

USING PSYCHOLOGICAL SELLING TRIGGERS



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Chapter 1

Psychological Selling Triggers

In this video, we're going to talk about Psychological Selling Triggers. People love to buy but they hate to be sold. Isn't that the truest statement? We know people love to buy because the credit problem in this country is incredible. Not just this country, but around the world. People love spending money that they don't even have in order to buy things to impress people that they don't even like. It's just a fact, it's a nature thing nowadays. People love to buy stuff but they hate to feel sold, they hate to feel like oh my god, he sold me this.

We witnessed this in our industry when people want to know about one time offers. Before they're even shown an offer or an upsell, they want to know about it or else they're going to feel like they're being sold to. Well, the reality is that you can sell people and make them think that it was their idea to buy as long as you're using psychological selling triggers which we're going to cover over here in this video now.

Only 7% of communication is verbal, did you know that? When you're talking to people face to face, 7% of communication is verbal. We can argue about the way that the other 93% is split, but most of it has to do with—a lot of people think it's just with body language. It isn't. Body language plays a big role, but tonality, the tone of your voice and the syntax, the way that you arrange your words, those things are just as important if not more important than the position of your body.

The point is that only 7% of getting your point across is the actual audio that's coming out of your mouth. The rest is implied. It's the how portion of your message. It's how you sounded and how you looked when you said it that will determine how they respond. This principle holds true in all forms of communication, though it has to be slightly modified obviously for print, and audio, and video, because the person isn't in front of you. In many cases, you still convey the same exact emotion.

For example, when you're speaking on the telephone saying something, the way that you say it—whether you whisper it, if I get closer right now and I whisper something to you and I change the pace, the speed, the tone at which I'm saying it in, it conveys a completely different

emotion than if I'm far away over here talking like this all of a sudden trying to make a big point. The tone of voice and the speed and the envelope of the way that you present the message is very important, more so than the message itself in the way that it relates to emotion.

Here's what I mean. I'm not trying to confuse you with any psycho babble. Imagine a comedian, notice how a comedian can come up to you, a comedian can get away with saying things that you wouldn't let regular people say to you because they're comedians and they're doing it in a way that's funny.

For example, if somebody that you knew was a jokester came over to you and he's like hey let me tell you something, you're a son of a bitch. You wouldn't get upset at the way that he said that. He just called you a son of a bitch but you wouldn't get upset because he did it in a joking way. You knew it was a joke. He probably would bring a smile to your face in anticipation of what's coming next, what's the punch line, what's he about to say?

He insulted you and made you like it, made you want to hear more because of the way that he said what he said. This is also true in print. The way that you write what you write. The same as in video, the way that you perform what you're saying. The same as in audio, as I'm doing right here in this message. You're not seeing me but I'm conveying emotion. I just did it by dropping my voice right there, just like this.

Another thing that we do is strategic pauses like I just did right there. It catches people off guard. It's a pattern interrupt, it makes them go what? Hold on, did he just... Why did he stop? Is something wrong with my audio? It makes them stop. These are purposeful pattern interrupts that people do when they're talking to you.

Politicians do it all the time. One of the most expert politicians in public speaking that I know is Barack Obama. Man, that guy can read a teleprompter like nobody's business. He's very good at his strategic pauses like I just did there. He places them in specific spots of his presentation in order to draw you in, in order to make you think. He slowly feeds you an idea and basically gets you to believe something that isn't particularly true by actually just feeding you little bits of what he's about to say so that when he says it, it becomes a lot easier for you to swallow and absorb rather than just hitting you in the face with it.

These are professional speaking tactics. This is called NLP. What I want to talk to you about here is the reality that how you say what you say will trigger emotions that shape the purchase experience. The purchase experience is highly emotional. We've been talking about that fact

throughout the entire videoseries that you've been watching here because it just comes down to how you can make someone feel. If you can make someone feel that they trust you, if you can make someone feel that you're an authority, if you can make someone feel that it's a good product, if you establish that need, they're going to have those neurotransmitters rolling around in their head that are going to cause them to buy.

It's important that we don't dismiss the effects of emotion and psychological triggers. If your prospects all have one thing in common, that is they're human. They're all human. That means that human psychology will work. You have to use these psychological selling triggers to your advantage.

Let's talk about the brain and emotions.

First and foremost, it's your mission to create a purchase environment in your prospect's brain. You got to engorge that brain with positive endorphins that are going to make them feel good about buying. Endorphins are chemicals that your brain creates. Everything in your brain is chemical. Feelings, memories, it's all a formula, it's all chemicals that give you the sensation of trust or they give you the sensation of fear, they give you these feelings, they call up memories. It's all done through chemicals.

