

Special Confidential Report:

**The 13 Hidden Psychological
Triggers To Motivating,
Persuading and Influencing**

By Yanik Silver

Important Note: Inside this special *confidential* report I'm going to lay out for you the biggest psychological tricks and techniques that will help increase your sales revenue. These are so powerful that you must agree to only use them in ethical and honorable ways.

Imagine what it would be like if you had the power write a few words and motivate, influence and persuade people to do just about anything you wanted? I have found the subject of persuasion endlessly fascinating. It never ceases to amaze me that I can write words on paper (or the computer screen) and then have people send me money.

Inside this special report you'll find the little-known secrets and triggers I've discovered for getting people to say "Yes" and open their wallets.

So let's begin....

1. Stories

From the ancient times to current day – stories continue to hold readers and listeners spellbound. There is nothing better than a good story. It works almost like magic. You can give people information and motivate using stories without having the barriers that come up normally. This is a seldom used copywriting technique that work wonders for your bottom line.

Here are a few examples of successfully using stories:

The first is the single most successful letter ever mailed according to Denny Hatch, former editor of "Who's Mailing What?". How about that for proof this trigger works? It is the famous Wall Street Journal mailing with "two young men". Here's how the story (and copy) starts:

* * *

"On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both – as young college graduates are – were filled with ambitious dreams for the future.

Recently, these two men returned to college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same company Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president."

* * *

Here's another example, it is from Joe Sugarman's most famous ads for Blu-Blocker sunglasses. He uses a story approach:

* * *

"I'm about to tell you a true story. If you believe me, you will be well rewarded. If you don't believe me, I will make it worth your while to change your mind. Let me explain.

Len is friend of mine who knows good products. One day he called excited about a pair of sunglasses he owned. "It's so incredible," he said, "when you first look through a pair, you won't believe it."

"What will I see?" I asked. "What could be so incredible?"

Len continued, "When you put on these glasses, your vision improves. Objects appear sharper, more defined. Everything takes on an enhanced 3-D effect. And it's not my imagination. I just want you to see for yourself."

* * *

And the copy continues in a story fashion. You'll notice Joe's friend talks about the benefits of the sunglasses inside the dialogue so prospects don't have their "ad defenses" up. It slips right by.

Another example of the story technique is an email I use to promote a product called "Power Pause" written by my friend John Harricharan. Check out the story element here:

* * *

[[firstname]] - 3 minutes to greater joy, wealth and happiness?

Hi [[firstname]]

I stumbled across something unusual recently....

And as a valued subscriber I wanted to let you know about it.

A few months ago I met a man named John Harricharan at a seminar, who graciously offered me his material to review.

I smiled and politely thanked him but I knew that I probably wouldn't get around to reading it anytime soon. (You should see my stack of reading material to get to and I'm actually a quick reader.)

But as luck would have it, I was going away on my honeymoon one week after this seminar and I decided to bring some 'lighter' reading along.

Honestly, I can't remember the last time I read a book that didn't deal with the subject of marketing or advertising, but once I started reading John's material on the airplane and I couldn't put it down.

It was simply incredible!

His manuscript combined every success principle I've ever been taught and wraps it all up into one succinct exercise called a "Power Pause". And the best part is it only takes just 3 minutes and 3 steps to achieve.

Yep! Only 3 minutes!

The truth is, I constantly find myself applying John's simple (yet extremely powerful) "Power Pause" principles in my life now and I feel like there is no problem or situation I can't conquer. (Frankly - I'm not one of those spiritual 'walk on hot coals' type of guys - but this stuff really has had a profound effect on my life.)

What's more, other top marketers like Declan Dunn, Jonathan Mizel, Monique Harris, Joe Vitale and Marlon Sanders all vouch for John's material (he even has an endorsement from famed Deepak Chopra, MD).

It's amazing to think there are only 3 steps to solving almost any problem you'll ever deal with (money, happiness, relationship, you name it). And John assures me that it works for anyone willing to give it a try.

