



- What People Really Want - Proven Emotional Marketing Tactics

Fresh Ideas on how to get people to buy.

**By
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**“People Buy for Emotional Reasons
and Justify with Logic.”**

Put your thinking cap on.....

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INTRODUCTION



I am Ingvar. After a great 18-year corporate career in sales and management with 3M and NCR I abandoned a paycheck to go out on my own in 1988. As a consultant and sales trainer. In later years I developed custom software and websites for clients. I have also conducted seminars and one-one one coaching on the topic of persuasion and influence.

At one time or another I have used all these techniques to make proposal and close clients for my business. **They are time-tested and proven techniques.**

This will be as concise as I possibly can make it, but it turned out to be a long book. I want to share with you the ideas that have added tons of sales for me. Without the hype and fluff. I don't have the time to embellish, and you have even less time – because you need to get out there and put these things in action.

Several people have contacted me about this report and one comment is common:

“There are lots of tips but it's hard to know what to do with them.”

Good point, in fact this material is easy to read and understand but *difficult to implement*. Read the book, write down the tips you want to implement and then put them in action one at a time - it's easier.

I found that over time, one after the other of these strategies creep into my day-to-day life as well as in business. They are particularly effective when you are selling on a web site.

Tip: Don't overdo it. You must be congruent - **feel** what you write or say. Write down one concept on index cards and read one every day. That's what I did, and it worked.

This whole report is about one thing: **getting people to do what you want them to do.**

You can be a realtor, MLM marketer, salesperson, landscaper, plumber or simply someone that wants to have more influence over others. This is how it's done. Yes, you will recognize some of these thoughts. They have been around since Dale Carnegie wrote his book on influence. I have added my personal experiences and views as well.

Perhaps this is not a bulleted point-by-point how-to book. However, I know that if you grasp these concepts and put them into action – you will increase your “close ratio” in whatever you do. I do have to say though – you need an open mind.

**Selling is being face to face with someone willing and able to buy.
On or off the web.**

How can you be one-on-one on the internet? Simple. Your name, picture, personal history, and your personalized, emotional verbiage will work just fine. I will also tell you that I am writing this as I am thinking. I have an outline, but the best ideas just come out. There WILL BE spelling/grammar mistakes. This is not intended to be a masterpiece of perfect writing. So here we go:

PROBLEMS PEOPLE HAVE

Problems. We all have them. We all want them to go away. One of my more successful web design niches I am involved in are lawyers. They don't like to market their services at all, but they want websites. The typical lawyer web site states: "We are a firm of 10 lawyers practicing in personal injury." Big deal. They must realize that people lose sleep over their problems. They want them to go away. They want the lawyer to make them go away.

The headings on these emotional websites now say "Have you suffered a personal injury? You might be entitled to compensation. Call us for a free evaluation of your injuries".

Internet marketers lose sales because they try to **force knowledge** onto prospects. The marketers often take the approach that they "know" what people want, but for the most part they are wrong. If you look at many marketing websites, they don't address the real, hard-core desires and wants of the prospects. People don't buy BMWs for the daily commutes. They buy them because it makes them **feel good**. They have "made it" and they want to show the world. Showing off is big.

Whether you are looking for new products/services to sell or need a better response to your existing sales pitch – try this: Write down the characteristics of your target market. Are they young? Old? Mostly women? Teens? Internet wannabes?

Then think harder – what keeps them awake at night? Is it losing money on fake "programs"? They are in serious debt and don't know how to get out from under?

Then pick one or two and write your pitch:

“Are you drowning in bills? Can’t see your way out? Help is here.”

I know – you have seen this used – and it’s because it works. Do you use this tactic in your pitch? If not – try it.

The best clients are a group of people with disposable income and are frustrated.

They should have problems so big that they toss and turn around at night, sleepless and frustrated as hell.

You make it so that YOU are the ONLY person that can get them some sleep!

WHAT PEOPLE WANT

In general, what do people want the most?

- 1. To be understood**
- 2. To be recognized**
- 3. To be right**

If you appeal to any or all of those – you can motivate anyone. It is NEVER about YOU and what you can do. It is ALWAYS about THEM. If you remember that, you are on your way. It is useless to try and impress your prospects with your knowledge. Only when you know you can solve their problem can you state your experience and knowledge.

THE NEED TO BE UNDERSTOOD

The most frustrated people on earth are those who feel misunderstood. You know the type. “Nobody cares what I think”. They are also the easiest to motivate. Why do you think psychiatrists can charge \$200/hour? You pay them to understand you. Think about it. You get the warm and fuzzy when your point is accepted. When your proposal is implemented at work. From a marketing perspective – **pure gold**.

Find out what your prospect’s (visitor’s) problems are and say/write words that conveys understanding. Simple as that. If you come across as sincere – score one for you.

THE NEED TO BE RECOGNIZED

Politicians and super-salespeople are experts at remembering names and details about people they meet. It’s always great when a person of some stature comes up to you and calls you by your name. Like in restaurants. That’s why many websites use cookies with your name and say, “Welcome back Ingvar!”

If you can do this in your marketing – you will do better. Of course, on the internet many people won’t give away their name so you can recognize them. But you can recognize them as a group! Say they are all internet marketing wannabes you are selling to. Then your headline could say: “Welcome fellow internet marketer.” And then go on with a problem recognition statement: “We know that it’s difficult to sell on the internet”.

Sounds simple? It is. But it is rare that websites use all these tactics. Later I will explain more about influence and creating trust.

THE NEED TO BE RIGHT

We all take chances. We get sold on marketing programs and get very annoyed when they don't work. That meant we were wrong in selecting this program. We don't like to be wrong. I have done some online trading. (FOREX). One of the big reasons people fail in trading is that they don't like to be wrong. They hold on to positions even when they are doomed and they should be closed. In trading you can be wrong 60% of the time and still make money. If you make more when you are right.

Same in marketing. You convince the prospect **it's the right thing to do** – and if they believe you, they will buy. You see this often as well. One thing you can do is say: “200 people before you succeeded with this program. They did the right thing in signing up.” Implying that you too will do the right thing.

OTHER THINGS PEOPLE WANT

Here's a list of other things people want these days:

- **The same thing everyone else is having, but different.**
- **A menu where the prices aren't all the same.**
- **More attention than the person sitting next to them.**
- **A slightly lower price than anyone else.**
- **A new model, just moments before anyone else, but only if everyone else is really going to like it.**
- **A seat at a sold-out movie.**
- **Access to the best customer service person in the shop, preferably the owner.**
- **Being treated better, but not too much better.**
- **Being noticed, but not too noticed.**

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Read this list carefully and try to understand the underlying wants here. And take the ones relating to your product/service and use it. Do you see the common denominator here?

- **People want to be special.**
- **They like to be slightly more special than the next person in line.**

Here's how that can be used: **“Many fail – you now have the tools to step beyond the failed ones and become a winner”.**

PEOPLE ALSO WANT

- **To make lots of money without effort**
- **To get a high paying job -- to start their own business -- to invest in the stock market -- to make more money from their business or website -- to do things that will make them feel successful!**
- **To save money -- to invest their money -- to save for a big purchase -- to feel more secure about their future.**
- **To save time. They want to work less and spend more time enjoying life's pleasures.**
- **To look better -- to lose weight -- to tone their body -- to improve their facial features -- to feel more attractive to others.**
- **To learn something new -- to learn something new that really works and will make their life better - that will make them feel smart because they did it all on their own!**
- **To ensure they and their children live longer -- to get in shape -- eat better -- gain extra energy -- to look and feel healthier.**
- **To be comfortable -- to be free of their common aches and pains -- to sleep more comfortably.**
- **NOT to be lonely -- they want to be loved -- to start dating again -- to feel wanted.**
- **To be popular -- to be more popular -- to be a celebrity -- to feel praised and admired.**
- **To gain pleasure -- to satisfy their appetite and desires -- to feel more fulfilled.**

ALL or ANY of these can be used in marketing material. Matching the product/service you sell.

WHAT DO TEENS WANT?

If you are selling to teens – this might be of interest:

Teens want to connect with their friends, carve out an identity, and be creative. Brands are increasingly a means for them to do so. Instead of talking about the weather, why not talk about Adidas sneakers? Sounds good. And how about mobile and online communities where teens can talk about these things really fast - exponentially fast. Sure. It's the new reality of word of mouth; the driving force of youth marketing.

Customization is driven by a need to differentiate one's identity.

Teens are more likely to repeatedly visit Web sites that are interactive and use more graphics than text to convey a message. With most teens surfing the Internet, companies interested in attracting teens to their sites can include interactive content such as a game, message board or quiz and use design strategies that provide an easy-to-read structure for written content.

WHAT DO PEOPLE WANT FROM WEBSITES?

People want to accomplish something online. Finding information and communicating with others – in doing something he or she set out to do.

Learning new skills.

These days with online shopping like Amazon, reviews are a powerful weapon in marketing. If they can be trusted. There is a high number of fake reviews out there and they can destroy a company's reputation.

Later there is a whole section on how to make websites work.

WHAT INFLUENCES PEOPLE TO ACT?

Now that you know some more about what people want, and perhaps have a product/service created you need to write a marketing pitch. This section will cover physiological and subconscious influence strategies you can use to write compelling sales pitches.

Please note that these tactics are not only for marketing. They can be implemented in any negotiations between humans.

There are about 12 factors that have been identified as sub-conscious influence factors.

Dr. Cialdini of Arizona University wrote the book on this: “Influence Science And Practice”. It’s the bible of this stuff in addition to the old standby “How to Win Friends & Influence People” by Dale Carnegie.

Influence is the act of getting compliance without using force.



I just love that statement. In other words, your prospect goes along with your offer willingly and happily. There is no coercion. By the way, coercion also works well, but it will fail in the long run – and it’s a lot more stressful.

Here’s a great [book on coercion](#): “Coercion – Why We Listen to What “THEY” say” by Douglas Rushkoff. If you want to use coercion as your selling strategy, this is the book for you. My research has found that there are only a few deeply rooted psychological reasons why we automatically give in to requests. Sure, we all know that there are two basic reasons we give for anyone to do things:

**THE FEAR OF PUNISHMENT
OR
THE DESIRE FOR REWARDS.**

In its most crude form this can be used simply and effectively. In your pitch – simply lay out what you don't get if you decide NOT to buy – and the what you DO get if you buy.

As you will see later, some people respond better to the fear of punishment and need to be influenced different than people responding better to the desire of rewards.

But, I have found that it's not that simple.

Over the past 30 some years I have taken dozens of sales training courses. Mostly through my employers. Especially at NCR I enjoyed many great sales training sessions.

NCR based its sales strategies on old, tried and true methods. We had to learn scripts, and any imaginable objection had a corresponding reaction from the sales person. Although it did seem to work, I always tried to reason beyond the script. In spite of myself I did sell quite a bit of NCR products. Earned me a couple of trips to exotic places too!