You want to be able to produce those neurotransmitters, those endorphins that make them feel good about buying. We know a little something about neurology and the way that you can psychologically create those specific emotions and those specific chemicals. We're going to talk about that here. Some of them are so easy to create that you're probably going to be like wow, why didn't I think of that?

First, did you know that colors play a big role in conjuring up a particular set of emotions? The background and font colors you use on your website will influence the purchase decision. This is very, very true.

You ever notice that a doctor's office or a hospital, they're never painted in bright neon colors? They don't, they want you calm. They're usually soft colors. They're not yellows and reds and bright blues and oranges and things like that because they don't want you excited, they don't want you freaking out, basically. They don't want those chemicals, they want you to relax, they want you serene. This is the reason that the soft music is playing.

Let's be honest, when you go into a doctor's office—I've never been to a doctor's office that was

like a night club. There was like neon paint on the walls and you walk in and blaring through the lounge is music. That's just not the scenario at a doctor's music. They're trying to create a completely different set of emotions, those of tranquility in your brain before you go in and see the doctor which for many people is a very frightening experience. They're trying to actually diminish that.

You can do this, you can accomplish the same thing through using particular colors in your logo, using particular colors on your website. Let me show you an example. Here's a color emotion guide. Look at all of these different companies that fall into the certain category that's identified over here on the left hand side.

Yellow, it's optimism, clarity, warmth. We're seeing logos that utilize yellow and gold, logos like Nikon, UPS, Subway, Best Buy, AOL, McDonald's. This is all optimistic, it's an optimistic type of color.

Then, you've got friendly and cheerful, confident, that's orange. The color of most payment buttons are usually orange and yellow, a combination of those two things. They're usually gradients. Nickelodeon is friendly and cheerful. Hooters, very cheerful. Amazon, look at all these logos here that are trying to be friendly.

Excitement, bold, youthful. Kellogg's, Kmart, Nintendo, Coca Cola, Netflix, Virgin!, Entertainment, a lot of entertainment stuff here.

How about creative? Purple is creative, imaginative, or wise. Looking at the color purple gives you a distinct feeling of wisdom and imagination. This is why we see a lot of technology companies that use this color in their logos. Sci-fi channels, Linux, a bunch of different ones, even Taco Bell and imaginative when you're eating their tacos.

Trust, blue. This is probably the most powerful one that we use in internet marketing and just in web design in general. The color blue converts very, very well. It helps your page convert. If you're having trouble converting your page and you've got a whacky background color or a really confusing background, distracting background image, change it to blue. Change it to a solid blue and watch the conversions soar. Dell, JPMorgan, Lowe's, Facebook.

Peaceful, green. It gives you a feeling of healthiness. It's an earth color, it gives you a feel of nature, a feel of health, and it makes you peaceful. We see a lot of food, and drinks, and things like that. It wants to make you feel healthy. Look at Starbucks, look at Monster if that's not ironic,

they want to make you feel healthy. Look at the gasoline company, BP, isn't that their logo down there at the bottom?

Grey, it gives you soft, calm, balance.

I don't know if you saw in the top right corner of this image, how about logos that want to encompass all of the spectrum? They want to actually have you feel optimistic, friendly, excited, creative, trustful, peaceful, and balance? They use all the colors at the same time. Google, NBC, Window's, eBay. It signifies diversity, a wider range of colors.

Very, very interesting stuff about the effects of colors on your prospects. You might have a really great message, but you're visually and subconsciously defeating your purpose if you are eliciting the wrong emotion by improperly using a mis-congruent color with your message, something that doesn't go with your message.

Images can instantly create emotion, that's another thing. In normal humans, and again in normal humans because not everyone will test the same but the great majority of us will, if we flash a picture of a cute puppy it will make you smile, it will make you feel happy. If we flash a picture of a gory, dead body, it will make you cringe, it will make you ugh, it will push you away. Instantly flashing a specific type of image will literally create an emotion.

What if I could say to you that there was a series of images that you could fly in front of people or just flash or just show them in the background or that you can display while you're talking that are literally going to make them want to buy? Why not? Why wouldn't there be such a set of images? If a cute puppy makes you smile, and a gory dead body makes you cringe, what type of image will make you want to spend money or buy something? There are images.

That's another thing that you should be mindful when you're talking about something sad, something painful, something difficult, you should display images of people with frustrated looks on their faces, people that are having a hard time doing something, people that are trying to accomplish something. When you actually are talking about something good and accomplishment, you could have a picture of maybe a sprint runner running and finally winning the race and breaking the ribbon. He's succeeding, something like that.