The only thing you need to give this information a shot, is an open mind. Open enough to take a chance on yourself and the material contained in the "PowerPause". (Actually, you don't even need to take a chance because his proven material is backed by a 100% unconditional, guarantee -- so you really can't lose!)

*Do yourself a favor and check out this valuable information by clicking the link below:
http://www.roibot.com/w.cgi?R1100_ppause*

You'll be glad you did!

Yanik Silver

P.S. Could there really be 3 steps to happiness, joy, wealth and getting almost anything you really want in your life? I couldn't believe it either until I applied the "Power Pause" material myself here: http://www.roibot.com/w.cgi?R1100_ppause

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2. Reason Why

Do you remember the stupid beer commercial a few years back with the tagline "Why Ask Why?" Well, completely unknown to the ad agency -- they had almost stumbled onto a breakthrough marketing concept.

Telling people the reason why you are doing something is one of the most powerful influencers of human behavior.

Robert Cialdini, Ph.D. in his book "Influence: The Psychology of Persuasion" talks about an experiment by Harvard social psychologist, Ellen Langer, that concluded people like to have a reason for what they do.

Her experiment consisted of people waiting in line to use a library copy machine and then having experimenters ask to get ahead in line.

The first excuse used was "Excuse me, I have five pages. May I use the Xerox machine because I'm in a rush?" This request coupled with a reason was successful 94% of the time. However when the experimenter made a request only: "Excuse me, I have five pages. May I use the Xerox machine?" this request was only granted 60% of the time. A significant drop.

Okay now for the shocker.

It may seem like the difference between those two requests was the additional information of "because I'm in a rush", but that's just not the case.

Because in a third experimenter, the experimenter asks "Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?" There's no reason mentioned or new information presented, just the words "because".

This time a full 93% of the people said yes simply due to the word 'BECAUSE'! And it didn't even matter that there was no reason given. Just the word because triggered a magic response.

Using this psychological 'trigger' can massively increase your Marketing success. Max Sackheim, famous for the long-running ad "Do You Make These Mistakes In English" and originator of the book-of-the-month concept, says this: "Whenever you make a claim or special offer in your advertising, come up with an honest reason why, and then state it sincerely. You'll sell many more products this way."

And this powerful strategy works just as well today.

Using this secret weapon for a medical equipment company, I helped them produce a massive 1,073% return on investment simply using "reason-why" copy.

Here's the headline and subhead:

How Can We Offer You This New Fetal Doppler For Only \$447?"
Read The Facts Below To Find Out How To Save Hundreds -- One Time Only!

The premise was how can we sell a product for the incredibly low price of only \$447? (Regularly this product sells for about \$695 - \$895.) Then the ad went on to explain that the reason why the price was so low was because the manufacturer wanted to gain market

share and get nurses and doctors accustomed to using their product. It was a huge winner and a big moneymaker for the client.

Here's some of the copy:

* * *

"The manufacturer, Huntleigh Healthcare, wants to gain significant market share by introducing their new Flexi Dopplex 3 MHz fetal Doppler and they are offering our company special discount pricing to push their sales.

But instead of buying these units for this special pricing and selling them later at regular prices and keeping the higher profits -- we want to pass on the extra savings to you, right now!

And we figured the best way to sell Dopplers is simply getting doctors and nurses into the habit of using a particular brand. Then we're hoping you'll continue buying more from us. Seems fair, right?

That's why for a limited time, now through June 30, 1999, you can get the new Flexi Dopplex for only \$447. That's a savings of \$ 103.00 off the regular price (and hundreds more off any competitor's models).

* * *

There are lots of ways to use this idea. Keep brainstorming a reason why you are doing something. Let people in "behind the scenes" at your company...

* Are you overstocked on merchandise because for some reason customers only want the deluxe widget - but you ordered tons of the basic one?

* Did you have a flood and you need to liquidate (pardon the pun) your inventory?

* Do you need to raise cash so you can pay for your nosejob?

Whatever the reason. Tell them the truth.

For some reason everyone wants to be mysterious about their business. If you're lowering the price nobody thinks you're doing it just because you're "such a nice guy". So let people in on the reason why.