Now it is clear that in all this training there was little mention of **WHY people buy - emotionally**. It was all based on product. Logic. Features-benefits-bells and whistles-what it can do for your business-bottom line improvements blah blah blah. Most sales training even today is 100% product based. Totally disregarding the person's physical and emotional reasons to buy.

People buy for emotional reasons and justify with logic.

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I have always wondered why I myself get caught in as well. We, as a family are victims of clever sales pitches as much as anyone else. We have bought tons of stuff that really

don't do us any good. Why did we buy them? We weren't sold on the product, because the products are useless - we were sold on an emotional level. Beyond the product.

Then comes human interaction. Also called interpersonal relations. Why is it that some people can get away with anything and others always get blamed for everything? We all

know people that we'd do anything for, and others we wouldn't give 2 cents to save our lives.

You might call it different personalities, upbringing, schooling, society and other explanations. You might be right. But, I discovered that the same influence rules apply!

There is little difference between you buying a product and you buying a person.

The same emotional factors kicks in. So, if you knew these factors, and knew how to apply them you could conceivably not only sell more stuff (if you were a sales person) but also be able to influence more people so see things your way. Yes, even your kids. And, in addition - this is the best part - they will

LIKE YOU FOR IT!

In addition, knowing this you will save a ton of money by being able to **resist** these scary tactics. You will start to recognize the strategies used against you or what they are - tactics. As the saying goes, awareness is half the battle. Next time you look at TV advertising, read a newspaper or go to the store you will be able to make sound buying decisions based on the merit of your need for the products.

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Not until about 30 years ago (yes, I am that old) did I really start to understand the psychological underlying reason for buyer's behavior. I attended Anthony Robbins' Master of Persuasion seminar, a \$1,000, 50-hour evening course. If you are familiar with Tony's work, he is quite a trainer. He had interviewed many successful people and studied works by other sales trainers. He opened my eyes to the behind-the-scenes actions that made people comply. It got me really interested, and I started to research the subject further.

I had to dig hard. There is very little published material on the market that really explains

what's going on. An influence rule you will learn about - scarcity - made its presence and I wanted to learn even more! The less I could find the more I wanted to learn! Something is going on here!!

It has taken me years of studying university research reports, reading dozens of books and attending many seminars to finally be able to distill this information into a condensed and usable report. It was my goal to give to you a street-level guide without the mumbo-jumbo fluff other publications of this nature offers. I am sure you will find this mini-course useful.

It is the purpose of this report to:

- **DISCLOSE THESE INFLUENCE AND PERSUASION TACTICS**
- **SHOW YOU HOW TO IMPLEMENT THEM**

FOUR WARNINGS:

1. This information is hard core persuasion tactics and can be used to develop fraudulent strategies. In fact, most master persuaders, legal or illegal are very aware of what I am about to disclose to you. They know how to trigger compliance without their victim even know it. *Automatic compliance*. And, it is almost effortless. What a game! What an enormous opportunity in the right hands!

2. You should strive to make every influence effort a win-win situation. You do not want

to manipulate or pressure people into buying or doing things they don't really want. You'll ruin your reputation. However, if a prospect is willing and able to buy you should be able to close each and every potential prospect in front of you. Or if your requests of other people are genuine and can help the other person as well, you will now be able to increase cooperation from other people.

3. This information is sometimes difficult to implement. Although it might make a lot of sense, I have found that trying to quickly use them is difficult. It is probably because

of habits. We have certain ways to act, and it's hard to change. However, I have found that in studying these tactics I find myself thinking about incidents later and discovering that I have indeed used some of these strategies. They do work.

4. You do have to think some more. Practice makes perfect. I remember one of my finest moments when I was sitting with a rather major prospect and I was selling my heart out. Doing what I had been taught to do, but nothing worked. All of a sudden the old light bulb started to flash, and I remembered a couple of appropriate mental short-cuts. I changed tack, and all of the sudden the prospect pulled out a blank purchase order and started to fill it out. Cool. Got me wondering even more about what had really happened and I went back and studied some more.

I have also resisted more sales pitches by knowing this. This knowledge has probably saved me a considerable amount of money over the years!

If you want to really learn these, you need to start using one after the other in your daily routine. Watch the advertising, and see if you can pick out the basic influence concept behind the ads. I guarantee you, you'll find one or more of them in every ad. Review your sales literature and pitches. Try to fit some of these strategies in wherever you can.

Review the way you approach other people with requests. If you are a community volunteer, scout master, girls scout leader, fund raiser or involved with other worthwhile work you will find these thoughts very fruitful. Now you are helping your fellow humans. You, as professional influence practitioners need to know in detail what underlying factors make people happily go along with you.

You will also discover that you are already using these strategies, you just didn't know what they were. Most of what I am about to share with you will make sense. What this will do for you is define the principles and put names to them. Then it will be easier to use them conscientiously. This is one of the reasons they work so well, few people ever think about it. They just react.

Before we start, there is one more reason why these tactics are so scary and powerful. We don't like to think much. Less thinking, less stress. These influence rules allows us to justify our actions without any further thoughts. It is now easier to act, the justifications are automatic.

INFLUENCE PRINCIPLES

There are two major groups of psychological influence principles:

1. Social Influence Principles

This deals with us as humans in general. These principles are not affected by sex, religion, nationality or social status. We all fall victims to these principles.

2. People's Secret Motivators

This has to do with each one of us as individuals. What motivates us as humans?

**TO BECOME A MASTER PERSUADER, YOU NEED TO LEARN HOW TO
RECOGNIZE THE ENORMOUS INFLUENCE POWER
WITHIN ANY GIVEN SITUATION
*AND TAKE ADVANTAGE OF THEM.***

You need to select the influence factors that have the best chance of succeeding in that situation. The situation involves both of the above groups, and they combine to make for an effective persuasion tool. Most times it is the right combination at the right time that will clinch the deal.

Out of place they will probably seem silly, and create resistance. In fact, thinking about it sometimes you feel an ad is silly? Or a sales person is trying to pressure you? It's probably one of two things, the product is absolutely of no use to you no matter how clever the pitch is or the pitch is not right.

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**People are totally driven by these scientific factors,
and they are there for the taking.**

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Armed with this knowledge, you will analyze your target and draw on these basic principles to devise a persuasive strategy that they find very difficult to resist. This strategy can be instant or pre-planned against a group of prospects. They can be packaged into a "sales pitch" or implemented on the fly.

The other day a good-looking gentleman came to the door. He politely excused himself for intruding, but he just came from one of our neighbor's house. Several neighbors had

just taken advantage of an offer they are currently promoting in our neighborhood. For a

limited time they will clean your carpet FOR FREE!

Wham.... several compliance techniques all wrapped up in one!

Have you ever gone in to a car dealership with an attitude that this time you are not going to be the victim of hard bargaining? And drove out to the dealership happy as a puppy in your brand new "basic transportation" \$65,000 new car? What happened here??

We are going to deal with each group separately and then combine the principles into powerful tools you can use to influence whoever you need to influence.

When I first learned these, it seemed I knew about these from before. And I probably did, as you will undoubtedly discover that these are used on you day in and day out. Now perhaps, you will recognize these as pure tactics. And we all know we fall for them almost every time. But we either ignore that fact or the falling is subconscious.

SOCIAL INFLUENCE

I need to credit Dr. Robert B. Cialdini, a professor of psychology at the Arizona State University who is probably the leader in this field for much of this material.

He learned about real life persuasion by living with professionals. He took part-time jobs with sales groups that pushed everything from vacuum cleaners to vinyl siding. As far as I can determine, he is one of the very few that has done any extensive and valuable research on social influence. It was his book that really got me going.

It is must reading if you want to study these concepts in detail.

The key issue here is the automatic reactions to these principles. People don't even think about them, they just react.

These rules are mental shortcuts by lazy thinkers. Targets un-knowingly apply these rules to guide them in their thinking or action with minimum of mental effort and activity. This is what makes them so powerful and very scary.

It is often not necessary to pre-condition targets. Their reactions are automatic.

Rule number one - SCARCITY.

Scarcity is a short-cut to compliance widely used to create value. You know this of course, but have you ever stopped and thought about why this works? It really doesn't make any sense. Why is something better or more expensive just because it is in limited quantities?

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I once strolled into a BMW dealership to look at 'basic transportation'. There was this blue 528i there and I spent some time looking at it. The salesman came running over, and said to me: "You must be John!" I said "No, I'm not John." "Oh" he said, "Sorry, John called a little while ago and said he'd be coming in at three o'clock to put a deposit



down on this car. It's the last one we have, and he really wanted it at this low price."

Helloooo!!!

Something in my stomach began to churn. Boy, the last one! And some other guy will be here any minute to snatch it away from me! No way...

I drove that car for 6 years, and enjoyed it tremendously. Every time I passed by the dealership, I looked at all the other blue 528i's on the lot and wondered if "John" ever bought one just like it? Or got left out and bought a Geo?

**OPPORTUNITIES SEEM MORE LIKE IT WHEN THEY ARE SCARCE.
IT'S SILLY, BUT IT MAKES US CRAZY. WORKS EVERY TIME.**

Some factors that works with scarcity:

FEAR OF LOSS

If you don't do something, you might lose it. People will often interrupt a meeting to answer a telephone call. Why? Because if you don't you might miss it for good. It could be an important call. Even if the meeting is important, you take the call.

FLAWED COLLECTIBLES

Flawed stamps, coins and other artifacts command big bucks. Normally they should be

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trashed, but because of this principle they are sought after. Silly, eh?

LIMITED AVAILABILITY

This is the BIG one.

The classic SCARCITY ploy. Look at the Wii game. Couldn't get it.

Everybody wanted it. What happened? You and I bought other equally expensive toys for their kids for Christmas just to keep them happy. Then, after Christmas the game became available in great numbers, and because we had promised the kids the game we went out and bought it. Why did we spend TWICE the money we had planned on?

Do you think the toy manufacturers and stores KNOW THIS? You bet. Now you know it too. This scarcity short-cut will get you every time.

LIMITED TIME

This is as effective as limited availability. How about this for a clever use of the scarcity short-cut: "Exclusive, limited engagement ends soon!" Although we know it's silly, we tend to react to this. At the least we will think about it seriously.

- **Homework:** Try to count how many times scarcity is used in ads and commercials tomorrow. I'd say at least 25 times.

Photographers use this strategy effectively, you get your kid's school picture proofs with

the note that if you don't order within the next week the negatives will be DESTROYED! Imagine that, you'll NEVER get the chance to see these precious pictures again.

Or the puppy dog pitch. "If you don't take him this week, we have no choice but to destroy Trooper." (This might be the case anyway, but still...)

