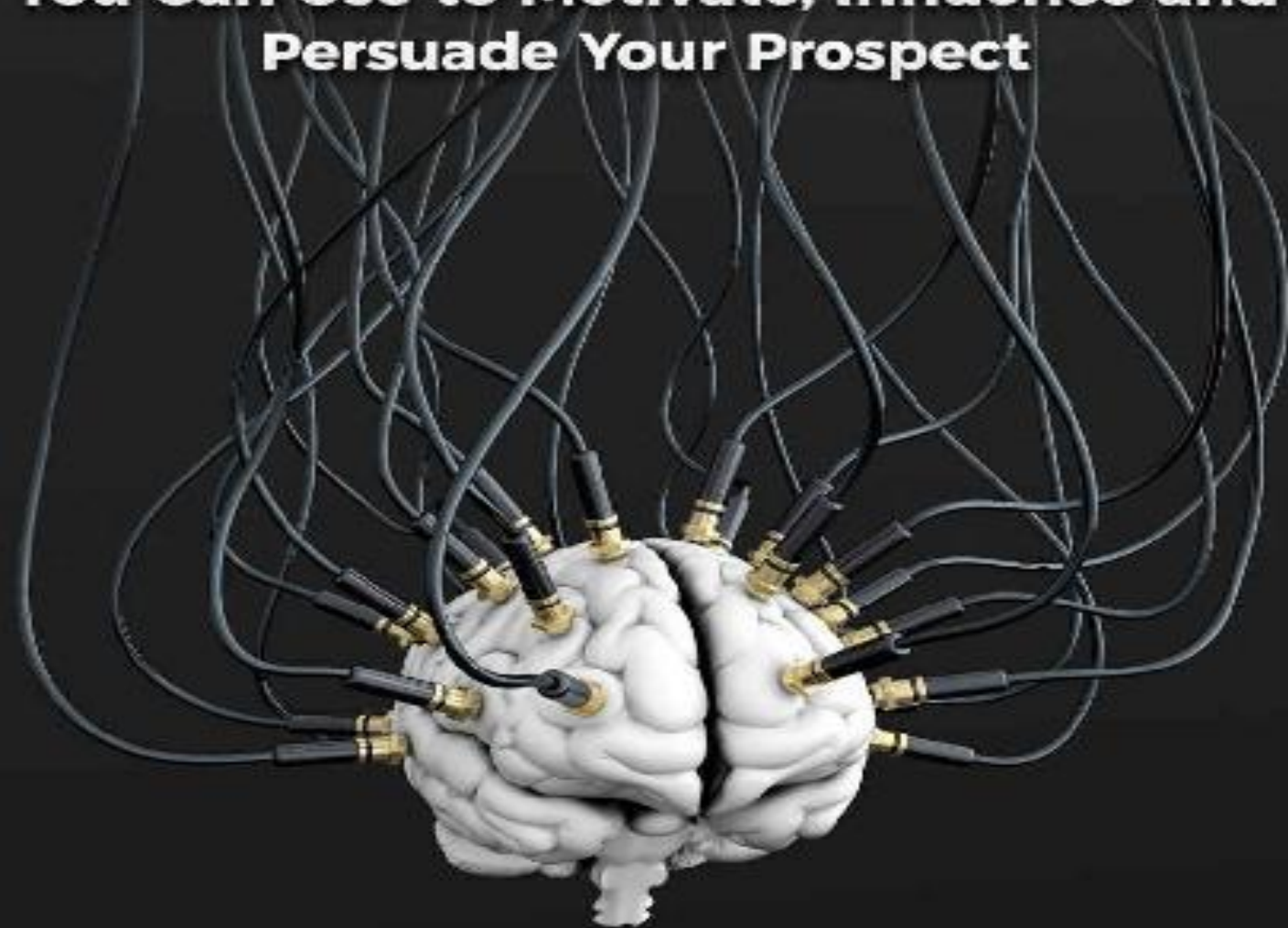


"I recently used the exclusivity principle to get a \$25,000.00 contract for my services" - **John McCoy**

# INFLUENCE!

**47 Forbidden Psychological Tactics  
You Can Use to Motivate, Influence and  
Persuade Your Prospect**



**DAN "The Man" LOK**  
International Best-Selling Author

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Dan Lok

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# Honor Code

There's no honor among thieves, but there IS honor in business.