I know this probably goes against every grain of business sense, but I promise if you give people a good, believable reason why they'll respond with open wallets.

3. Specificity

99 ¼ pure. Who is that? That's right – Ivory soap. What if they said 100% pure – doesn't sound as specific and believable, does it?

As you know people are downright skeptical of any advertising or promotion they see. By including specifics you greatly increase your believability. Specifics hold much more weight with your prospect.

Many times, I'll use specifics like this headline and subhead:

“27 Year-Old Maryland Man Reveals His Proven System For Creating Instant Internet Profits From a Simple 2 Page Web Site...Even If You Hate Computers”

The Amazing Story of How a Completely Different Approach to Internet Marketing Took Me From Zero to Making \$51,351.94 in Just 6 ½ Short Months, Working From Home – And Why I’m Convinced Nearly Anyone Can Copy What I’m Doing

Let's look at the specifics here:

1. I'm 27 years old
2. Maryland man
3. 2-page web site
4. Zero to \$51,351.94 (not \$50,000)
5. 6 ½ months

Wow! 5 specifics in the headline and subhead.

When making a statement or stating a fact – make it specific. It takes a little more digging or research but it's well worth it.

4. The Truth (and nothing but the truth)

That often quoted passage, “the truth shall set you free” should be revised to “the truth shall set you financially free”! Your mother always told you tell the truth and you didn't know that she meant in your advertising also.

Here's an example: John E. Powers, one of the top copywriters in the 1900's, wrote this ad for a Pittsburgh department store in severe financial trouble:

*"We are bankrupt. We owe \$125,000 more than we can pay, and this announcement will bring our creditors down on our necks. But if you come and *buy* tomorrow, we shall have the money to meet them. If not, we shall go to the wall."*

Instead of yelling 'SALE' like so many other stores would, he's telling the truth about why people should spend their money at this store. And this ad was said to be responsible for saving the store.

Another ad written by Powers, for a different merchant, proclaimed *"We have a lot of rotten raincoats we want to get rid of."* This sold out the entire inventory of raincoats by the next morning. Hey, it was the truth and it worked!

Here's something else, you should try to include a "damaging admission". This will dramatically boost your credibility and truthfulness in the eyes of your prospects. Here's what I mean:

Joe Karbo, famous for his book "The Lazy Man's Way to Riches" wrote this in his often copied ad:

* * *

"I used to work hard. The 18-hour days. The 7-day weeks. But I didn't start making big money until I did less – a lot less. For example, this ad took me about 2 hours to write. With a little luck it should earn me 50, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it."

* * *

Wow – if that isn't honest I don't know what is.

Another good example is Joe Sugarman's ad for a product called "Magic Stat" was headlined "Magic Baloney" and here's how the copy starts:

* * *

"You're probably expecting our typical sales pitch, but get ready for a shock. For instead of trying to tell you what a great product the Magic Stat thermostat is, we're going to tear it apart. Unmercifully.

When we first saw the Magic Stat, we took one look at the name and went "Yuck." We took one look at the plastic case and said, "How cheap looking." And when we looked for the digital readout, it had none. So before the salesman even showed us how it worked, we were totally turned off."

* * *

By pointing out all the bad parts of this product (the damaging admission) Sugarman gains all kinds of credibility with the prospect.

Remember, prospects have a built-in B.S. detector so if something doesn't sound like the truth – they won't believe you and won't buy from you. This trigger also goes hand in hand with "reason why".

5. Answering Objections Before They Surface

A lot of people think if they don't bring up an objection in their copy, a prospect won't be thinking it. WRONG!!

As you're making your case for your product or service – if there is a common objective about it – you'd better bring it up and resolve it because they're thinking it anyway. A nice way to handle this is by putting questions and answers inside the copy like this:

* * *

"Before we go on, I'm sure you probably have some unanswered questions and concerns. So here are some of the most common:

Q. "My practice is driven by word-of-mouth, all this "marketing" stuff isn't for me"

A. Yes, a great deal of your practice comes from word-of-mouth and it will continue to. One major focus of the system is to generate and help control word-of-mouth and referrals. There are many strategies and techniques in the system that you've never considered before that will accelerate your current referral sources.