I once had the privilege of visiting the Home Shopping Network studios in St. Petersburg, Florida. This company knows how to apply the rule of scarcity! Next time you catch one of the shopping networks, watch..... they will have a timer on the screen.

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Only 10 minutes left. You sweat - and buy. The less time left, the faster people buy. They also have a counter on the screen. Usually counting DOWN! "We only bought 5,000 of these, and will never buy them again." "There is only 10 minutes left to buy 50 gizmos." Our stomachs churn again. **Can't help it!! Please let me buy!!!**

SCARCITY CREATE VALUE.

**TOP
SECRET**

SECRETS AND CENSORSHIP

This is an interesting variant. If something is perceived as a SECRET, we tend to want it more. It's scarce. Few people have it. Got to have it. Ever heard:

"Not previously offered?"

Or if you watch the Discovery Channel :

"Previously US classified videos now available for a limited time only"

Or:

"I'll let you in on an announcement that won't be made public until next week.."

One study showed that not only do we WANT the information more if it is withheld from the general public, but we tend to **BELIEVE** it more. Really?

Isn't that interesting? If you want somebody to really believe your message, make it secret first and then give in and share it with your target.

This is now often used in internet marketing. It's called "pre-release". Marketers will send to their list a notice that says something like this:

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" Only 5 days until the release of..." Then they will release it at \$50 and say the price will go up in 7 days. Clever, but now you understand it's a tactic.

Police use this tactic often to elicit confessions and to convince the suspect that they should cooperate. They would say something like this:

" What I am about to tell you is something that is only for police information, and I shouldn't tell you this, but"

The suspect reacts to the scarcity principle and really wants to hear it. Whatever the cop

now says, the suspect will believe. Also, the suspect is now drawn into a conspiracy and

becomes more compliant.

COMPETITIVE SCARCITY

Scarcity really kicks in when it is matched with competition. Not only do we want something more when it is scarce, we **want it most when we are in competition** for it.

Have you ever seen ads like this:

"By popular demand we are bringing back a limited number of these items. You must buy now, the offer ends next week."

Popular demand, limited number, offer ends next week..... we are left to imagine a whole mess of people wanting to buy this item. Can't miss it!

This is why I bought the BMW.

This is why auctions work so well.

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Another example - if you want to sell your car yourself, make appointment to see prospective buyers at the same time. When the first person show up, start the sales process. The next person will arrive, and you ask him to wait while the first person "gets

a chance to decide because he was here first". Person # one now becomes a victim of competitive scarcity. Objections go away, it now is down to "now or never". Even if he resists, the second person now is happy because HE got to buy the car.

Scarcity + competition = automatic reaction.

Studies show that the key reason why scarcity/competition works so well is in the OWNING of the scarce commodity, not in the experiencing of it. People just want to WIN. They have to get the item not because they might enjoy it, but because they WANT it.

RECIPROCITY

A free gift might not be free after all.

Have you ever tried to send Christmas cards to total strangers? Pick some names out of

the phone book and send them a Christmas card. You'd be surprised to discover that most of them will send you one back. This shows us that we have been brought up to believe that if you receive something, you have to repay that person with at least something of equal value.

How many times a day are you offered a free gift of some kind. Often you say to yourself - it's only a sales gimmick. **Yes, it certainly is.** It's a calculated gift as well.

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Sales goes up by a healthy margin if a free gift is included. It works very well. Think about it.

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Some free gifts you do throw away, but I bet you that others have prompted you to buy something you might not have bought if it didn't have the free gift offer.

The society we live in brought us up this way. No one likes someone not returning favors. We are already pre-conditioned to submit to this short-cut to compliance. "The Petersons had us over last week. We need to invite them soon!" This is an endless loop of reciprocity. If you don't like the Petersons much, you feel guilty. You are stuck in this loop.

Without really realizing it, we give in to requests by people we might even not like, just because this person has given us a reason to return a favor. In many 'POWER' books authors advocate the management and use of favors. They tell you to keep a log of all the favors you have given to people, and use them to get what you want - usually larger requests. The need to reciprocate is indeed very strong. Can you say POLITICS?

Have you ever been at the supermarket and walked up to one of the booths offering free samples of food? Many people find it difficult to accept a sample and then just return the toothpick. It's easier to buy some of the product, you feel you owe the demonstrator that much. You feel **guilty by taking advantage** of the situation. As a result, they sell a lot more of the brand with little expense.

One interesting thing about this short-cut is the fact that we don't need to have asked for a favor. A person can trigger a compliance by giving us a free gift that we didn't even asked for! Or in some cases, not even desired! Strange. Why would we feel we have to return a favor when we didn't even want the original favor?

Back to society. There is an obligation to **GIVE**, and obligation to **RECEIVE** and an obligation to **REPAY**.

The practical use of the reciprocity rule is the REPAY issue, but as Dr. Cialdini points out it is the obligation to RECEIVE that makes this rule so easy to exploit. This puts the persuader at an advantage. People's inability to choose from whom they receive a gift puts the power in the hands of yourself. Think about it, how many times have we received un-invited gifts? How many times have those gifts induced some sort of compliance?

Another interesting factor here is the reverse - if you give a favor but refuse a return favor you are likely to be disliked for it. Give a gift, and be ready to accept a return commitment. Ask for it if you have to, but it'll be there.

GIVE AND TAKE

Consider this scenario:

A fellow worker at the office asks you to buy a \$100.00 ticket to a fund-raiser on Saturday night. The last place you want to be on Saturday night is at a fund-raiser! You say no, and feel guilty. The person says " Well, that's too bad. How about supporting this cause by buying a raffle ticket? They are only \$20 each."

He very cleverly induced reciprocity by giving up the \$100 ticket, but 'accepting' a smaller, \$20 gift. This is also a method you can use to help things along. You start by trying to convince the prospect to buy the top of the line. Then you reluctantly explain the lower model, the one you wanted to sell in the first place. The prospect feels obligated now, and finds it easy to comply with the smaller request.

This works great with the kids. If you merely want them to mow the lawn, ask them to weed, mow the lawn, wash dishes and do laundry. They concede to just the lawn.

They'll be happy to do it. Sounds sneaky, but it works. And we KNOW it does. And still fall for it.

This goes well with another principle we'll cover later. CONTRAST.

By accepting a smaller donation this way it seems smaller than the first request. If he had asked you for the \$20 up front, you probably would have resisted. But now, because of both reciprocity and contrast it seems like a good deal.

Social Proof

Monkey see, monkey do.

The vacuum cleaner salesman from the other day used this in his first sentence. "Many of your neighbors have taken advantage of this offer". You automatically think... "Well, if they think it's good it must be good." Strike one.

Have you ever stopped at a street corner and looked straight up in the air? Pretty soon you'll have a crowd gathering staring in the air.

A classic use of this concept is the laugh tracks in TV shows. When you hear other people laugh, you find the scene funnier. Is it really? Or is it because if other people laugh, it's got to be funny! It's amazing, really.

This is another one of the deep-rooted mental short cut to compliance.

Years ago I worked as a piano player in restaurants and pubs. I soon learned that by putting a couple of dollars in the old tip jar at the beginning of my set produced more tips. it's just one of those things we all know happens. Yes, they do! Some of them you are aware of, like the tip jar. How come the collection plate already has a few bills in it when you are the first one to receive it?

Laugh tracks, salted plates and tip jars constitutes FAKE EVIDENCE! Planted by people wanting you to comply. How can we in our right minds be defrauded like that? You tell me. It works.

There are a number of well-know ad-lines we all know about. They all induce this principle but we are so used to seeing them that we allow them to work over and over again in spite of their obvious intention. Once an author has sold a few books, he's a "Bestselling author". Heck, if other people like his book I have to buy it too!

Products are often "fastest growing", "fastest selling". The fear of buying this is gone. This principle is so obvious and overused I'm amazed that people fall for it over and over. But, the fact is that as part of the social influence group of rules it's so deeply rooted that no one even thinks twice about using it as justification to comply. It's automatic.

It is very hard to resist this principle. We want to fit in, not be different. We have been brought up to be like our peers, neighbors and upstanding people in society in general. This works even better if the references are PEOPLE LIKE US! Our peers, people we work with or play with. People living in the same community, on the same street. People we know and respect. It's automatic. No thinking required.

This is used often in advertising. Interviews with "person on the street" liking the product so much. Our insides goes: 'This person is just like me, so it must be good'

If there is uncertainty involved - social proof makes it go away.

Many investors are victims of this principle. It may explain why thousands of Madoff investors kept buying shares in spite of warnings. They looked at everyone else!

Canadian Government pension funds bought in to Madoff to the tune of millions of dollars, major Wall Street mutual funds and other highly respected financial institutions also made it clear that this was a good buy. We believed them.

To prevent the effect of social proof, examine the validity of the proof. Is it real? If not, ignore it. Now you KNOW what it is and you can ignore the automatic reaction. On the other hand, if you need compliance in an un-certain situation - use it.

Liking

She's such a nice person, let's buy from her.

Yes, people - liking also is a deep-rooted excuse to comply. We all know that if we like someone, it's easier to do what the person wants. Good sales people do what they can to make you like you. There have been many books written on how to make people like you. Things like being a good listener. be genuinely interested in the other person's interests.

Smile a lot. never talk about yourself unless you are directly asked to, and then try to steer the conversation away from yourself. It's easy. Try it, you'll see.

Question: what is the single most important subject a person likes to talk about?

Himself - that's what. You can make anyone like you if you remember that, and take the

I, I ,ME, US, WE out of the conversation. Very few people are really interested in your life. Only themselves. What you will run across are people who realize this, and they make it seem they are very much interested in you. Watch out, here's another dangerous persuasion tool at work. Unless the person is a family member or you best friend, chances are they are faking it.

If the person has something to gain from liking you, such as selling you something - be particularly on guard.

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This might sound cynical, but as one of the most widely used influence mental short cut
it needs pointing out.

As you can clearly see by now, this can shape up to be the blueprint you need to intimidate and manipulate anyone to do what you want. You are right. This is how it's done. There is more to come, but let's review:

As a member of society we are all ruled by these influence rules. They are almost impossible to escape, if we do we won't believe anything anymore. These rules also often trigger fully automatic compliance - no thinking required. And, we do like that! Combining these rules offers the persuader weapons that have few defenses. For instance,

You are asked to donate money to a 'good cause'.

A person you like gave you a free gift - for no reason. She also told you that everyone in
your office building has already donated, and the campaign will end on Friday. You don't
want to be the only one not giving?

Does Amway, Tupperware, Multi-Level Marketing sound familiar????? Now you know why it's almost impossible not to buy anything at a Tupperware party?

The point I am trying to make bears repeating. Although it all sounds so logical, the sole
reason these well-known and used tactics work is that they all prey on deep-rooted, scientific, psychological human behavior. They are soooooo hard to resist, even if we KNOW what's being done here. The reactions are automatic. No need to think. It's easier to comply.

