



VIDEO TRANSCRIPT:

How to Ethically and Effortlessly Multiply Your Sales



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How to Ethically and Effortlessly Multiply Your Sales

One of the most loaded concepts in the world of business is the concept of selling.

On the one hand, we all know that if you don't sell your product or service, you don't have a business. But on the other hand, we've all had terrible experiences of being sold to intensively and insensitively, with the big red and yellow highlighted text on sales letters, the countdown timers and false scarcity, and the ridiculous stacking of bonuses that add up to the incredible value of forty-seven thousand dollars, even though the offer only costs a hundred bucks... and we don't want to be "that guy or gal". And besides, if your offer is really good, should you have to sell it at all? Shouldn't it sell itself? The answer to that is yes, it should – and in this video, I'm going to show you how to make that happen.

I'm Danny Iny, the founder and CEO of Mirasee, which used to be called Firepole Marketing... but I know that you already know that, because I'm making this video exclusively for our community.

And the reason I'm making this video is that over the years, I've trained thousands of successful online entrepreneurs through our courses, and taught hundreds of thousands of value-driven online marketers through our blog and podcast, and regardless of what their business is about, how beginner or advanced they might be, or what strategy they're following, there's a single sticking point that just keeps showing up, to stop my students and audience in their tracks – and that sticking point is selling.

In this video, I'm going to show you how to bust through that sticking point and multiply your sales today, and with every offer you'll make from this day on. And I'm going to show you how to do it following a process that is completely ethical and respectful of your customers, that will be effortless for you.

And, best of all, I'm going to do it for free. And I don't mean "pretend free", as in "watch these three launch videos and then buy my program", either. We've actually got something special in store for you, so if you're watching this and you think you know where this is going, I can pretty much guarantee that you're going to be surprised!

But I'm getting ahead of myself. Right now, I want to show you how you can sell more, and do it more easily – and that starts with understanding the two parallel strategies to making a sale.

The first strategy is the strategy of persuasion, and I want to talk about this one first, because it's what most people think of when they think of selling.

This is where most of the marketing stuff that you've probably seen or learned about come into play; the copywriting strategies, the funnels, the social proof, the limited time offers, the super long sales letters, the bonus stacking, the sales videos that don't have controls on them, the high pressure phone calls from telemarketers... they're all about persuading you to buy something... or in some cases, they're past persuasion, and into the territory of manipulation – that's what happens when marketers cross over to the dark side.

Now, I want to be very clear that you can absolutely use some of these tools and techniques in ways that are perfectly ethical; the core question that marketers should ask themselves is whether their new customer will still be happy with their decision to buy after all the adrenaline and endorphins have worn off, and even if they explained to the customer all of the techniques that they used to get the sale.

If you were to do that, and your new customer would say "that's great, thank you so much for leading me to take this action", then it's completely ethical persuasion. On the other hand, if they

would feel used, abused, and taken advantage of – as unfortunately, many of us have felt at the end of a long chain of up-sells once we finally committed to buy something – then that's not persuasion. It's manipulation, and it's wrong.

I employ the strategies of ethical persuasion in my business, and I teach our students to do the same. And I completely abhor the manipulations that I see some marketers engage in, and I do my best to steer our community away from them, and teach them how to spot those manipulations from a distance, so that you can protect yourself.

Here's the thing, though. Even though there's a world of difference between ethical persuasion and manipulation, it's a difference of degree. Kind of like a dash of salt can make a dish that much more appealing and delicious, but if you drown it in salt, you'll ruin the dish, and maybe even poison your guests.

That's why these techniques are so uncomfortable to so many people; it feels like it could be a slippery slope, and once we start down the path of persuasion, we're afraid that we'll turn into the manipulative monsters that we hate.

Now, that doesn't have to be the case, and I can teach you how to use the strategies of ethical persuasion without ever getting near

the dark side, but even more important than that is the second strategy that I need to tell you about.

That second strategy is the strategy of attraction. It's much more rare than persuasion, and it's also much more powerful – and I'm willing to bet that you've experienced it a few times yourself.

Here's how you can tell: rather than someone having to tell you why an offer is so good, you knew you wanted it from the first second that you saw it. Rather than having to be convinced about why it would be good for you, your brain was busy listing out for you all the benefits that you would get, whether they were written down somewhere or not. And rather than have a sales person or sales letter trying to persuade you to buy, you couldn't skip past all that stuff fast enough to sign up, and even make the case to your friends about why they should, too.