Unless you shape word-of-mouth you have no control over what patients are saying. They could be talking about the great restaurant down the block from you or anything else. With this system you will get a true system for referrals and generating word-of-mouth.

Q. "Will all of this work for me in my part of the country? My patients are different."

A. People are people and they all respond to emotionally charged marketing, it just doesn't matter if you're practicing in a major city or out in the country. These marketing systems will work anywhere--guaranteed. The key factor is, you'll be using proven methods that work no matter what."

* * *

You should write down all the possible objections a prospect would have and try to resolve them inside the copy. Once you get really good at copywriting, you'll be able to place the answers in right spot as people would be thinking about it. Something like this:

* * *

**Okay, Now I Hear You Grumbling:
"But I Can't Write" or "I'm Not Creative"**

Actually, that's the whole point of these sales letter templates. Even if you can't write a grocery list and if you don't think you have a creative bone in your body — you can still create powerful, profit-producing sales letters just by filling in a few simple blanks.

* * *

6. "Uh Huh" – That's Just Like Me!

It's no surprise that people like to do business with people they like. And the more you are like them, the more they like you. That's a big reason behind the success of 'tupperware' parties and Network marketing companies like Amway.

The more you get someone to nod their head as they're reading your copy and say to themselves, "uh huh, that's just like" – the closer you are to a sale!

One of the best people I know who does this is Joe Schroeder (mlmbigfish.com). He's got a story a lot of people can resonate with, he was a truck driver and you'll notice in almost all of his letters and pitches there are always spelling and grammatical mistakes. It's really powerful stuff.

Example:

* * *

But I didn't give up. Then, I ran into Jay Abraham and Jeff Paul. Stunning marketing geniuses and that INVESTMENT cost over \$3,000. Paul had a course for \$600 and to get Jay Abraham tapes and books are very pricey.

All tolled their courses were the best. I studied them feverishly for a few years. I mean I DISSECTED them. I was literally OBSESSED.

WHAT I LEARNED from those two, more than anything else, and Lord knows I could give you a laundry list of at least 20 "MUSTS" to make income like I do, in marketing....But the WAY the money is earned.

The "WAY" the money BUILDS up-----there is a formula. Naturally you place ads and sell this and that and blah, blah, blah.

But you DO NOT earn \$250,000 in one year hawking information products because you lay-di-dah-dum placed some crazy ads

* * *

Here's a simple example of how I try to prove I was in the "same boat" as my prospects:

* * *

I started the Instantsalesletters.com site just last February. I started from absolute zero so I know exactly where you're coming from! It's definitely not some distant memory for me.

* * *

There's a great opening you can use in your letters that goes like this, "If you're like me....(blah, blah, blah). It's just that easy.

7. Curiosity Killed The Cat But Made The Marketer Rich

“Inquiring minds want to know”, that’s what the Enquirer commercials said anyway and it’s true – people are extremely curious. You’ll see curiosity used a lot with business opportunity ads. Most of the time they will never reveal exactly what they are selling but they’ll tell you exactly what it’s not, like this long-running ad from John Wright:

* * *

“This secret is incredibly simple. Anyone can use it. You can get started with practically no money at all and the risk is almost zero. You don’t need special training or even a high school education. It doesn’t matter how young or old you are and it will work for you at home or even while you are on vacation.”

* * *

And here’s an example from Nightingale Conant. On the outside of the letter is this copy:

* * *

The business executive was deep in debt and could see no way out. Creditors were closing in on him. Suppliers were demanding payment. He sat on a park bench, head in hands, wondering if anything could save his company from bankruptcy.

Suddenly an old man appeared before him.

“I can see something is troubling you,” he said. After listening to the executive’s woes, the old man said, “I believe I can help you.”