Again, different emotions are being triggered and different neuro-chemicals are being created in your brain when I talk a certain way, when I flash certain images in front of you, these are all very, very important things that you can do in your presentation whether it's in your sales video or

on your sales page, in order to convey emotion and get people to buy.

Buzz words trigger emotion too. You've got to be careful not to overstep the boundaries of your audience's reading level. This is something that we do all the time. Look, just because you can use big words and you know how to use a thesaurus and a dictionary doesn't make you smarter. Sometimes, trying to make yourself look smarter than your audience is going to push them away.

People like to be around others that are like them. They don't like feeling insecure or inferior. If anything, it's the opposite. If you use too many fancy words, I'll give you an example. I heard someone use the word syntax recently. Syntax, that's a word that's not difficult to understand, it's definitely not difficult to explain, but it's just not a very common word. It's kind of weird. It's like syntax, what exactly does that mean? Do I remember the meaning of that? Does that mean the order of words in a sentence? I'm not sure.

Again, that could be a word that's scary to people but again it's edgy and it's not used all the time. It might be almost a pattern interrupt as well. These are called buzz words, these are things that you can use in your copy, in your sales page, in your presentation to kind of make people go hmm. If you fill up your message with words that are just too uncommon, your message becomes difficult to understand and comprehend. Now the prospect is spending too much of their subconscious time, too much of the presentation time trying to figure out what it is you meant, then they are paying attention to the message and establishing the need. It's important that you don't overstep your boundaries and use too much and too many buzz words in your actual presentation.

Perception of numbers, this is a really big one. This comes down to pricing. There's a lot of different viewpoints on this, but it will definitely behoove you to look into this when you're creating the price. Sometimes, the difference of just a few pennies in a price makes the difference of how someone feels about making the purchase.

\$19.95 for example is a common savings kind of—they feel like they're saving money. If you're offering a discount or a special, ending it with a 5 tends to work best versus a 7. A 7 turns to be a little bit different type of an emotion. It's very overused in our business, but it's confident. It makes people feel secure, it makes them think that you specifically priced it at a certain amount, so it makes it feel like it's more appropriately priced to them.

\$9.99 for example is savings. It makes them feel like it's cheap, like they're buying something cheap at the dollar store. \$10 makes it seem expensive, too round, there's too many zeroes in

there.

Again, each of these price points will convey a different feeling. There's all kinds of studies that have been done on price points and you can Google this. Again, I didn't want to get too specific and get into too many of these because you're going to find conflicting data all over the place. Again, it all comes down to your audience and your ability to identify with your audience. How well do you know them? How well do these particular price points affect your prospects? That's an important thing to look into.

Impulse factors. Nothing, and I mean nothing, is more influential in creating an environment of purchasing than properly using impulse factors in your presentation. Fear of loss, indifference, greed, and sense of urgency are your four basic impulse factors. We're going to talk about them here. As a matter of fact, I go in depth into impulse factors in another course called high performance sales secrets. We're going to cover them here because they're very important when you're writing copy, when you're creating a sales page.

Fear of loss, indifference, sense of urgency, and greed are responsible for the success of home shopping networks, infomercials, literally they are the four things that are constantly being flashed at you on the screen of any home shopping network or infomercial type of program that you've ever watched.

Fear of loss is a feeling that makes the prospect afraid to miss out on a good deal. This is often referred to as scarcity, not to be confused with urgency. There's a difference between scarcity and urgency. Scarcity means there's only a hundred left. Urgency is we're running out of time, there's a countdown timer.

Fear of loss makes people feel that they're going to lose out on something because somebody else is going to grab it. This is kind of like scarcity where there's only a hundred left, people are buying these, we started with a thousand now we're down to a hundred. They're going to feel like they're losing out if they don't take action. But that's totally different than they're gonna run out of time. I want you to make sure that you understand.

Fear of loss is running out of units, and urgency is running out of time. There's a difference.

Indifference. Indifference is basically the opposite of being needy. This is the opposite of begging for a sale. This is called business posture. There's a big difference between valuing someone's business and needing someone's business. I used to say that to people all the time.

I used to say “look, I would love to have your business because I value your business and I want to have you as a customer. I don’t need your business to survive, we do awesome. People are buying these things left and right. I would love for you to be one of them. I think if you take action today, it will be a great decision.”

You see how I did that? I kind of made them feel like hey look, I really want you aboard, we all do, we’re a team, we’re a family, we want you with us. We don’t need you. You should never beg for the sale. When you beg for the sale, people are afraid. They’re like “oh wait, something must be wrong, he’s pushing it. He’s being too pushy. He must need my money, he’s trying to get rid of this for some reason, something’s wrong with it.” That’s just going to be the default nature of things.