Turn the coin around, and if you need compliance, they are right there for the taking. Executed to take advantage of the influence powers that already exists within the situation, they work. Every time. This is like what they teach at martial art classes, use existing momentum to bring down your opponent.

Let's move on.

Authority

When E.F. Hutton talks, you better believe it.

This is also a commonly used short-cut to compliance. Think about it, how many commercials have famous actors as spokespersons? TV doctors pitching aspirin? Ex politicians pitching credit cards? (Bob Dole didn't even win - but he's very likable!) Social proof coming from an authority - can't get any better. Our whole body now screams YES, YES, YES - NO MORE. I'LL BUY.

Is the credit card any better because Bob Dole's face is on the commercials? Probably not. Do we care? Probably not. It's got to be good.

It's kind of sad, but we all have a deep-rooted sense of duty to authority. Whether the authority is real or imagined. It's another one of these automatic things, we can't help it. Try to fight it, your body goes weird on you. Can't resist authority. It's dangerous.

People

get hurt resisting authority.

This principle is so serious it is often used with life as the price to pay.

If you take it to the extreme, look at history. Nazis. Davidians. Heaven's Gate. The Reverend Moon Sum Young the list goes on and on. All the cults rely on authority PLUS

social proof to gain the complete trust of members.

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The leader sets himself up as the absolute authority, and makes his disciples feed off each other's social proof. They are also isolated from the rest of society, thereby restricted to his authority and their own social proof.

We were trained from birth to comply with authority. Parents, teachers, bosses, doctors, police are all to be complied with. Look what happens to people NOT cooperating?

Punks, criminals and homeless people.

Disaster. You have just got to listen to authority. (Or not...)

Here's a little exercise for you. Next time you are with another person in a relaxed environment (out for dinner) - ask him or her to tell you about their favorite grade school teacher. Lead them along. What will happen is that all of a sudden you become very much closer to this person, it's almost like you become a substitute teacher. Now you have more influence over this person.

So there you have it, now the scene is set for taking advantage of this VERY deep compliance strategy. Pick a target, pick someone that is perceived as an authority to that target and use it. Bingo.... compliance. Can't resist authority. It's also very subtle and can be dangerous in the hands of manipulative persuaders.

What constitutes authority? What proof do you need? How about **TITLES**?

Titles usually produce instant authority without much effort on our part. A doctor is a doctor, so she must know. Are there not bad doctors? We tend to automatically believe what we hear from people with titles.

Sometimes titles are not necessary. Industry experts for instance. I've been in business since 1988 and know what I am talking about. Or do I? How would you know?

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The fact that I have been doing "it" for 34 years is enough to make people believe that I am perhaps an authority on the subject.

The **illusion of authority** works equally well. Because people very rarely questions authority. It's a given. People are afraid that their belief that it is legit is wrong. Makes them look bad. Nobody wants to be wrong.

To use this concept to your advantage, all you have to do is to at least give the *illusion* that you are an authority in the field, and just because you say so it must be. Let me tell you, it does work.

For instance, you don't have to be a bank executive to look like one. Just dress and behave like one. Con artists do this all the time, they pretend to be a bank examiner and ask you to deposit some money in a "special account" so they can catch a thief that is constantly defrauding your fellow seniors in your neighborhood. How many influence principles did you catch in this simple statement?

You have to realize that in defrauding people fraud artists lie. They make believe they are someone they are not. Lies or not, the effect is the same as if the real thing had come by with a legitimate request. How would you know? You are conditioned to believe and comply to people with authority. And people you like. And to buy things that might not be here tomorrow. And to do what your best friend just did. And to re-pay favors.

Get the message?

Add this statement to our fund-raising pitch: "I've been a successful fundraiser for 20 years, and I can tell you honestly that this is the best cause I have ever seen." Mix that up with the other statements, and you are getting close to total control over the

prospect. - What People Really Want - Emotional Marketing Strategies

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Try to stand in the middle of the intersection and direct traffic. Put a person in a uniform doing it, instant compliance. The mail room clerk can't tell you to take a hike, but your boss can!

Next time you see a commercial, look for someone in authority doing the pitch. Is it real? It doesn't have to be real. Remember, we'd rather not think about it. Let's just do what we have been taught, comply.

Sales people use this in another way, trying to make YOU the authority. Why would I buy the BMW? Among other reasons, it elevated me to someone in authority, a more successful person. I could drive up in my bimmer, and the prospect would automatically assume I was greatly successful, and as such I had to know my stuff. Image. Authority.

"By donating \$1,000 instead of the more usual \$100 you will be one of the top contributors in your community" = more authority = compliance.

It all adds up.

Most people WANT more authority, and the more they want it the more they comply with requests by people in authority.



Let me give you a fictional example on how a waiter in a restaurant can combine several influence strategies to make more tips than any of the other waiters.

First, he'd be well dressed, and he would act according to what type of people came to the table. If it was a family, he'd put on a clown act to entertain the kids. A young couple would get a different treatment, he'd work on the gentleman trying to impress the lady.

You got to like this waiter! (Liking)

If a larger party shows up, he would become liked by chatting up the group, and whatever the first person orders he'd frown and 'share a secret' with you. He would look over his shoulder and say" I shouldn't tell you this, but the item you ordered is not as good today as it normally is. May I suggest...."

Everyone loves a secret! (Scarcity)

The items he suggests is of a lower price than what was originally ordered.

A little favor goes a long way! (Reciprocity)

Now he's an authority on the menu, and can suggest to other patrons the more expensive dinners. He has already made a concession on the first order.

You get the point. By combining several strategies he has managed to increase not only the order, but his tips as well. Not only that, but he did so while making the customer very happy in the process. That's what it is all about.

Promise and Consistency

Thou must stay consistent with what you have already done.

If you want to lose weight, write a letter to all your family and friends with a promise that you will lose 20 pounds by Christmas. Sign it. If you have the strength to do this, the promise and consistency influence rule will kick in and make sure you will comply. Internal persuasion - why not?

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This rule also lies deep within us. It directs our actions with quiet, awesome power. Once we have taken a stand, we will feel internal, emotional pressure to stay consistent with that promise.

You may spend a lot of time deciding to buy a car. But, once the decision has been made you walk away from the dealership happy. You must stay consistent with your decision.

Our need to maintain consistency is a powerful influence tool.

Many people are not very consistent. They change their minds all the time, and never seem to make up their minds. In spite of this, they respond to the need to stay consistent. You just have to find the things they really want to stay consistent with.

Another automatic reaction here. If our minds can draw on this rule to justify a decision, no thinking required. It just has to stay consistent with a previous decision or action. Sharp salespeople know this. They simply get you to agree with them on a few simple no-brainers and before you know it you have agreed to buy. Consistency at work.

It goes deeper than that. If we have made up our minds about something, we don't have to re-think the justifications for the decision. It's already there.

Our fundraiser now has another weapon in his arsenal. All he has to do is to figure out if you have ever given money to any fund-raising attempts. Yes?, you are toast. Cooked.

Your whole being screams 'TILT' if you now decline to give. You have given before, and now you must stay consistent with that decision. It's an easy decision to make. No thinking required. Automatic justification.

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All the persuader did was to establish previous beliefs or actions. Then ask the question. This is important to know, because if the persuader had NOT determined previous action, the target would have little external reason to be consistent with it. But, he did bring it up, and now that previous action is out in the open.

As you can see from all of this, this is not about so called 'hard closes' that sales people used to learn and exert on you. No, done effectively, using these methods YOU are the one making the decisions. It all comes from INSIDE. It's there all along, the persuader just triggers these mental short-cuts and asks for a decision, being the persuadee is now easy. No thinking required.

Another fascinating aspect about this is the need to act fast. Before logic takes over. We want to stay mindlessly consistent so bad that if logic tells us to wait and analyze this, our mind goes right on ahead and makes the decision for us.

How about combining this with the rule of scarcity?? What a concept.

Dr. Cialdini calls this "our consistency tapes". Good persuaders will just have us turn on our tapes, and voila, mindless, logic void compliance is forthcoming.

This forms the basis for some pretty clever and devious compliance tactics. Imagine if you can start from scratch, and create the very foundation of agreement on which to base future decisions on? If you were a real estate sales person, you would begin by having the prospect agree with simple things such as "owning a house has to be better than renting, wouldn't you agree?" She would then escalate the line of agreements, dealing with the neighborhood, the schools and so on. Finally, she will ask for the sale, and since you have agreed to everything she has pointed out, you are trapped by the consistency rule.

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This is also how they got GI's to 'turn against their country' during the Korean and Vietnam wars. The interrogators did very seldom threatened the prisoners. They merely had them agree to seemingly innocent and obvious statements such as: "You agree that the US has more money than China?" Statements the GI's thought innocent enough. Perhaps there was a minor reward in agreeing. In any case, the questioning escalated, and lo and behold soon the big questions came. The consistency force is very difficult to resist.

It's the principle the classic "FOOT IN THE DOOR" sales strategy is based on.

Let's get the prospect to agree on a whole bunch of things leading up to the big close.

It's an important strategy that can be used in any type of negotiating or selling. It works even better if you can get the target to write it down. Then you have proof that the previous agreement was made. For instance, I have used this in past selling efforts. I have asked prospects to send me a fax outlining their needs. Based on those documents, I started to escalate the commitments until there was nothing left to do but to ask for the order. There were no objections left.

Another strategy I have used quite a bit is the 'free survey of your present system' approach. Basically I get approval to perform a free site-evaluation and offer the prospect a free consultant's evaluation of the situation. Once they agree to the contents of the report, I can start building the prospect's commitments into a sale. In reality, there is nothing underhanded with this, the site evaluation is of value. The analysis was made in earnest, the goal is to provide the client with a better solution. The challenge we face as salespeople is to get to YES without duress or hard pressure sales tactics.

These Social Influence rules will help you do exactly that. Because they all bring out a non-thinking compliance.

The principles discussed can not only bring compliance but feed other persuasion methods as well. Examples are pity and fear.

PEOPLE'S SECRET MOTIVATORS

Many books have been written about people's basic human needs. Here's a review:

- ✓ SURVIVAL
- ✓ SECURITY
- ✓ POWER
- ✓ IMPORTANCE - EGO
- ✓ MONEY - MATERIAL THINGS
- ✓ RECOGNITION
- ✓ SOCIAL ACCEPTANCE
- ✓ WINNING
- ✓ BELONGING
- ✓ CREATIVE EXPRESSION
- ✓ ACHIEVEMENT
- ✓ NEW EXPERIENCES
- ✓ LIBERTY - FREEDOM
- ✓ SELF RESPECT
- ✓ LOVE
- ✓ EMOTIONAL SECURITY
- ✓ NEED TO KNOW
- ✓ BEAUTY

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If you can give people what they want, you will get what you want in return. Simple? Not quite.