He asked the man his name, wrote out a check and pushed it into his hands saying, “Take this money. Meet me here exactly one year from today, and you can pay me back at that time.”

Then he turned and disappeared as quickly as he had come.

*The executive looked down and saw in his hand a check for \$500,000. signed by
(continued inside)*

* * *

I bet that would make a lot of people rip open the envelope to find out who wrote that check. Wouldn’t you be curious?

Curiosity works well in combination with a strong benefit. Curiosity is a major selling point for direct marketing. Remember, customers can’t see or feel the item you’re offered so if you build up enough curiosity they have to see it for themselves. Selling of information products leads right into this. Check out these bullets that makes use of curiosity:

* * *

Here's What You'll Discover Inside This Proven System:

- *How to quickly and easily create “hot” digital products that customers really want (You'll get examples of 14 easy to develop products that are selling like crazy right now on the Web.) See Page 19*
- *My 12-part power formula for putting together a “killer” web sales letter. Pretty pictures and graphics alone won't cut it – that's why you need these little discussed (and seldom taught) secrets to mastering the art of web copywriting. (Discover the techniques I use to sell 1 out of every 32 visitors.) Page 57*
- *Why you should forget everything almost every “guru” or Internet Marketing “expert” tells you. Stop falling for this myth pushed on everybody. See page 53*
- *How to make even the most reluctant and skeptical visitor practically beg you to take their money. Page 66*
- *The no hassle way to set up your entire web site on autopilot. You can have credit card cards processed, orders fulfilled and money go right into your back account immediately while you sleep or goof off. Page 124*
- *How to generate thousands of dollars in free advertising using Ezines. (I've spent less than \$200 advertising my web site and you can too – after you learn this coveted secret.) Page 146*
- *6 Quick and easy ways to produce your digital product without breaking a sweat. (5 of the ways require zero writing.) Page 27*
- *How to set your price for maximum profit and which digital products have the highest perceived value (some of them are the absolute easiest to create). Turn to page 49*
- *The 4 elements that need to be included in your offer or you're almost guaranteed a failure. See page 47*

* * *

All these bullets are arousing curiosity and the prospect knows by turning to page 47 or page 27 their curiosity can be resolved. Very powerful!

8. Authority

Authority is another strong psychological trigger to sales. People want to follow the lead of experts and other knowledgeable individuals to help them come to the right decision. Advertisers have known about this for some time now. They'll use actors who play doctors on TV.

Do you remember the commercials that have the actor come out and say, “I’m not a doctor – but I play one on TV.” Ha! If anyone stopped to think about that, surely they wouldn’t be accepted an actor’s advice on health issues. But most people automatically associate that actor with a doctor, therefore they are given authority status.

That’s the same reason Toothpaste commercials would say “4 out of 5 dentists recommend Brand X”.

If you can get an expert’s testimonial or endorsement for your product – that’s good use of authority. The top testimonial on www.instantinternetprofits.com uses authority. I use a testimonial from Klaus Dahl and I mention this underneath: **“Taken from a critical review by Klaus Dahl who reviews dozens and dozens of Internet marketing courses, newsletters, and private sites.”** Therefore giving him authority.

A good way of establishing authority is by actually doing what you are selling (if it is an information product). The more proof you can provide the better. You’ll see people use scanned copies of bank statements, sworn statements from their Accountants, etc. etc.

9. Scarcity

It’s funny. People are more motivated by the thought of losing something than the thought of gaining of something. That’s why deadlines, limited opportunities, limited production numbers, etc. will work well.

There are so many examples. If you have any teenage kids or grandkids you’ll know the hottest item this Holiday season was PlayStation2. I was even looking for it – just because it was so rare.

If you remember a few years back the hottest items were “Tickle Me Elmo”, “Cabbage Patch Kids” and “Furbies”. Why? Because they were incredibly scarce.

Here’s a personal example. I now drive an S2000 roadster. Last year was the first year Honda came out with this car in the U.S. and they were only making 5,000 available for sale here. This increased my desire to have the car even more than I wanted before. I was comparing between a Mercedes SLK and the S2000. The SLK was available through any dealer but the S2000 was incredibly hard to find (especially in Silver with Red interior like I wanted).