People want what they can’t have. They shy away from what they can. They’re in discontent from what they do have, they shy away from what they can have, and they want what they don’t have. If you want someone to desire you, if you want to be desired, the way to make yourself desirable is to make yourself appear unattainable. It’s reverse psychology that we’re going into.

It’s like in high school. It’s always that girl or guy that you are in love with that you had a crush on that she never gave you the time of day or she never wanted to talk to you. But then all of a sudden when you stopped paying attention to them, then they come over and they want to be your friend, they want to go out with you. It’s that human nature of wanting what we can’t have. If you make yourself too available, people are not going to want you. If you make them want it a little bit, if you pull the string instead of push it, you’re going to be indifferent and you’re going to establish a business posture that’s going to make people want to buy from you.

Greed. This is probably the most powerful one of all the impulses. We want what others have, period. I think it’s engrained in our DNA. We’re hunter gatherers by nature, since the beginning of time. We’ve assembled in groups. We don’t want to be alone. Very few of us want to be alone.

Showing the prospect that Jones already bought your product is going to trigger this sort of emotion. Like wow, look at all these people that are in there having success that have already bought this, that are already enjoying it. Could I be one of them? I should be one of them. I’m over here on this side all by myself, I could be over there on that side. This is also referred to as social proof. It’s the reason that we place testimonials on pages, so that people go oh wow, okay, so there’s a whole bunch of other people that have bought this already.

No one wants to be the first one on the dance floor, I’ve said it forever and ever. Back from my DJ

days when I was in high school and I used to DJ mobile parties and weddings and things like that, getting that first couple of people on the dance floor was the hardest part. Once you did that, you got a few people dancing, everybody else just run on because nobody wants to be the first one on the dance floor that everybody is staring at.

All you gotta do is get one couple drunk enough to take the next move, and next thing you know the dance floor gets flooded. I'm telling you the truth, this is the way that it works. Social proof is important. Having your prospect see that others have taken action before them is going to really help make sales and push them over the fence.

Sense of Urgency. We mentioned this earlier, it's the 4th of the FIGS. The reason I call them FIGS is fear of loss, indifference, greed, and sense of urgency. Sense of urgency is the now, now, now impulse. Now is the time, there's never been a better time, there's never going to be a better time, and you need to buy right now because time is running out.

It's when you're repositioning the prospect against a clock and the clock is ticking away. It's often confused with fear of loss because they're going to miss out. Fear of loss makes them miss out, scarcity makes them miss out just as urgency makes them miss out if they don't take action. Both of these things cause people to act now. That's what's important. It's really, really important for you to find a way to work urgency into your pitch, into your presentation.

Now, this next one, this is the unspoken impulse factor. It's one that I seldom teach or talk about and I'm not going to expand on here because it's dangerous. You can misuse this and you can really screw up your business. That is empathy or sympathy.

Many people try to guilt the prospect into buying. The problem with that is when you guilt somebody into buying, that feeling wears off quickly. You end up with a chance of having a lot of refunds. It puts you almost in a position where you are forced to lose your business posture and your indifference. It's almost the opposite of the indifference because you're begging for the sale. This is often used when you need to convince somebody to feel bad or feel sorry for you. It's good for raising money, for charities and things like that. Empathy and sympathy, you see those infomercials where they're trying to raise money for Africa.

All my life they've been trying to raise money for the same kids in the same village in the same town in Africa. The Africans still haven't figured out how to plant crops or move somewhere to where they can for some reason. The thing is that these videos really, really make us feel like wow, I have to help, I feel bad, they literally make me feel bad. They guilt me into sponsoring a

child, into sending money over there.

Even though this is a problem that's been happening for so long, who knows how much corruption there is involved in these charities. The reality is that it doesn't matter because they've triggered an emotion in me that I can't walk away from, I have to take action. It's scary though and it's dangerous, it could be very easily misused and it can actually hurt you if you don't use empathy or sympathy properly.

Let's talk about authority, trust, and risk removal.

Trust seals increase conversions because they make people feel safe by adding an additional layer of protection to their purchase decision. Overall, we've covered this, we've beat this into the ground. The number one reason that people don't buy always comes down in one way or another to fear. They're afraid of making a bad choice, they're afraid of regretting this later. That's just a reality that you have to deal with as a vendor or copywriter or whatever it is that you're trying to do.

You have to understand that trust is of paramount importance. People love it when there's additional layers of protection. They like to insulate themselves from that mistake, the possibility of the mistake by having layers to point the blame at, by having protection layers.