You have learned how automatic compliance triggers are used in a more general, global sense. They work with ANYBODY. You really don't need to know the individual(s) to invoke these social influence mental short-cuts. Just look at general advertising. They don't know you, but still you run to the store and buy products based on advertising. These strategies can, and are obviously used in both face to face encounters and remote advertising.

We are now going to deal with more face to face influence and persuasion. Where you know more about the target. Again. putting all of this together makes me realize how awesome this all is, and how well it is being used every day. just look at all the frauds and scams that are going on. Every day you read about someone that have been defrauded. Don't we ever learn?

The reason it still works is simply that the tools available to con artists and master persuaders are so powerful and effective that resistance is often futile. Add that to the fact that very few people really know or understand how these mental manipulation really works, and you have a pool of willing and able victims.

These needs are so basic and well known that explanations are not needed here.

The trick is to know WHAT button to push at what time! That's where the challenge is.

The motivating button is basically this:

**WHAT'S LACKING AT THE TIME
IS WHAT PEOPLE WANT THE MOST.**

An insurance agent had lackluster sales. He performed the standard sales pitch of selling financial benefits to the family after the prospect's death. Then it occurred to him that this benefit was something the prospect wouldn't use.

He changed his approach to include the fact that the prospect could maintain control over the family after he was gone. All of a sudden it triggered a motivational factor in prospects and sales went up.

There are many examples on how simple phrases can change the success ratio in your persuasion attempt. If you sell air conditioners, you might want to also point out that having a central air conditioner also increases security over open windows.

Take a look at advertising. Most ads will tell you about their product, how great it is. Some ads will give you a few benefits, but the best ads will appeal to one or many of your secret personal needs. Not material needs, but any one of the able emotional needs.

The trick is to find out what is the hot-button of the day. If you try to appeal to the wrong emotional need button, you get nowhere. The person already has it. You have to discover the need the prospect does NOT have at the time of the pitch.

There is a simple way of doing that, ask. In conversation, ask questions. Talk about them, not you. You can't convince anybody of anything if you talk about yourself. Can't be done. Once you find one or two of the above needs the target doesn't have, you're in. Match up that need with your product and you are on our way.

PERSONALITIES

Different strokes for different folks

This is by far the most interesting research I have ever done. As I said before, I have been to many seminars, and most of the sales type seminars have dealt with different type of personalities and how to deal with them. I found them to be far too complicated.

Wouldn't it be nice if all people were the same? You could develop a pitch and it would work all of the time. But, we are all different. And since everything we want someone else now possesses we need to be master persuaders to get it.

If you could say all the right things to a person, and get nothing but agreement, wouldn't you be a great persuader?

We all have the ability to 'read a person' to some extent. We recognize optimists, pessimists, negative and positive people. We see energy and lethargy. We see smiles and frowns. What to do about them can be a mystery. I have tried to break this down to a few basic types, how to recognize them and how to model your approach accordingly.

This is the stuff you use to "motivate" people. Can't get along with someone, this will explain why and your choices. Credit is due to Tony Robbins - he's the dude that put all this together. Although the principles are well known - it's good to distill them down to a few.



Matcher vs. Mis matchers

Take out 4 quarters. Place them on the table, two face up and together, and two face down and away from the other two.

Write down the relationship between the three quarters.

Did you say they are **all alike**? They are **all quarters**, they are all on the table, they are all metal? They are all worth the same?

Or are they different? Two are face up, one is face down. One is to the side of the other two. One is older, one is more dirty that the other two.

If you are like the first example, you are a **MATCHER**. You tend to see likeness in things. You probably like things to be the same. "I know what I like, and like what I know".

If you are more like the second example, you are a **MIS-MATCHER**. You'll immediately see the differences in things.

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Matchers usually answers questions like this: "Sure, this makes good sense." Mis-matchers will say: "Yes, but....".

Knowing this, wouldn't you say different things to a matcher vs. a mis-matcher to seek agreement? This is how I made that sale I mentioned earlier. I pitched and pitched, and all I got were objections. All of a sudden it dawned on me, this person was a mis-matcher!

Out of the blue I said: "On second thought, I don't really think you would really benefit from this product. In addition, I doubt your company could qualify for the financing. I apologize for the time I have spent with you." The guy went through the roof, "Whaddya mean we can't qualify, of course we can. Let me prove it to you." And the rest was a matter of him taking the lead and sell me on how they could indeed benefit and pay for it.

Sound corny? Sure. What do we call what I got away with so easily? Reverse Psychology, that's what. But, reverse psychology only works with MIS-MATCHERS!

Try it with matchers and they will probably simply agree with you.

A car salesperson knowing if you are a matcher on mis-matcher will do the following:

Let's say you are ready to trade in your car. If you are a matcher, your reason for trading up would be that your old car has given you many years of pleasure, and you know the new model will give you even more pleasure.

A mis-matcher's reason for stepping up would be different - You want to trade in before the old heap gives you trouble.

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Matchers look for similarities, mis-matchers look for differences. Many people are a little bit of both, pending on the situation at the time. You as a persuader will know this, and steer your comments and requests accordingly.

Matchers get persuaded by the improvements over something existing. Mismatchers will need to know the differences the compliance will bring.

When you are selling to a group - as in on the web - try to figure out what the majority of your visitors will be.

Moving towards pleasure vs. away from pain.

Think about yourself. Would you exercise because it would make you look and feel better, or because you would like to avoid a heart attack. Which is more important?

This is an important and valuable distinction - and also very powerful.

Most people will fall into one or the other category. Back to the fundraiser. If she knew I was a towards pleasure kind of person, she might entice me by saying: " Think about the difference you will make in someone's life! How good it feels to help someone." Sounds good, I like good feelings!

If I was a moving away from type of person, she would say " Without your contribution, someone will suffer more." I don't want that pain and guilt in my life.

It is practically useless to use the wrong approach here. I personally am a towards person. Tell me what I can accomplish, what great things are in store for me and I'm in. I know people that are opposite.

"I'll have to do this because if I don't, I'll be in trouble and I'll have the world mad at me." They act out of necessity more than possibilities. Tell them what they can accomplish, and you have deaf ears. While you are thinking of possibilities, they are thinking of reasons why this is all wrong.

Internal vs. external Sorting

When presented with a proposal or a request, people will tend to see how it affects either themselves or other people. Ego-sorting people will consider the effect the decision will have on themselves, and externally sorting people will consider the effect on others.

Also, ego-sorting people need less external input to make a decision.

A simple question to ask is "How do you know you are doing a good job?"

Ego-sorting people would probably say: "It makes me feel good, I just know."

Externally sorters would say: "Well, when my boss comes over and praises me, or I get a good review, or a recommendation from a customer I know."

To motivate an ego-sorting person to either buy or perform a job you must appeal to the internal ego. "If you do this and this, you'll feel better, you'll have a great sense of accomplishment."

To an external person: "If you do this, everyone will like you, and you'll be well respected. People will look up to you".

Ego-sorting people make poor managers of external sorting people.

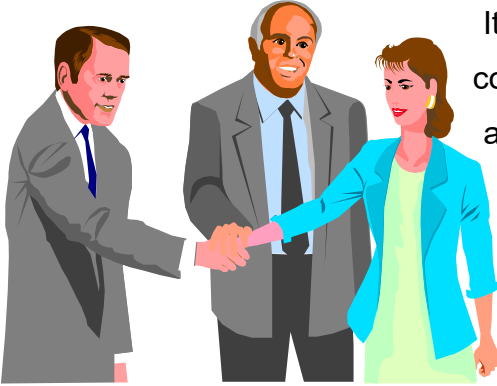
Results vs. process

This is a valuable trait to look for. Does the person enjoy the process or long for the finished result? Some people enjoy the journey. I do. I probably am not rich because I enjoy the journey too much. Once I get bored, or come across another journey that is more fun I drop projects. Mid-stream. But, then again – I probably have more fun than most people.

When you run across a person like that, say something like: “You’ll have a ball using this product. Think of the adventure...” etc. instead of saying what the end result will be. They don’t care. If someone told me that if I studied hard in college I’d get a degree – I would immediately think “I hate studying so why should I!”. I have no degree. Others will say: “It’s worth it.”

Know your prospects. On or off the web. If you are selling to academics – RESULTS. If you are selling to entrepreneurs – PROCESS.

SUMMARY



It should be very clear now that master persuaders use a collection of mind-controlling tools. There are many more, but armed with what I have shared with you will be able to be a better persuader.

Social Influence

- ✓ SCARCITY
- ✓ SOCIAL PROOF
- ✓ LIKING
- ✓ RECIPROCITY
- ✓ AUTHORITY
- ✓ PROMISE & CONSISTENCY

Human Differences

- ✓ MATCHERS vs. MIS-MATCHERS
- ✓ MOVING TOWARDS PLEASURE vs. AWAY FROM PAIN
- ✓ INTERNAL vs. EXTERNAL SORTING
- ✓ RESULTS vs. PROCESS

WEB SITE MARKETING TIPS

During the past many years, I have researched how these principles fit into the web. Basically all these principles can be used on your web site. Make the visitor LIKE your site first of all. The home page should be clean, free of annoying, flashing banners and other distractions.

What makes people buy on the Web? An award winning web site? Top listings on search engines? Cheap stuff? Nope. None of that actually makes the visitor BUY. You can have 10,000 visitors coming to your cool web site and no buyers. It happens more than you think. I know because I work with some of those companies. Here's the bottom line:

People Buy Because They Are Influenced To Buy.

As you read this, you will think: "I know this," but here's what you should be thinking of: "Why does it still work?" Well, it does and it doesn't look like people will ever catch on. Look around you at the advertising we are being bombarded with every day.

Make the first words that people read about THEM, not YOU. Say:

**"We KNOW you have difficulty getting people to visit your site.
That's why we have put together this program especially for you."**

Identify the HURT your visitors have, STIR them and FIX them.

No one buys anything just because you have it available. No one.

TOP 5 REASONS WHY PEOPLE DON'T BUY FROM WEB SITES:

- Me, Me, Me, Me, Us, Our, We
- Look at these graphics!!!!
- Trust me, the wait it worth it!!!
- What's in it for me?
- I don't trust you

= I have NOT been convinced.

TEN THINGS THAT PEOPLE HATE:

- Slow loading page (>5 sec)
- It's all about the company
- Can't find what they are looking for
- No contact info
- Site full of unrelated banners
- All hype - no valuable information
- Unrelated information
- Missing links and graphics
- Pop-up windows
- Amateurish looking pages

A few words about banners and affiliate programs:

What makes visitors stay beyond the first 10 seconds of a site? They simply have to LIKE it. Overall. It has to have the feeling of a professional site, one that is credible and serious. Here's where you might have a problem. These flashing banners are very distracting and reduces the initial "good" feeling.