It's rare, but we've all been there... and don't we wish that's what it would be like when the time comes for us to sell our own stuff?

Well, it can – and I'm going to show you how. But first, I want to explain how the strategy of persuasion and the strategy of attraction relate to each other.

Remember how I said that these are two parallel strategies? It's because they can both get you to a sale, and usually, you have to

apply both of them to some degree, because it's very hard to successfully sell anything with only one of these two elements; you can't persuade or manipulate someone to buy something that they feel no attraction towards whatsoever, and even if the attraction is very strong, you still need to do at least a little bit of persuading to prompt people to take action today.

So you do need both, but how much of each depends on the balance. All things being equal, the stronger you are with one, the less you need of the other.

So now the question is, how do you apply the strategy of attraction, so that persuasion becomes almost irrelevant?

It's a lot harder than with the strategy of persuasion – we all know how to do that, at least in theory, because we see it all the time. It's the scarcity plays, and the social proof, and all the rest of it. Even if we aren't experts at using them, we know what they look like, because we see them all the time.

But when it comes to applying the strategy of attraction, we're at a loss, for two reasons. First of all, it's just much more rare, so there aren't so many examples to see. But even when we do see a great example, it's almost like there's some invisible magic at play, and we can't for the life of us puzzle out what's going on. So

we think that some offers just have that magic, and if ours doesn't, then we have to go the persuasion route – end of story.

Except that isn't true. When attraction is powerful, it usually isn't by accident. There's actually a lot of care that goes on behind the scenes to understand your customers on a deep level, and align what you've got with what they want on a deep level, to create that attraction.

Creating that powerful alignment means that you don't need to lean on fancy copywriting techniques, funnel technologies, or anything else – even with the simplest setup, customers will buy from you, because you're offering exactly what they're looking for.

Being in perfect alignment with the needs of your audience is the most powerful tool in a marketer's arsenal, that can effortlessly and powerfully attracts customers in droves, so that hardly any persuasion is necessary.

Now, you may be wondering, if this is so eminently do-able, why don't more people do it? I mean, we can all think of examples of marketers that we don't ever want to buy something from, let alone model.

The answer is that those marketers just don't care about their customers so much as they just want to make money, and it's virtually impossible to understand your customer on the deep level that you need to for the strategy of attraction to work if you don't genuinely care about them. That's why all those marketers have left is the strategy of persuasion, and so they have to pull out every trick in the book, and sometimes veer off into the dark side of manipulation – because that's all they've got.

But it doesn't have to be that way, and there are a lot of businesses that do well without having to play in the mud of manipulation. I'm intimately familiar with many of those businesses, because they're my students, my clients, my colleagues, and my friends.

And speaking for myself, I've never aggressively sold anything to anyone, and I've even discouraged people from buying things from me when I didn't feel like it was a great fit for them. I do it because I care about my audience and my customers, and I can afford to do it because we lean on the strategy of attraction to grow our business – and just add in a dash of persuasion here and there, like salt, for good measure.

That's what I want you to do: focus less on the tactics of persuasion, and more on the deep alignment between your offer

and your audience, to create that powerful attraction that will lead to more sales, much more easily. The question is, how do you do it?

The first step is to commit – to make the decision that rather than chasing after shiny objects of persuasion, you're going to double down on aligning your offer with the people you're trying to help. It's a scary step, because most marketers are busy selling you shiny tactics and strategies – but that's not where the big money, or the big impact, will be found.

Now, once you've made that commitment, the next thing you'll want to know is how to create that alignment – and don't worry, I've got you covered. There are three keys that you need to cover, and my team and I are working on another video for you, where I'll explain each of them, and how to use them to implement a powerful attraction strategy in your business.

And like I said before, if you think you know where I'm going with this, and that I'm gearing up for some big fancy product launch, I guarantee that you're going to be pleasantly surprised!

So watch for the next video, that I'll send your way in the next few days. And if you have an extra moment, I'd really appreciate it if you could leave a comment below, and tell me what you think of the two parallel strategies that I've shared with you today.



Do they resonate? Do they shed a new light on something that's been challenging for you? Do you have questions that you'd like me or my team to try to answer?

Whatever it is, I'd love to hear your thoughts. So please share them below, and I'll be back with more for you in the next video!