For example, people love to buy using Paypal and using their credit card through Paypal because they know that they have three layers of protection now. Yeah, the vendor is offering a guarantee but if he doesn't give me my money back, I can always go to Paypal and I can initiate a dispute there. If Paypal doesn't solve the problem, I can always go to my credit card company and I can file a chargeback there.

In the back of their mind, they have these layers of protection that are insulating them from the fact that they might make a bad choice and buy something that they're never going to use or that they don't need. They're afraid so they insulate themselves. Trust seals give them a very vivid visual depiction of a layer of protection right there at the order button. That trust seal is yet a fourth layer, yet another company, yet another party that's saying hey, we are backing you up. We're here on this sales page representing you, we're on your side. That's what trust seals do, and that's why you just can't dispute, it's just been proven over and over again.

In my experience, I've tested this extensively. Trust seals increase your conversions. We can go into the color of the trust seals, obviously blue is going to convert best for a trust seal because we

know that blue is the color of trust. Trust seals increase conversions and that's something that is very, very important—establishing trust on a sales page.

Guarantees, offering a guarantee is going to result in more sales. People are like no, I make just as many sales without the guarantee. No, you didn't. You did not. I'm going to call bullshit on that. Guarantees help remove fear of making a bad decision by removing the perceived risk of losing their money. If you say to someone hey, don't worry I have a money back guarantee within 30 days. If you feel that you made a bad decision or if you go into the website and you discovered that I misled you for some reason, I'll give you back your money.

That removes that fear, it adds a fifth layer now of protection to those layers that are required for somebody to feel secure about buying. A guarantee does that. It's important that you portray confidence when you're offering a guarantee, that's the other thing.

Don't just tiptoe around the whole guarantee thing. Hey, we guarantee our work, we've got lots of good testimonials and stuff, you're going to love it. Oh, no, put your money where your mouth is. I do a double your money back guarantee on some products because I'm that confident, I know that they're going to make money with it, it's going to perform, it's gonna do what it says on the tin, or I'll give you double what you paid for.

When somebody sees that, they're like whoa, you mean not only will I get my money back but I'll make money off of this thing? That's the feeling that I want in that person's head. Hardly anybody's ever going to take you up on that. And who cares if they do? The fact that I said it made me that many more sales that I wouldn't have made at all if I didn't do a guarantee. Or the tough guys would say oh no, no guarantees needed for this product. Okay, tough guy. Guarantees help remove fear, guarantees help you make more sales.

Price justification. A lot of people misunderstand what price justification is. It is important and it's a good risk removal factor. Justifying the price of your product doesn't mean saying for the cost of just a cup of coffee per day, you can have this awesome, amazing gizmo. That's not price justification.

Price justification is when you justify why your product costs this much and you make them feel like it's a reasonable amount to pay. That's a big difference. Just because I buy a cup of coffee everyday doesn't mean that I think freaking Starbucks' prices are reasonable. You should make sure that you break down the individual expense of purchasing each part of your product separately.

Let's say that my product does six things. Let's say I'm selling a camera and my camera allows you to zoom, it has an auto expanding lens, it allows you to do these different color filters on the lens, it allows you to save your images with all these different megapixel sizes, it comes with a built in mount as well as a harness. It comes with a tripod, it comes with a remote control.

What you can do now to justify the price of your items, let's say my camera costs \$400. Then now, I can say look, if you were to go out and buy the remote control separately, you would be paying \$150 for a remote control system for your camera. If you were to go out and buy a quality harness, shoulder harness, or a tripod, you'd be paying \$40, or \$50. If you were to go out and buy all these zoom lenses and filters, you'd be spending \$400, \$500 just on these. Here's a picture of one that's comparable to the type of functions that we have, and that one alone costs \$400.

You see what I'm doing now? I'm justifying the price of my product based on reasonable competitor products out there or individual products that they would have to buy to assemble what my product does. That is what's going to separate you from a more expensive process of buying a group of things to accomplish the same thing that your product does.

Social proof. This is huge. We talked about this a little bit earlier when we went over the FIGS. Your customer can outsell you ten to one because they don't have a dog in the fight. I say this at my seminars. When I speak on stage, I tell people look, who would you be more willing to buy a car from? Would you be more willing to buy a Toyota Camry based on the recommendation of your next door neighbor because he just bought the new Camry and you've been seeing him drive it for the past month.

He came over and he said to you hey man, this is the best car I've ever owned. This thing talks to me, this thing does this, it practically drives itself. Let me take you on a ride, let me show you. He doesn't have a dog in the fight, he's not going to make a commission off of you, he doesn't care. That guy can outsell any car salesman, period, because he's your friend, because he's a customer himself.