My initial feeling was: "Oh no – not another one of those 100% affiliate banner sites". There are two types of banners. The ones you get paid hard cash to display, and the ones where you get a percentage of sales. I have found that the affiliate thing is pretty well worthless. Simply because you'll lose more potential customers to the annoyance factor than you'll make up in commissions. Besides, a gazillion sites are trying to make money by selling other people's services. In order to get enough visitors to come and buy you have to spend a ton of money in PR and advertising. The numbers just don't work.

Sell your own stuff. Period. I know it's sounds simple, but try.

My First Experience With Website Marketing:

When I set up one of my first sites years ago I dreamt about the thousands of hits I would get. I scraped together about \$1,500 and set out to buy prospects. As an "expert" I certainly could spend this money wisely - and do the right things. I should have spent the money on a vacation in Hawaii.

First off, I got this 1/2 price offer on a 10,000 eyeball banner promotion on a "well know business site". I jumped, and thought.. Hmm. 10,000 eyeballs will see my "dynamic and persuasive" banner. If only 1% clicked, and only 10% of those bought I'd have 10 new clients, probably worth about \$1,500 to start. So I whipped out my credit card and went ahead.

Got 6 click throughs, and no sales. 6 out of 10,000. Later research told me that banner advertising is pretty useless unless you have the bucks to go onto Yahoo in the right section at the right time. Don't do it.

- What People Really Want - Emotional Marketing Strategies

Then I thought... a press release! That's it! Get the press to work for me. So I wrote a "pretty good release", and paid \$300 to have a company distribute the release. Nothing. Or, as far as I know, nothing. Zip. 3,000 editors didn't care. Not news. I learned that a press release is a good thing, but it has to be NEWS.

The fact that you have a new web site won't work. It's gotta be news. Like "12 year old boy from a poor family with cancer sets up web site and makes millions. He gives all the profits to charity." Moral of the story, try to be so different that it's news worthy. Once you get some press, it's great. I have done this in my past lives, and it does work. I haven't figured out what's newsworthy about my project yet, but I will come up with an angle. Any suggestions? Stay tuned.

Oh well, so far I had only spent half of my PR budget. No problemo. Onward we go. I have more money to burn.

Reading some more, I came up with the e-zine classified ad angle. Now, THAT sounds good. Advertise in opt-in newsletters that people actually ASK to receive. Topical newsletters. Hey... that's me! Came up with a great e-zine on Internet marketing, and bought an ad. THAT worked a little better. I did get enough leads to close a few sales, therefore earning my investment back. Nothing big, though... and the next time I might not be so lucky. But then again, I might do better. We'll see.

OK, doing better. Then I thought... heck, there's gotta be local companies I could work with that need their web site tweaked! I went in and looked at some of the local sites. Oh yes... I could definitely help these poor people. So, I bought a display ad in the local monthly business paper. Nice ad. No calls. None. Zip. 10,000 business people read this thing. Most of them have web sites.

My batting average is really slipping here! Where are those millions of web surfers?

By wait.... what's this I hear about e-mail lists of opt-in folks who actually WANT to receive e-mails with product offers? Hey, just like the old days of direct marketing. I'd make money on only a 1.5% return. Not spam, because people WANT these e-mails. (They should get a life). So THAT's it!

I found myself a nice opt-in e-mail service and fired off 10,000 e-mails. I did get a few responses, but no orders. I learned that these people like getting e-mails but never buy. Lonely people wanting attention, I guess.

OK, this is war. Is it me? Is it the offer? Does my service suck? No, that can't be it because I get rave reviews, and every one of my clients like what I do. Clients? How can I have clients? I can't get any advertising to work, my PR money is gone - how on earth can I have clients?

The light came on. The clients I have I got the hard way. One by one. By asking for them. By going directly to the source. By attending chamber meetings. By referrals (You've got to talk to Ingvar. He can fix you up.) By contacting people directly I feel can use my services. By honestly and completely answering questions in newsgroups. (This is one of my best source of leads). By providing service beyond expectations. Good old fashioned PR and marketing. Stuff we used to do years ago before the Internet. Stuff I know how to do very well. I just got caught up in the "get customers the easy way".

I also got an article published on internetday.com. That got me a whole slew of leads that are turning into nice, profitable clients. And, ALL the responses I got were from genuine, nice people from all over the world. It is fun reading their e-mails. I am going to focus on getting published more. It works great.

So, what's the bottom line you ask? Well, qualified prospects do not come by themselves. You have to go and get them. Unless you have oodles of money, don't expect to get any results at all from banners, ads, bulk e-mail, press releases and all the other methods the "Internet marketing Gurus" tell you. POOR RESULTS.

About Search Engine Positioning

A difficult subject indeed. I work with people who have spent thousands of dollars in search engine positioning software and programs – but nothing works. Here's my take:

Do it the hard way. Register with each search engine the way they want you to. It's hopeless to expect a small site to become famous overnight. Large companies pay millions for those positions. Make sure your META TAGS are in order, and your site is clean and bright. And persuasive.

The key to getting noticed by search engines is inbound links. Unless you have other, related sites linking to your site - you are invisible.

THE WEB SITE SUCCESS MATRIX

These are the answers to the TOP issues I found during my site reviews. They are by no means complete, but helps me remember the basics. Even more important than these are the FEELINGS I get when I go to the site. Do I LIKE it? Am I getting EMOTIONAL?

A weak or missing "MOST WANTED RESPONSE"

It is extremely important to have a "Most Wanted Response". The action you want the customer to perform the most. It could be leaving an e-mail for follow-up, or a direct sale, or responding to a survey form. Anything, but unless you just want to educate - go for some kind of response. You are in business to get more qualified leads, to sell more. Use the tools you have available. This could be getting the visitor to leave their e-mail, or buy something, or perhaps leave a comment. In any case, you **MUST** have a clear objective, and the visitor should be only three clicks away from acting.

Pick suitable products

Some products are just not meant to be sold on the web, although more and more products are sold successfully.

Page takes TOO LONG to load

Please LISTEN. Our research has proven without a shadow of a doubt that sites that sell, sites people come back to NEVER take any longer than 5-8 seconds. Remember the eight-second rule. Consumers have eight seconds worth of patience while waiting for your pages to load. This is especially true for home pages. It's like the restaurant business mantra: Don't keep them waiting, or they'll leave and never return. You are here because you want the visitor to react and meet your Most Wanted Response goal. If the only reason you have a web page is to show off how clever you are, how great your graphics are - you won't have any success getting a response. Not a response that will sell something anyway.

Pick a better opening statement

Visitors just don't care about you and your company until you have established what you can do for THEM. This is a fact, get rid of your ego and point the finger to the customer. The whole page should be 100% focused on the customer, not you. What is it you really do for the client? Few words like we, us, our and I should be on the norm.

Add credibility

People are wary of the Internet. They need to feel warm and fuzzy. List all memberships, affiliations to trade groups etc. Try to stay away from personal resumes, unless they are directly related to what you are selling. Consultants, engineers etc. If you are selling widgets, no one cares about your education. Why should I buy from you?" "Can I trust you?" You have to prove to them that they won't get scammed.

Add a better 'CLOSE' page.

Lead the visitor down the golden path to the close. Then make it easy for them to do so. Close could be anything, usually it is the 'Most Wanted Response'.

Reduce the risk of acting.

Make sure you explain your warranties, guarantees etc. Create a warm and fuzzy feeling. Take away the fear of being ripped off. "How do I know I will be happy?"

Explain what the customer get

Don't be afraid to repeat the offer. And confirm what the customer gets. Even if your MWR is only to get their e-mail, you need to explain what they get. And how they can get out of it if they want to.

Spell check the entire site

Bad spelling and grammar are often found in web pages and draws the focus away from your message. It looks very un-professional and the customer loses interest.

Describe the BENEFITS better

Most sites describe the product more than the benefits. What's in it for me?

Benefits are things like:

"You will be more relaxed after you use....."

"You will like the way you'll feel with our new Acme"

"You too can feel like...."

Create emotions

People buy for emotional reasons and justify the purchase with logic. Write your pitch to appeal to the emotions. What do your customers FEEL when they use your product or service. Define your target market better.

The site is too broadly focused.

Who are you selling too? Young, old, sports fans? You don't care about what non-target market people think. Only what your target group feels. Spend some time and develop a personality profile of your target. Are they wealthy? Do they like wine?

Get rid of the "WELCOME TO" or any similar phrases

Until you have stirred some emotions, the visitor does NOT care about you or the company. Start off with an emotional, customer focused opening statement. Always. Example: "Would you like to save money on books?" "How would you like to be in the top five percent of sales people?"

Give something away free

A lot of times you can make the visitor stay for a while by making him curious about your free offer. Most common is a free report about something they are interested in. It doesn't have to be big. Just useful. A few insider's tips would work just fine. If you want, you can use this as an excuse for collecting e-mails.

Add exact numbers

Using exact numbers work better than "over a thousand happy customers". "2,354 customers are now enjoying our books" This builds credibility.

Add a time limit to your offer

If not, use them. Change the time limit and the offer. But always put a time limit on any offers.

Ask questions

Always ask questions. You can either just ask the questions, and answer them yourself, or better - write a response form. Again, it's about THEM. People love to talk about themselves. Give them an opportunity, and you will have them stay longer. On one of my sites I put in a simple response form: Is this site a good idea? I am getting good response from that little form.

Add an opt-in newsletter

Always do this. Invite people to join. It's permissive marketing. Send them a short update every so often with tidbits they can use. NOT about yourself. Useful information. Besides, studies show that you can sell 15% more if you make an offer in a newsletter.

The internet is NOT a mass media

The internet is a ONE-TO-ONE relationship thing. You MUST sell to each and every individual that comes to your page.

Add a more visible telephone number

Our research shows that 65% of all orders from the web are called in on 800 numbers.

Get rid of the fancy live shows

We found that sites with splashy home pages did not attract many people beyond the show. If you want to have a PRODUCTIVE site, stay away from these things. People really don't care for them. Designers just LOVE to show off their skills, but when it comes down to it, it's pretty useless stuff. Don't fall for this trap. You'll lose customers.

If your site is about showing off fancy graphics, fine. But if you are selling something - get rid of it. Have a clean opening page. There are few exceptions to this rule. Think before you add music, Flash or other fancy stuff to your home page.

Reduce or eliminate links to other sites

Why on earth would you encourage the visitor to leave your site? You can do that if you are offering a listing service, but if you want the customer to stay on your site until they have acted - don't have links. Yes, I know. Banner exchanges drives visitors. I am just saying, unless the banners you put up brings QUALIFIED visitors in return, try to avoid the temptation to give other companies business.