I had to be put on a waiting list and dealers were getting ridiculous mark ups. And all of this only increased my desire even more until I found the exact car I wanted and traveled 600 miles to retrieve it. Heck, I would have gone even further since I was calling dealers all across the country. That’s a simple illustration of the power of scarcity.

Bottom line is this: people will try to seize opportunities and resources that are rare or becoming rare.

You can do this in your copy by mentioning there are only a certain number of seats available (good for seminars) or that you'll be accepting a finite number of applications. Scarcity works great for collectibles. There's a company in Maryland that runs ads frequently in USA Today for limited edition commemorative stamps.

Here's how their copy goes:

* * *

"Collectors are already predicted that in the very near future these Jerry Garcia stamps will be far more sought after and be more desirable than the United States rock 'n roll stamp series featured Elvis and Buddy Holly, the most popular commemorative postage stamps of all time.

Over 500 million Elvis and Buddy Holly stamps have been issued. When you compare that to these Jerry Garcia stamps, which are issued in a strictly Limited Edition of just thousands worldwide, you can see the irresistible appeal that these stamps have to collectors, Grateful Dead and Jerry Garcia fans," added Van Emden."

* * *

A good use of scarcity is setting a deadline in your copy like this:

* * *

Make no mistake, at this price your investment would be well worth every penny - but I still want to make it even easier to say 'Yes' by throwing in 7 incredible bonuses. Take a look at what I've got lined up for you...

***\$1,123.50 in Free Bonuses Guaranteed When You Order By
Tuesday, May 22***

If you order by midnight, Tuesday, May 22, I'll also guarantee you'll get these 7 amazing bonuses. Here's what you get...

* * *

Most people hate to make decisions so help them by offering them something they can't have by acting immediately.

10. Social Proof

Here's a personal example of how social proof works, I was in New York this past weekend and I went to see a show called "Suessical" on Broadway. It was a wonderful show and at the end several people got up to give the performers a standing ovation and then a few more and then a few more...until nearly everyone in the audience was compelled to stand up and applaud. As more and more people stood up it made it nearly impossible for others around them to resist. This is social proof at it's best.

Dr. Cialdini's principal is that people view their behavior in a given situation as correct the more and more people are doing it.

When I was little I would ask my mother for something because my friend was doing it. And my mom's standard reply was something like, "Well, if so and so jumped off a bridge – would you follow him?" Knowing about social proof, I guess I just might have if enough of my friends were doing it.

It's always in your best interest to show prospective customers how many happy and satisfied customers you have. And the absolute best way of doing this is lots and lots of testimonials. The more the better. You really can't use enough testimonials. The way I like to do it is to have a testimonial to answer every common objective prospects have or every major I bring up like this:

* * *

Maybe you're a sales rep looking to attract more leads...no problem! Just click on the Business to Business folder and you'll instantly have access to a powerful lead generating letter that pulls in qualified prospects like paperclips to a super-charged magnet. Never cold call again!

"Yanik, I absolutely love these letters, this package FAR exceeded my expectations. I was very reluctant first because I've seen some packages of business letters and they were bad - some of them very bad. There are some books with letters that are horrible, a while ago I had a computer program Top Producer (for realtors) and there was a selection of sales letters - I wouldn't dare to send any of those letters to my prospects then, they sounded like canned letters and one could spot it right away. Yours are excellent, brilliant, just as doctor ordered. Dynamic, smart, with a rhythm...! It is so easy to use, it is mind boggling - I like especially your joint ventures proposal letters, they are fabulous."

Wanda Loskot
www.loska.com

Perhaps you own a retail store or a restaurant and want a quick way to increase your business? - Easy! Click open the Retail/Restaurant folder and you'll find a letter guaranteed to produce an immediate "cash surge" whenever you want.