That guy can outsell a pushy or annoying car salesman on the dealership lot better than anybody out there, period. Your customers can outsell you. There's nothing that you could say that's going to make a customer, a prospect, want to buy more than something as powerful as a happy customer's testimonial.

Social proof is huge as far as building trust and making somebody feel like okay, this is worthy, this person's worthy.

There's a lot of other things that psychologically trigger and enhance the purchase buying environment. There's a lot of little techie tricks that you can use, clever little plugins that do things, that help you to create these feelings of scarcity, of fear of loss, things like that.

For example, countdown timers. There's a vast array of countdown timers scripts and plugins and things out there and they work like a charm when you put them at the top of your website. As it gets closer and closer to the deadline, it just hammers that urgency down and that fear of loss down their throat. They get scared, they literally get scared because they're watching it tick away.

When I put a countdown timer, it's funny people put a daily countdown timer. You have two days left. No, man. My countdown timers are counting down the hours, the minutes, the seconds, the milliseconds. When they're reading, that thing is going tick, tock, I better hurry up, this thing is going to end. Time is going by just as fast as it would if there was no countdown timer here at all. The reality is that just watching that thing tick away is creating a feeling of urgency and a fear of loss in your brain. It's important to use these little techie little tricks.

Pop-ups are pattern interrupts and they're a great way to take the power away from the person. They felt very powerful when they were controlling your screen and scrolling up and down. They're in control of your site. They're reading it at their pace in their order, they don't care that you wanted them to read the introduction first, no, because I have a mouse and I can scroll it down to the bottom and read from the bottom up if I want to.

Yeah, but here you go, poop. There's a pop-up now, ignore that. It's a great pattern interrupt to get a message. The clever tricks that people use with this in order to help persuade people to buy is they look at their numbers, they look at statistics, they look at their bounce rate and they see that people are leaving their site for example an average of their bounce rate increases after six seconds.

Maybe the five second mark is a great time to pop a message on there. Did you know that for a limited time, you can get a 50% special on this. Close this and continue reading. Little tricks like that force your prospect to look at something or see part of the message or the letter that you want them to see.

Exit discounts. These are tricky but they're very, very effective if done properly. The key to do it properly is to make sure that you're justifying the discount or else you're just going to come off looking like a desperate and haggling sales man. Here's what I mean by that.

Let's say you have a product and it sells for \$97. You've written this clever sales page, you've tried to get them to buy and you've tried to overcome all their objections and you have a really powerful sales video, really nice looking video and page. But you know what, the majority of people aren't going to buy, we know that the average page has a 98% bounce rate. The average person is gonna click the little X and click your page.

What you're going to do is you're going to show them a popup that says wait, what if I give it to you at half off? This is very, very effective because people that were on the fence where only price was the issue, those people might be interested in this discount now.

The problem is that you might upset some people because some people might be like wait a second, why didn't you just offer it to me for the fair price to begin with? A lot of people are going to think you're just a dick because—the right way to do this is to justify the discount.

Say hey look, maybe the \$100 is a little out of reach for you, what if I gave you 50% off. I'm going to remove these three things that you don't really need to get started, they'll be in there later if you want to upgrade later, but why don't you just get started at \$50, test the waters, see if this is for you. That's kind of like the hail Mary pitch before you leave, just take a look at this.

You know what? You might even want to put in a final offer, a second one, and say hey look, you know what? Okay, you're not ready to buy yet, give me an opportunity to earn your business. Why don't you download my free report? Enter your name here, download my free report, get to know me, let me give you a little idea of what this product is about. Boom. Now, you've given people two additional opportunities to capture those 98 out of 100 people that are leaving your site without buying.

Dime sales. I'm not a big proponent of dime sales, but they are very effective. I can't argue with the numbers, they work. However, I don't like them because they raise the price incrementally according to sales numbers. It actually puts the buyers into a competition against each other instead of a clock. What happens now is every five sales, the price goes up by 10 cents, or by a dollar, or by whatever you set it to.

That means that if I was at work today and I didn't see your email until 5PM, there's already been a hundred sales, and now the price has been driven up by the other buyers. That puts buyers in competition with one another. That's like crap, I want to buy before the next guy buys.

I don't necessarily want my customers to be fighting each other, I want them to be competing

against the clock. I want to say to them hey look, the price is going up when that clock hits 0. I'm not going to say the price is going up because somebody else just bought. For me personally, I just don't see the value in that. The problem that I have with this is that you're arbitrarily raising the price without increasing the value.