Add more useful information

Many people come to the internet to get information. If you give your visitors timely, informative, hard to find and useful information you have got them hooked. They will come back for more. An example is a very successful bike site. They have a searchable database where you can find out anything about any bike in the world. People come back often, and stay for the info. They appreciate the hard-to-find data, and end up buying.

Add a NEWS section

Break the story, people will come back for more. Be a reporter. Bring out relevant news often. Industry insider information.

Eliminate the use of banners selling other sites

Studies show that they really don't work that well. You might get a lot of hits, but not from people willing and able to buy your products. Besides, why would you give up valuable site real estate to strangers? You must have a focused, targeted site.

You are NOT selling to the mass market.

Web guru Linda Cox says: Banners should only be used by big companies for branding and for hyperinflating IPO prices, not by hotdog stands for traffic generation.

MORAL:

Banners suck. Free banners suck for free. Ok, I am getting some hot feedback on this one. Here's the bottom line: Exchange banners bring in traffic. But the return on that traffic is dismal. Is it worth it? You are there to sell YOUR products. It would be nice if the traffic you generate are actually INTERESTED in your site, and not just surfing. 'Nuf said. Besides, banners take away the focus from YOUR site, and they take forever to load.

Add a random drawing

Drawings bring people back, and builds your database.

Use an "Ask an expert" page

Again, it's a good idea to get the customer to respond. To do something. You will build your database. You will also gain interest by providing valuable, little know

Add a Frequently Asked Question page

A MUST have. Saves you a bunch of time as well. Have your staff write down the top 5 questions they are being asked on a day to day basis. And the answers. Then you add a response form at the end asking: "Did this answer your question?" Microsoft does.

Improve the navigation

It MUST be easy to navigate. If this advice shows up in your report - time to redesign for sure. The visitor must NEVER be lost. So many sites are poorly designed. The user should be able to go to any major section from anywhere in the

Reduce the use of graphic navigation buttons

Graphics take longer to load. And they can add up. Unless they are small, use text instead. Remember, people are NOT there to be impressed by fancy graphics. They LIKE simple, standard color text links.

Reduce special effects

You are there to GET A RESPONSE. It's a fact. Flashy sites REDUCES response. Some effects are good, but stay focused.

Get rid of the Explorer/Navigator download buttons

Why would you advertise Microsoft/Netscape? You must assume that your user already has a browser. Get rid of the clutter. And the free advertising for companies that don't need it. Unless they advertise your site on their home page...?.

Get rid of the hit counters

They are annoying, and people don't believe the numbers anyway. If the number is low, credibility problem. If the number is high, well - who would believe it. They take the focus away from your most wanted response.

Use light backgrounds and dark print

A lot of pages have dark background and white print. This is hard to read, looks clumsy and amateurish. Especially on low resolution monitors. Always use white, light yellow or light green background and black or very dark print. Having a dark border around the page can be very effective, though. It frames the text.

Use larger fonts

Fonts should be 10 pitch or larger. 8 pitch is hard to read, and on lower quality monitors it really gets bad. Especially when the wrong colors are used. Fonts should be the same throughout the site. Arial always works pretty well.

Improve your home page message

We found that there were few compelling reasons to move beyond the home page. Improve the message, and use a line like "and there is more....." as a link to the next page.

Use clearer sentences and easier words

The site is too wordy. Too many long and complicated words. Make it simple. People usually fly through a web site.

Improve the consistency of the site

It is easier on the user if all the pages look the same. Like in a book. Changing design from page to page confuses people and takes the focus away from the objective. Again, you are NOT showing off your graphics skills. You are selling.

Ask for the commitment - whatever it is.

Don't be afraid to ask for the order. If you have a product, put a link on every page to your CLOSE page. You can never really tell WHEN the customer is ready to buy. You should be ready to take the order at any time. If you are building an e-mail list, same thing.

Testimonials (Social Proof)

Have a link that says "Don't just take our word for it, check out what others are saying about us...." (The guest book is an amateurish way of doing that). Actively solicit comments. They are your 'warm and fuzzy' generator.

Reduce the graphics

Some graphics is good. To enhance the look. Too much graphics takes the focus away from your message. WORDS SELL. Not graphics. With the obvious exception of a straight picture of your product.

Give your visitors something to do

Have response forms scattered throughout the site. Little Yes/No boxes. Ask relevant questions. Write little mini-tests to qualify them. Make them think.

Describe benefits FIRST

Make sure you clearly describe the benefits BEFORE you go into the product and company description. Until the visitor wants to move ahead, they just don't care about you or your company.

Improve the CLOSING page

Repeat the benefits, what they get, how much, the guarantees and how easy it is to do business with you. It really doesn't matter what you are asking from the visitor. Even if you just want them to give you a call for more information it is crucial to state what's in it for them if they do. "Give us a call and we'll tell you how much you can save..."

Reduce the "WHO CARES" factor

If your site has too many "Who Cares" – look at it. Be more direct, cut out the fluff and get to the point. The verbiage must be focused on your site objective. One of the biggest flaws we find is that sites tries to do too many things at once. Visitors just don't know what you are trying to have them do.

Missing graphics links

Your site had missing graphics links. This too takes away from the focus.

Eliminate the guest book

This is old and reeks of amateur. Use an interactive form instead, asking specific questions. This way you can manage the responses.

Take out the 'Under Construction' notices

We all fix our web page all the time. It is accepted. This notice is strictly amateur. If the site is not ready, have a one page saying so, and give a date when the visitor can expect to get to the page.

Take out the award banners

This is also strictly for amateurs. Your prospect will NOT be impressed by this, very few successful sites we investigated had these banners. They clutter up your focus and your message. These things are designed to drive traffic to their site, so more people sign up and they can sell more advertising. Don't fall for this.

Get rid of the image maps

These tend to confuse viewers. Sometimes it is not clear where on the image you are supposed to click, and what happens when you do. They are usually too large to be practical in a selling site.

Reduce or eliminate the need for plug-ins.

If your site asks the visitor to download a plug-in you have lost a prospect. This is proven. They might do it just to see what it is for the WOW effect, but these people are only interested in geek stuff - not your product. We are seeing more and more sites from our neighbors in the far east. China, Japan etc. Most of these sites ask you to download a character translator. This should be avoided. Folks are just NOT going to do it, and you have lost a prospect. Keep the site as standard as you can.

Change the wording on the SUBMIT buttons

SUBMIT is a tekkie word. Use ENTER ORDER or SEND INFORMATION.

Eliminate horizontal sliding bars

Some of your pages have horizontal sliding bars at the bottom. These can be very annoying - but they are easy to fix. Set your page margins to make all pages fit the screen.

Get focused!

Your site seems to have too many things going on. It's hard to understand exactly it is you are selling. This is one of the hardest things for an entrepreneur to do - let go of non-related things. Visitors will get confused and leave. It's better to have several connected sites than one big one covering everything. If you do have lots of products, make sure your navigation separates them properly into sections.

Create a better reason for visitors to return.

Return visits are critical to your success. You build credibility and a relationship with your customers. Most buyers come back to sites several times before they buy. There has to be something worth coming back for. Something new, updates, reference information or pictures. Projects you have done. Fresh ideas.

Increase your credibility by becoming an expert

People come to your site for information. You know your business. Share some of that knowledge. Explain that you are in fact an expert. Don't be shy.

The meta tags are not 100%

Meta tags tell search engines about your site. They should be descriptive.

There were programming bugs in the site.

You can never test a site enough. If your web site isn't perfect when you go live, you can kiss some of your customers goodbye. A recent study by THE INDUSTRY STANDARD shows that 46% of visitors leave a site if they find bugs. THAT YOU CAN'T AFFORD. More so, 9% say they never return to a site with bugs.

Users can't get out of the home page by using the back button.

This is an annoying bug, and people will not go back to your page.

Exclusivity - use it.

Make sure your site at least once states that what you have to offer is exclusive. Customers are privileged to your products. Invoke the feeling of being special. "By buying this you will be one of the few companies that...."

Invoke the belonging factor.

Most people are belongers. They feel comfortable belonging to groups, churches and communities. You can use it to your advantage by either creating a community (list servers, chat rooms) or stating that as a customer you belong to an exclusive group of people. People will believe you if you tell them that other folks just like them.

Stir the HURT - and FIX IT.

People often are motivated by pain and will do anything to get rid of it. Does your product or service solve a particular problem? If so, stir up the problem early in the process. "Are you tired of shoddy workmanship and lousy customer service?" is better than: "We Fix Cars."

There is little reason to buy now.

Improve your 'dominant reason to buy now'. People need a push to act. Give it to them.

Some of your internal links seems to be failing.

A key thing to fix. Users will leave the site if they get the dreaded 404 message.

You have few search engines pointing to your site.

Check here to find out:

Try to eliminate the pop-up windows

These often come up announcing free draws etc. They are very annoying and do not belong on a professional web site. It's better to have a link on the first page directing the user to a free drawing page. It is always best to avoid any type of annoyance. The Internet can be annoying enough.

Get personal - use bios

Set up a page with your personal info. That makes the site more personal and friendly. Pictures are good too.

Go straight to the home page.

So why would someone deliberately add a cover page to a web site? Why would they include an otherwise empty page that features a huge, meaningless graphic and asks the user to "Click Here to Enter"? Why would they force the user to stop when they've already got momentum and interest?

Keep your pages small

If you minimize the scrolling, chances are, your readers will get your message. It's best if all information is on one page, with links to other relevant pages. More recent studies show that users are more willing to scroll now than they were in the early years of the Web. We still recommend minimizing scrolling on navigation pages,

Never include page elements that move incessantly.

Moving images have an overpowering effect on the human peripheral vision. A web page should not emulate Times Square in New York City in its constant attack on the human senses: give your user some peace and quiet to actually read the text!

Keep the information on your page updated.

Get rid of old information.

Be consistent in the use of colors

Changing color schemes only confuses viewers. Stick with one, simple color scheme.

Keep the navigation links/buttons consistent

Keep them in the same place throughout the site.

Don't change the fonts too much

Keep the same fonts throughout the site.

Reduce the amount of links in a page

Having too many link options on a page makes for a cluttered page. Visitors can't make a decision. It's better to create more pages with an effective cross-reference. As a general rule it is good to keep the pages as small as possible.

Don't underline text if it is not a link.

It confuses viewers.

The site is not persuasive enough

You are not taking advantage of standard persuasion strategies. This is why we have included our report on persuasion and influence. Please read it and implement some of the strategies. I know what you are thinking... you don't want to be PUSHY. Then don't, but you are in business to sell something. We all are. Learn how to be persuasive without being pushy. If you can't... then find something else to do.

The site looks too amateurish

Spiff it up, look at some of the top sites like dell.com, amazon.com. Copy their lay-out. No matter how small or large your company is, you need to build credibility by at least looking professional. Most great sites are simple. Black type on white background - blue borders etc. Artistic/creative sites do not fare well when it takes away the focus.

