a few shots and mental engagement isn't required ... things are pretty obvious.

These things serve as some pretty powerful lessons that should be used with your own web site.

A further example goes like this:

I'm sitting in my office, work up to my eyeballs, and I get a call from this woman. She says "Honey, don't say anything. I just want you to open up your web browser and go to this site. The "site" is just an IP address ... which loads up Microsoft's video player, then shows a

woman's silhouette. She's behind a fairly thin curtain of some sort with very bright lights on behind her. I can see her figure very clearly. She's thin, in unbelievable shape ... and apparently wearing nothing, though I couldn't be absolutely sure, she could have just had on VERY form fitting clothing.

What's more, this shape obviously is holding a phone ... it's the woman on the other end.

“Don't say anything yet, just listen to me and watch.”

and since this lesson isn't about the sultry whisperings of gorgeous, women, I'm going to hold off on the specifics for now (but just to be fair, I will tell you what happened later ... look for the chapter heading "THE REST OF THE STORY" it's the last chapter of the book ... you can find this spot again because I left a lot of "white space" If you truly need to finish the story, go ahead, then just come back here.)

What is important here is what the woman did. She setup an environment where the person she MEANT to be talking to (which wasn't me) wouldn't be able to see everything. The person would be naturally curious (and when you read the rest of the story, you'll see that the person she was talking to had never seen her totally nude either). The person's mind would become fully engaged, and certainly very curious about what she was going to say and do. I'm a student of this stuff, and I was riveted.

Understand that while facts and figures do help out the logical side of the brain, they do nothing for the much more powerful emotional side. Further, too many facts and figures simply kill any hope you have of building curiosity.

If the woman had shown herself walking around nude, curiosity would have gone out the window. You would have seen everything there was to see. It would have been easier to tune her out. Instead, I was absolutely riveted on the edge of my seat.

With no curiosity in your sales pitch, how can you expect to maintain a person's interest in your message, in your story?

Another major benefit to building up a sense of curiosity about your product is that it builds anticipation with your customers. They become more excited about having the product now, to satisfy their curiosity. That sense of anticipation will further boost your sales.



Curiosity, by itself, usually is not strong enough to create a sale. However, curiosity can be used to build a stronger mental involvement with your customer, used to build a greater sense of hope, and it can also be used to keep your customer more engaged with your sales message.

---

## **Dirt and Polish (Framing)**

You are walking down a street, and there, leaning against the side of a building is a filthy, smelly man who needs a shave. His breath smells badly of alcohol. Propped up against the building are numerous paintings in flimsy cheap looking frames.

How much money will you consider these paintings to be worth?

Now, you are walking down a street, and one of the storefronts contains an art gallery. The people inside are all well-dressed and well-groomed. The paintings are skillfully and beautifully framed.

How much money will you consider these paintings to be worth?

The “frame of reference” is very important. The man on the street may have had much more beautiful paintings, but you might not pay even \$10 for one. The paintings in the gallery may not inspire anything within you, but you’d gladly pay a couple of hundred.

The difference between the two is how they are “framed” within your mind. The gallery is clean, respectable, up-scale. The guy on the street is dirty, untrustworthy, and low-class.

Do you see how important it is to frame your products properly?

If you are selling products to women, the worst thing you could do is frame your products in a way that makes them appealing to men. If you are selling products to a specific ethnic group, the worst thing you could do is frame your products around images of some other ethnic group.

Framing stretches from how “high-class” your products are thought of (and making them high-end may not be a good thing, depending on your audience), who the target audience is, the images that you have on your site, the actual appearance of your site (professional versus something that just some person threw together). Almost everything is involved

with how your site is framed in your customers mind. While this may not seem like a mind control tactic in and of itself, in reality it's one of the more important ones. By controlling how your customer frames you, your products, and your web site, you can control how they will perceive the entire sales message.



Make sure that you portray the correct image to your customers. If you are supposed to just be a “regular joe” trying to help someone out, then a slick web site that is professionally designed will not give you that image. On the other hand, if you are supposed to be a powerful titan of industry, then a web site on one of the free services and an email account on hotmail, will give your customers the wrong image. Make sure that your web site gives the impression that you want.

---

## **The Rest Of The Story**

You just got bit by the curiosity bug. Hard. I also forced you to become mentally engaged with the "imagery" of the woman.

Now, before you think you were cheated, the story I just told you actually happened. You see, it turns out that she forgot to type in the area code of her boy friend's (fiancé actually) new work number. So when she dialed, she got me.

Anyway, I never saw the woman, just her silhouette. On the phone, she says that it's just such a shame that he's never truly seen her. From what she said, it seems the two must have met at a ski lodge, dated over a two month period ... all of which was cold, and decided to get married. The date was set for only a few days away.

She wanted to give her fiancé a taste of what he would be getting, a "look" without actually seeing. She danced a little and moved in a seductive manner (her hands roaming, the whole deal). It was masterful. In how she played on curiosity and mental engagement.

As this progressed, my conscience began to get me. While I was not exactly cheating on my wife, this woman was under the impression that I was someone other than I was. This "show" was obviously not meant for my eyes. But at the same time, I felt trapped, the curiosity was holding me captive.

Finally I just blurt out "I turned my computer monitor off." (Even though I hadn't, I was hoping to prevent her from feeling too foolish)

There's a pause, her silhouette stops moving, and she says "Why?"

"Because I'm not Bob."

In a flash, her silhouette vanishes and the "movie" ends.

I actually heard from her a week later (which was either very brave or very stupid in this day and age of Caller ID). She calls me back and thanks me for not letting it go any farther ... she says that she was just about to pull the sheet away, and she would have felt guilty if any other man had seen her before her husband.

I congratulated her on her marriage and wished her luck.

Now that the story is out of the way, let me again illustrate what just happened.

I used a story that built up some curiosity. Yes, some “sex” was involved/implied, but it was CURIOSITY that got you to keep going. It was curiosity that got you to jump all the way down here.

At this point, you could go back to where you were and continue reading, finishing what you already started (and learning a few other tactics), or you could leave much of this book still unread. Up to you.

## **Using Every Tool**

To make your sales messages as effective as possible, you'll want to use as many of the mind control techniques and tactics in this book as you can. Sometimes, you may not want to use one, two, or three of the techniques because they aren't appropriate to what you are doing. And on that note, you'll want to print out just this page every time you are creating a sales message for something. Simply check off each item that you have in your sales message. If some are missing, you can rewrite a little, add in the missing components. You can make your sales messages as strong as possible, you can include as many mind control techniques as possible and therefore make more sales.

- [Customers Own Words](#)
- [Imagination](#)
- [Create a Group/use herd mentality](#)
- [Unfinished business/leaving things incomplete](#)
- [I'm Right](#)
- [Foot in the door \(Getting in\)](#)
- [Authority](#)
- [Dirty Laundry/be upfront with problems](#)
- [Customer Involvement/Ownership](#)
- [Integrity](#)
- [Using Stories](#)
- [Apples vs Oranges](#)
- [Emotions](#)
- [Logic](#)
- [Greed](#)
- [Credibility](#)
- [Satisfaction Guarantee](#)
- [Collectible](#)
- [The Fire/Limited time or quantity offer](#)
- [Exclusivity](#)
- [Keep it simple](#)
- [Guilt](#)
- [Specificity](#)
- [Hope](#)
- [Curiosity](#)
- [Framing](#)