"I sent a letter based on your template two weeks ago. I used the "reason why" method. By Tuesday (4 days later) we had increased sales by \$6000 and received 1000 new prospects. Then I sent a follow-up letter to the same...It is Wednesday as I write this (5 days later) and we have increased sales over this short period by another \$9000... and received another 1000 new prospects! By the time I finish with this promotion, I expect to have increased sales by about \$20,000 and will add another 2500 potential customers to my mailing list. The cost for this promotion is about \$760 in free goods (at my cost) and the time to write the letters. So, that's a 26000% return and a new customer base of 2500 users."

Dan Loyer
www.ink-jet.com

* * *

Each one of the testimonials solidifies the point I'm making about who will benefit from using my Instant Sales Letters. Also, I like to generously sprinkle testimonials throughout the whole letter. You can use copy like this before introducing the testimonials, **"But don't take my word for it – here's satisfied customers had to say:"**

11. The Contrast Principal

The contrast principal affects the way people perceive differences when presented to them. For example, if run your hand under ice-cold water and then move that hand into warm, tepid water, you'll believe the tepid water is actually very hot. Or vice versa. So an easy application of this is if you're presented with a very expensive price first – the next price will not seem so large anymore.

Just recently my wife bought a new car. After the wheeling and dealing, we settled on a price of around \$23,000. Now, the fun started. Once you've already committed to spending \$23k, little add-ons like alarm systems, undercoating, paint sealant, etc. seem like small potatoes.

The best way to use this principal is by building value inside your copy and then presenting your offer as an incredible bargain. Here's how this would work:

* * *

Okay, So What's The Cost For This Incredible Resource?

Well, realize that this collection of sales letter templates could easily sell for thousands of dollars. In fact if you asked a top copywriter, like myself, to produce 39 sales letters for your business, you'd be charged in the neighborhood of \$10,000 to \$50,000.00, not including royalties. (I currently charge a minimum of \$1,500.00 per copywriting project -- and that's for the really small jobs). So at a bare bones minimum you're getting thousands and thousands of dollars worth of powerful sales letters at your disposal.

But I'm not going to charge you anywhere near that amount or even my minimum project price. In fact, your total investment for all 39 moneymaking, fill-in-the-blank sales letter templates is just \$39.97. The money you'll earn as a result of these proven letters can very easily pay you back hundreds (probably thousands) times your meager investment.

* * *

The contrast principal works well because I'm presenting the option of my sales letter at \$39.97 as compared to spending thousands for a professional copywriter.

Also, this principal is easily applied to upsells, infomercial companies are masters of this.

12. Reciprocation

First off, Reciprocation – reciprocation is quite simply that people give back to you when you give to them. But there's still a lot more to it.

I'll give you a personal experience and you see if you haven't done this same thing. This year we sent out our Holiday cards early (obviously the wife is in charge or else they'd never go out) and we figured we were done. However, after we sent all our cards out we received a few unexpected cards from acquaintances we didn't send cards to. So of

course we had to send these people back Holiday cards as well. This is a simple illustration of reciprocation.

One marketer I know employed this rule to it's fullest potential. He was marketing investment grade coins, gold and silver. He would send each prospect an entire textbook on investing with a note asking them to read the chapter pertaining to their company's wares. This resulted in millions of dollars in new business. The person receiving this entire textbook reciprocated this gesture with their wallets.

Free samples are a great way to induce the reciprocation rule. Have you ever been into a Price Club/Costco warehouse? Usually, they'll have stations set up giving away free samples of different food items for people to try and taste. It's not uncommon for this simple technique to multiply sales many times over.

Do you know that this technique was so effective that a law was established to protect consumers? It's true. In the early 20th century several mail order companies would send out goods to consumers (who never ordered) and then tell them to pay only if they liked it or simply return it.

Now, how would you use this principal?

The first way would be a free sample. Anytime you give people a free sample this would work well. This would induce a feeling of reciprocation and therefore increase a customer's tendency to buy. (But, please be careful – for awhile everyone on the Internet thought you could just give away everything and people would come back to buy – not so.)

I give prospects a special training series delivered by autoresponder – this works well.