You need a privacy statement.

This is important and expected. Feel free to lift ours and plug in your information. It's from the Direct Marketing Association.

Full company information needs to be readily available.

Credibility again. If visitors can't see who you are, they don't want to deal with you. Full address is needed. If you work out of your home, get a business address somewhere. We use the premises of a friend as an address. For mail, etc.

THE ART OF PERSUASION EXECUTIVE SUMMARY

Focus on Them, Not You

- **Persuasion is about *them*, not you.** In other words, in order to be persuasive, you absolutely must focus on the other person, not yourself.

- **Focus on these aspects of your clients:**
 - Needs
 - Wants
 - Pain points
 - Desires
 - Hopes
 - Dreams

- **Put yourself in the other person's shoes.** It's important to see things through their eyes.

- **What do they want most?** What are their deepest desires? What do they fear, love, and dream about? The more you can focus on the other person, the more captivated and easily persuaded they'll be.

- **When trying to persuade someone, speak their language.** Talk directly to their desires and speak clearly about their pain points.

Communicate Clearly

- **Communicate your argument in a crystal-clear fashion** so that everyone can understand exactly what you're saying. There should be no doubt about what you're trying to persuade others to do.
- **If you can't communicate your argument clearly, you simply won't be able to persuade others to your point of view.** If your argument is muddled, convoluted, or confused, you'll have trouble getting anyone to agree with you.
- **On the flip side, the clearer you are about your argument, the greater the odds of success in persuading someone.**
- **Prepare in advance.** Know what you're going to say, how you're going to say it, and how you're going to appropriately respond to the objections of others.
- **The more prepared you are, the more you'll be able to communicate in a clear, concise, and compelling manner.**

Start Small

- **Agree on small items.** Research has demonstrated that if you can get people to agree with you on small things, there's a much higher probability that you can eventually get them to agree with you on much larger issues.
- **The stickier issues will be easier.** If you can create a sense of mutual agreement around small points, you'll have a much better chance of generating agreement around bigger, stickier issues.
- **Pick easy things to agree on at first.** The implication is that instead of going straight to the heart of your argument, you should start off with statements that you know the other person will agree with.
- **Avoid making controversial statements in the beginning.** If you begin with disagreement, it's going to be much harder for you to get a person to eventually agree with you about anything. From the very beginning, they'll have a posture of suspicion and cynicism.
- **Get people nodding their heads right from the beginning.**

Be Authentic

- **Few things turn someone off like a lack of authenticity.** No one likes to feel like they're being put on. No one wants to be hoodwinked. We want to know that someone is telling us the truth and being real with us.
- **And now, more than ever, people can tell if you're not being authentic.** When people sense a lack of authenticity, it makes it much more difficult to persuade them. They simply won't trust you and won't buy into anything you're saying.
- **If you want to persuade people and get them to come over to your side, you need to be your true, authentic self.** You need to be you and communicate honestly with people. The reality is that authenticity is always more persuasive.
- **Authenticity wins the day.** The more authentic you are, the more honestly you communicate, the more persuasive you'll be.

Use Reciprocity

- **Few things are more persuasive and powerful than reciprocity.** The reciprocity principle is the idea that if I do something for you, you feel compelled to do something in return for me.
- **A very simple example is when waiters put a mint and a personalized thank you on the check.** That very small gesture can make people feel like they should leave a larger tip.
- **You can use the principle of reciprocity to more effectively persuade people.** If you can give someone something of value, there's a much greater chance that they'll feel a sense of obligation to you. They'll feel like they should give you something in return.
- **This is one reason why persuasion is different than manipulation.** With persuasion, you're actually seeking to add value to the person you're trying to persuade. You're not just trying to get your own way.

Use Proper Patterns of Speech

- **Research has demonstrated that in situations where someone will disagree with you, it's better to speak faster.** Why? Because it gives them less time to come up with counter arguments. This, in turn, makes it easier for you to persuade them.
- **To be clear, avoid speaking so fast that a person has trouble following your argument.** You still need to be clear and easy to follow when communicating.
- **On the flip side, if a person is more inclined to agree with you, speak more slowly.** Give them time to evaluate what you're saying. Give them time to process and see that your arguments actually line up with what they believe.

Create Scarcity

- **People want what they can't have.** If you can create a sense of scarcity around your proposition, there's a much greater chance of you persuading them.

- **What exactly is scarcity?** It's putting some sort of restriction on what you're offering. This restriction often creates a sense of urgency within a person. They feel like they need to take action on the offer, or they'll miss out on something.

- **The scarcer something feels, the more people want to get in on it.** There are numerous ways you can create scarcity, including:
 - Limiting how many of something you're offering
 - Highlighting what a person will miss out on if they don't accept your offer
 - Putting a time limit on when someone can get in on your offer
 - Adding bonuses that can only be gotten if a person acts now

Be Confident

- **Research shows that people are persuaded more by confidence than by expertise.** In other words, people tend to be more persuaded emotionally than logically. If you come across as confident, you'll be more persuasive.
- **On the flip side, you may have all the facts on your side, but if you're not confident you won't be particularly persuasive.**
- **This is good news for you.** It means you don't have to be an expert in something in order to persuade a person. Rather, you simply need to be very confident in your presentation.
- **Be bold when presenting your arguments.** The more confident you are when presenting your arguments, the more likely you are to persuade someone. So be bold and enthusiastic, even if you're not an expert on a particular topic.

Paint A Vivid Picture

- **When trying to persuade someone, use vivid imagery.** Avoid simply bombarding them with statistics and evidence that your argument is the correct one.
- **Rather, appeal to their emotions.** Show them how your argument leads to a better outcome for both of you. Paint a vivid, emotional picture of the outcome.
- **The more you can appeal to someone on an emotional level, the more persuasive you'll be.** Your overall goal is to paint a picture of the good life for them. You want to show them how the ultimate outcome of your argument is truly good for them.
- **The more you can paint a vivid picture of how your offer leads to the good life for people, the greater the chances of you persuading them.**

Consider How Your Audience Processes Information

- **All of us have different learning styles and ways of thinking through information.** Some people make quick, instinctive, gut decisions. Others prefer to think things through. Some people are verbal processors, while others prefer to process everything internally.
- **When attempting to persuade a person, it's essential to consider how they process information.** If they need time to digest what you're saying, don't pressure them to make a decision immediately. Give them time to think, process, and work through any objections they may have.
- **On the other hand, if someone tends to make snap decisions, you have more freedom to press them for a decision in the moment.** You know that they make more emotional, instinctual decisions and so you can urge them to decide right in the moment.
- **The key is to know your audience.** If you don't know your audience, you won't know the best way to present your information. You may push for a decision when really, they need more time to think.

Acknowledge and Overcome Objections

- **There's no way around the fact that your audience will have objections.** No matter how persuasive you are, no matter how well you know your audience, there will always be objections in one form or another. It's simply human nature.
- **Don't ignore those objections.** Rather, take advantage of them. Use them to increase your overall persuasiveness. Instead of skirting around a person's objections, speak directly to them.
- **When you can speak directly to a person's objections, it adds a more authentic, human element to your presentation.** It shows them that you understand their objections, that you sympathize with them, and that you want to help overcome them.
- **When your audience knows that you understand their objections, they're much more likely to be persuaded by you.** They feel like you understand their pain points and have the solution to them.

Speak In Positives

- **Generally speaking, people don't respond well to negative speech.** When speaking about change, it's easy to unintentionally speak in negative terms instead of positive. We can frame things in a negative light rather than highlighting all the positives of our argument. Avoid this negativity!
- **It's much more persuasive to use positive language.** The more positive you are, the more likely you are to win someone over to your side of the argument.
- **Positive language tends to be more persuasive than scare tactics.** This is because people don't like to feel like they're being bullied or guilted into change. No one likes to be pressured into making a decision, and if you paint things in a negative light, they can feel like you're trying to pressure them.
- **Speak in positives and help others envision how wonderful their lives will be when they embrace your solution.** Help them see that not only will your solution eliminate the negatives that they're facing but will also bring a large number of positive things into their lives.

Match the Body Language of the Person You're Speaking With

- **One simple, yet highly persuasive method of communicating is to mirror and match the body language of the person you're speaking with.** In other words, try to generally use the same type of body language and voice of the person you're trying to persuade.
- **If they use hand gestures, use hand gestures yourself.** If they sit up straight, try to match their posture. Attempt to match your voice tone with theirs, as well as speaking speed.
- **This is a simple way of building rapport with a person.**
- **You validate them.** By mirroring a person's body language, you show that you're actively paying attention to them and want to communicate with them in a manner that's meaningful.

Notice What Matters Most to Them

- **Listen carefully to what they're saying to determine what is most important to them.** What words and phrases do they repeatedly use? What subjects come up again and again? Are there certain pain points or struggles that they regularly speak about? These things are signals about what really matters to them.
- **Once you've identified the words and phrases a person repeatedly uses, speak those same words and phrases back to them throughout the conversation.**
- **Use those same words as you talk.** By speaking the same words back to a person, you show that you're an active listener and truly want to understand what they're saying. You demonstrate that you're actually listening and not just waiting to make your own points.
- **This enables you to build a strong rapport, which in turn makes you more persuasive.**

Demonstrate Your Authority and Expertise

- **People tend to respond to authority and expertise.** If someone is a proven expert in a field, we're more likely to trust what they have to say and be persuaded by their arguments.
- **So if you have expertise or authority in a matter, show it off.** You're not bragging or boasting. You're simply telling people that you're qualified to speak about a particular subject. You're showing them that you're trustworthy and that they should listen to your arguments.
- **Do you have a diploma?** Hang it on your wall. Have you won awards? Put them in your bio. Have you been featured in prominent publications? Highlight those publications where possible. Do you have years of experience in your field? Let everyone know.
- **Your goal is simply to prove that you know what you're doing and are an expert in your field.** That you've put in the work and actually know what you're talking about. When you combine the confidence mentioned above with proven expertise, it can be incredibly persuasive.

Be Right

- **In the end, you need to be right (or at least truly believe you are).** Otherwise, you're simply trying to persuade someone to believe something that's fundamentally false.
- **It's much more difficult to be persuasive if you don't truly believe in what you're saying.** If you know that you're communicating a lie, it's much more difficult to be confident.
- **So do the hard work of ensuring that your reasoning is sound,** your conclusions are accurate, and your points are logical. Avoid being sloppy when putting together your thoughts and arguments. Don't try to cut corners as you anticipate objections.
- **People can tell when you haven't put in the work.** They can detect when you don't truly believe what you're saying, so you want your arguments to be correct.

There you have it. That's all I have to share with you.

Thanks!

Ingvar.