You're saying hey guys, I'm going to raise the price of the same exact product, I'm not raising the amount of value that you're getting, I'm not adding more to it based on the fact that you're paying more, I'm just charging you more for the hell of it because I know that it's going to cause a bottleneck at my order button. I don't know, it works. A lot of people use it. I'm not saying that it's disingenuous, I'm not saying that it's wrong, I'm not saying it's unethical, I just don't prefer that sort of selling. You can't argue with the fact that it is effective, it is very, very effective.

Sales funnels, and one click add ons. This is more kind of things that I like to offer. These are a huge way to increase your profits. We spend all this time, effort, and money gathering prospects at our sales page, getting them to scroll down to that order button and to click. We write copy, we create videos, we pay for traffic, we do all this work in order to get them to buy and then we're just happen and content with one purchase. No, you got a buyer, this person has proven that they are willing to buy from you. It is now your duty to continue selling.

I make them additional offers, I create a sales form. I say okay, awesome, I'm glad that you liked that, here's something else that you might like. Why wouldn't I do that? I know that I've overcome the toughest thing with this person which is establishing trust. They trust me, I know they trust me because they already bought something. Why not offer them something else? I have half a battle with this person because I don't have to establish trust anymore, I can jump right into the presentation of the product now. I don't have to establish authority anymore, I've already done that, they've proven that I'm already an authority figure because they bought from me.

I can do add on things, I can say hey, would you like to also buy this, would you like to include this? It's the reason that you go to amazon.com and before you check out they say would you like to also add this product, or people that purchased this also purchased XYZ.

Again, after working so hard to capture and persuade a prospect to buy, you should continue to make them congruent offers to maximize your return on that investment, the return that you need in order to make it worthwhile. Remember, you got 98% of your people leaving the sales page, you've got to compensate for that loss and you're going to do it by maximizing the amount of money you make on the people that do buy. You got to have backend offers, you gotta have a sales funnel, you should have one click add ons. That's the way to do it.

Persuasion. There's so much that we can talk about persuasion, and I spoke about every one of your prospects has one thing in common and that is they're all human beings. Every single one of them is going to respond to psychological triggers because they all have a brain, or at least we hope that they do.

I'm going to bring you back now to your early college days, you remember Maslow and the hierarchy of needs? I talk about this because in that pyramid of priorities that Maslow talked about in college, the very basic ones that we need, that we crave, our priority, the most important things that we crave and will take action for everyday are things like air, shelter, water, food, sleep, and sex because sex obviously, procreation of the human race, survival.

Then, the next things that we crave after we have those basic needs would be safety and security, we want to make sure that we're safe, that we have shelter, that nobody's going to take away what we have, that we're not in danger.

Then, we've got social needs. We're hunter gatherers by nature, we need to be around people.

The pyramid goes on and on depending on importance. The thing that you need to realize is that your product falls somewhere on this person's personal pyramid of priorities. How important, how necessary is your product in their life? Are you providing something in the basic needs of people? Air, shelter, water, are you selling food, sleep, are you selling sex? What are you selling? Are you selling security, safety?

The point that I'm making here is that your ability to persuade people is going to be directly correspondent to how effectively you presented the need.

None of your sales tactics are going to work if you fail to establish the need for your product. As a matter of fact, only sympathy, that unspoken impulse factor, can really cause a trigger to a purchase without a physical need. If the person doesn't need or want something, it somehow falls into that hierarchy of needs.

Even if it's a feel good purchase, people do need to feel good. People we want and need to feel good. Somewhere on that scale. It might not be as important as air and oxygen, but it is on that scale on Maslow's hierarchy of needs. Your product is as well.

If you're trying to sell something or get them to contribute money or part with their cash without establishing any kind of a want or need, then the only way to really do that is going to be with

sympathy or some sort of a charitable cause, to trigger that purchase emotion. Otherwise, you need to establish that need. You have to establish that need. It's very important. Without it, they're not going to buy.

The high low pricing effect, this is awesome. I see this in department stores all the time. It cracks me up, it's so funny. The high low pricing effect, it triggers the good fortune for being at the right place at the right time. People love feeling like they're getting a deal, they love feeling like oh my god, look what I found. I discovered this.

It's like being at the beach. Look at all those people that walk around the beach with metal detectors to find—you spend six hours and you get 50 cents. This is the people that love the feeling that they get when they find something and discover something or they feel like they're just having good fortune. The high low pricing effect triggers that. That is when you literally put a high price next to a low price.

Let's say you're trying to sell something for \$97. Next to it, simply write "Was \$297." They're like oh, wow, awesome. This used to be \$297. That means other people got screwed, but not me. I'm at the right place at the right time, I'm going to get it for \$97. It might have never sold before ever, but just the fact that you did that triggered that feeling of good fortune.