Or, there's another even more secret subset of the reciprocation rule and that is what Cialdini calls "Reciprocal Concessions". Let me explain. When someone asks you for a favor or makes an offer and you are rejected you can quickly counter with a smaller request that is often times granted as a concession.

Here's how it works in a retail store. Let's say a customer walks in looking for a stereo. The salesperson would begin with the highest priced stereo system and then if they were rejected would offer a lower priced model, which they were originally intending to sell anyway. Another reason this works well is the Contrast Principal, the smaller request (even though it could be large to the person on its own) appears even smaller compared to the starting point of a larger object, request, etc.

What happens is that the salesperson is making a concession to you and then you would reciprocate his concession by consenting to his "smaller" offer.

One way you could use this is by first offering a larger package of “stuff”. If the prospect accepts you are thrilled but if they decline you can counter with a smaller package that you originally intended to offer.

13. Commitment and Consistency

Think about this for a moment: Would you like to be known as someone who changes his/her mind anytime the wind blows a certain way? Or would you rather be known as a person of consistency and commitment?

My guess is the latter.

So it's no wonder commitment is such an important psychological trigger that can influence behavior.

The whole idea behind commitment and consistency is that once someone has taken a stand on an issue they are likely to be consistent with it (especially, the more public their stand is). So that's why writing down your goals instead of just thinking of them in your head is much more powerful. And better still, would be letting friends (positive ones only) know about your goals or even publishing them somewhere.

Also, little steps can lead to big commitments.

For instance, would you ever put a huge, poorly lettered sign on your front yard that said “Drive Carefully”? I don't think so. But believe it or not a full 76% of people said yes to this request due to the psychological trigger of commitment. You see, this group of people 2 weeks before this outlandish request had consented to displaying a three-inch square sign that said “Be A Safe Driver”.

Amazing!

So any small commitment step you can ask a prospective customer to go through helps with the bigger requests and leads them along that path. That partially explains why a customer who has just purchased something from you (even something small) would be an ideal candidate for another, more expensive product or service.

Jay Abraham masterminded an entire series of follow-ups to customers utilizing this principal. Here's how it worked:

A coin company offered prospective customers a \$23 starter coin set at zero profit. 30,000 people purchased this introductory offer. Then from those 30,000 buyers 3,000 people bought \$1,000 worth of coins (\$3,000,000). Within 6 months, they went back to those 3,000 people and sold them \$3,000 - \$5,000 in coins (another \$3,000,000 at least). Next the company went back to the repeat buyers and got 150-250 of them to purchase an average of \$10,000 of coins.

So from the original 30,000 buyers who spent \$23 (and they made zero), the company was able to bring in \$7,000,000 in sales.

* * *

There you have it, 13 little-known and seldom used principals to persuade and motivate prospects to become customers and customers to become repeat customers. I hope you'll use these principals wisely! These are extremely powerful and I can personally attest that they **WORK!**

Additional Persuasion Resources:

“Influence: The Psychology of Persuasion” by Robert Cialdini - if not, you need to go out and get this book right away. It’s in trade paperback from Amazon. I’ve read this book 7 times and I think it has been responsible for some of the most incredible marketing campaigns and strategies I’ve created. So it’s definitely worth getting.

<http://www.amazon.com/exec/obidos/ASIN/0688128165/instant-sales-lett/>

"Advertising Secrets of the Written Word" by Joe Sugarman. Sugarman has made millions for himself selling Blu-blocker sunglasses. His copywriting book is a tremendous resource for any copywriter because it also contains a list of psychological triggers related to copy.

<http://www.amazon.com/exec/obidos/ASIN/1891686003/instant-sales-lett/>

Also you may want to consider Joe’s ebook, **“Psychological Triggers”** – Very good!

http://www.roibot.com/psy.cgi?R1100_campaign

University of WVA Professor gives a primer on practical persuasion and influence

<http://www.as.wvu.edu/~sbb/comm221/primer.htm>

Links to interesting persuasion information (some academic and some useful):

<http://www.influenceatwork.com/linkrev.html>