

Tuesday Tune-Up, September 9, 2008
Executive Summary

1. Marketing = Applied Psychology
2. Conversion = Action-Oriented Applied Psychology
 - Applying psychology so people will take action
3. Regular people are reluctant to “push” people into taking action. There’s a good intention behind this – they don’t want to make people to feel “bad” – but really it’s your responsibility to do everything in your power (without lying) to help the person solve their problem. If you hold back, you’re actually doing harm.
4. Robert Cialdini’s six “weapons” of influence – VERY powerful. Only use these for good – when you’re selling the best material, and you believe in your heart that what you have will help your prospects solve their problems.
5. Three minor weapons of influence: Because, surprise, and contrast.
 - I want you to do this because x (reasons why)
6. Of these three, Eben believes Contrast is the most powerful by far – and even makes all of the other weapons work... in his opinion.
 - Humans perceive and assess meaning by contrast.
 - Examples
 1. Sell the most important thing first, because it makes the less expensive things later feel even LESS expensive.
 2. This product is worth \$10,000... the regular price is \$1,000... but if you buy it today you can have it for \$300
 3. Order things from most expensive to least expensive, not the other way around.
7. Weapon 1: Reciprocation
 - You want to improve your time management. I’d like to give you a training valued at \$50 for free, and over the next few weeks I’ll email you more trainings. And we’ll be launching a new product in the next couple of weeks and maybe you’d like to be a part of that too. But for now, I’d like to give you this free training.
 - What’s something you can do to your prospect to give a huge piece of value up front? Free reports, free-line content, etc.
8. Weapon 2: Self Image
 - Self-image: if you first have someone spend an hour with a bone marrow transplant candidate... then have them spend 6 hours with the person – they’re must more likely to say yes to giving bone marrow. They now see themselves as the kind of person who helps bone marrow transplant patients.
9. Weapon 3: Social Proof
 - We look around for what everyone else is doing as a “short-cut” to making a decision – and if other people are doing it, we are more likely to do it too.
10. Weapon 4: Authority
 - Talk about the results you’ve helped other people get.
11. Weapon 5: Liking
 - We tend to be influenced more by people we like than people we don’t like.
 - We tend to like people like ourselves. This is why it’s important to communicate to your prospect “I get your situation. I’ve been through the same thing.”
12. Weapon 6: Scarcity
 - Especially powerful around the time of conversion.
 - There’s nothing more valuable than a rapidly diminishing supply of something we want.
 - Buy this product for \$300 vs. There’s only 17 left and once they’re gone their gone vs. I’ve already sold 83 of them, there’s only 17 left and once they’re gone their gone
 - One time offer – type of upsell – you’re buying my product for \$50, I have a higher end product for \$500, I can upgrade you for the higher end product for just \$200, but it’s only available now, then the price goes back to \$200.
 - How can you use authentic scarcity in your marketing? That’s the question.