I'm not saying to lie to people, but I'm saying this is powerful when you do the high low pricing effect. It used to be this much, now it's this much. It becomes self-gratifying to make a purchase that other people paid more for.

Avoid open ended questions. If you're trying to be persuasive to people, the worst thing that you could do is give them control of the conversation. In any kind of sales pitch, the worst thing that you can do is ask an open ended question like hey, how are you feeling today? That's a terrible question to ask in sales. If that person's having a bad day, they're going to tell you. Guess what chemicals are rolling around in their head now? They're not happy ones, they're not like I've had a terrible day, I woke up with this terrible back pain, then I got into a car accident, my next door neighbor's cat died. The way they died was basically I ran over him. He's gonna go over all these things.

Now, you just made your job of selling even harder because now you've got to get rid of all those bad chemicals that you created in their brain. Why? Because you asked an open ended question. We ask yes, yes questions instead.

Train them to agree with you. When you're going to ask yes, yes questions, you can ask something like hey, you breathe oxygen, right? I'm sure you do, we all do. I breathe oxygen too. Let me tell you about the last time I breathed oxygen. A very, very broad example obviously. You ask the obvious questions that the answers are gonna be yes to. Sometimes it sounds silly and they make people laugh, but they train your prospect to say yes to you.

For example, do you know someone that's gonna have a birthday this year? If you don't, I'm sure you do know someone that's going to have an anniversary this year. I know you know people because you have neighbors, you have friends. When you're asking these questions, they're questions that they just can't say no to. If they say no to, then they're just pulling your leg. These are yes, yes questions. You're going to make questions as well that you answer the question for them. That's another way to avoid it.

For example, instead of asking someone how their day is going and saying hey, are you having a great day or awesome? Which one? Is it great or is it awesome? I'm giving them a multiple choice but it's a yes, yes question. I'm not giving them the opportunity to say no. Again, this is the kind of thing that you want to do within your copy, within your message. You want to avoid questions that could possibly have them conjure up a negative sort of a response in your mind, you don't want them creating no, you don't want the word no anywhere in there.

If they're saying no or repeating no or you're saying no, you don't want the word no in their head when you're about to ask them for money. You want to ask yes, yes questions. Avoid open ended questions.

Here's something that's funny and actually works. I wanted to mention this because it works like a charm. Humans tend to mirror each other. This is so funny. I used to do this when I used to do door to door sales. Simple things like nodding your head in front of a prospect—nodding is contagious. You can nod like this and smile, I nod and I smile at the same time and before you know it, they're nodding too. You know what?

Every time that you've nodded in your life, it's a conditioned response, neuro chemicals are being produced in your brain that go along with saying yes. Every time you've nodded in your life, you've been saying yes. Have you ever tried saying no and nodding up and down at the same time while you say no? It's hard, it takes concentration to do it. It's not impossible but it takes concentration to do it. You're neuro linguistic programming. You've always said yes when nodding up and down.

In sales when a good salesman is selling, he's nodding up and down as he's approaching his close to trigger that emotion. He wants the prospect nodding up and down when he says hey. You want to jump on this today, go grab your checkbook. The guy's already nodding up and down because I'm nodding up and down, so he's nodding up and down. He's already producing the yes chemical that's going to make him more prone to say yes. These are tactics of persuasion, of pushing people over the edge.

It's important, it's not evil, it's not bad, it's powerful. It's important. It's your duty.

Remember, it's your duty to sell them. If you can't, then you've failed them. A decision is made on every single visit, whether they're visiting your website, you're revisiting their house, they're visiting your place of business. When you're in front of a prospect, the decision is going to be made. They're either going to decide to buy or decide not to buy. You're either going to sell them on a reason to buy or they're going to sell you on a reason why they can't buy.

It's your job to guide that decision by educating the prospect and creating the right emotion through your message. That's very, very important. We talked about what percentage of your message is nonverbal. The great majority of your message is not communicated by the words that you say but rather how you say them. You need to focus on how you say what you're saying and how you're assembling those words and that message because that is very, very important. The fact that you're using this knowledge and these psychological triggers only makes you good at what you do, it doesn't make you evil. This is a very powerful thing that you need to use responsibly.

As my friend Marshall Sylver says, if you've got something valuable that can help others, then you have a moral and ethical obligation to sell it to them. If you don't, then you failed. You failed them. You failed to give them something that they need to better their lives.

Thank you for watching this video, I hope you learned something and I hope it helps you and I look forward to seeing you in the next video.