If you're not promoting a legitimate product or service... if you're trying to "pull the wool over the eyes" of consumers... if you're thinking of using this book to run a scam on the Internet... **STOP NOW.**

The psychological tactics described in this manual are so powerful... so mind- bending... so effective and irresistible that they can give anyone an unfair advantage in dealing with people who aren't familiar with the "forbidden" techniques of influence.

I can't come to your home or place of business and check up on you.

All I can ask is that you "honor" a simple code of ethics: to use the Forbidden Psychological Tactics with care, applying what you learn in an ethical way to unsuspecting consumers.

The Internet has turned the world into a very small place and what goes around comes around... and it comes around fast and usually takes a big bite out of your ass.

*So do unto others, you know what I mean?*

This book is based on considerable research and personal experience. The publisher, writers and distributors do not offer legal, financial, or medical advice. Always get the services of a qualified professional about those matters.

Readers must accept full responsibility for their actions and use of the material in this ebook.

Results that you may get will vary from the examples in this ebook as they depend on your knowledge, background, and other factors beyond the knowledge and control of the publisher, writers, and distributors.

## What Other Readers Say

*"I'm in the information marketing business and I m still writing my front and backend sales letters. Forbidden Tactics gave me lots of ideas that I did not thought of before. It is always good to get as many views as possible when making decisions about money. This was new to me and worth every pound. If you need to get more opinions on what does work you have to ge your hands on this ebook."*

**-- Derek Archibald**

**County Antrim, United Kingdom**

*"I loved the title of the book and the free 13 pages which got me hooked so I had to buy the book to finish it off! It has really helped me to understand the psychology of the buyer more than the buyer knows himself! I know this information will be priceless when I write my copy and define my sales process. It gave me a whole host of new ideas to use in my copywriting and in my sales techniques."*

*"What can I say? Dan seems like a really genuine guy and the tips I get by email as motivating and thought provoking, the book is crammed from cover to cover with tips and even one of these could send your sales through the roof, so imagine what managing to squeeze 10 or 20 of these tactics in would do!"*

**-- Steve Carter**

**Warwickshire, United Kingdom**

*"Although I already knew some of the ideas, it's chockfull of many practical and powerful strategies which can easily make a huge improvement in you closing rate. I recently used the exclusivity principle to get a \$25,000.00 contract for my services where the person was ASKING ME for the opportunity to use my services which came as a surprise to me. It inspires me to know that there are proven easy to apply strategies that I can use to sell my services and have all the sales I want. It makes me feel well prepared to be able to successfully deal with potential customers and close the sale. If you want a user-friendly tool chest of effective*

*easy to use strategies you can implement immediately, then Forbidden Psychological Tactics is the book for you.*

**-- John McCoy**

**Florida, USA**

*"I am just starting out but it frightens me to think I could have been making the journey without the knowledge contained in the book. I believe I now have a vitally important frame of reference as I write sales letters. As I seek to apply the various techniques I feel I know what I m doing and why I m doing it. Forbidden Psychological Tactics is written in a blunt no nonsense style but a very friendly style. You feel. This guy knows what he s talking about. The advice contained is so easy to grasp and apply. Dan discusses each specific technique and then gives examples which really helps to reinforce the technique. I have absolutely no hesitation in unreservedly recommending this book to anyone contemplating writing sales letters. Make sure there s a copy on your desk. You will be the poorer without it ... in every way."*

**-- John FitzMaurice-Quirke**

*"The thing is that when I first read the title Forbidden Psychological Tactics I was sold on getting the book because this has been a fantasy of mine all my life. I've always wanted to learn to do this. To have a psychological advantage is something that I have always tried to achieve. When I read your website I couldn't wait for your book. I must confess that I haven't read half the book but here are a few of the ones that I was most interested in. The first one I think is hard to beat Popular Appeal... The example of the company paying people to stand in line to give the illusion of acceptance let me know that I had a very powerful book right at the start. From the time that I read that I have been thinking of ways that I can actually utilize that concept. I'm trying to keep in mind what you said about the need to be ethical it's a balancing act. I highly recommend your book. I haven't read it all but I can't wait for every chance that I get to read it."*

**-- Seth Julius Creft**

**High Point, NC**

*"Forbidden Psychological Tactics has or continues to give me a wider and fresher perspective on the world of internet marketing and copywriting in particular. I am becoming more and more interested in copywriting as an art and science and am looking to start incorporating those tactics and ideas into my own projects. It is still early days so I cannot really judge the impact Forbidden Psychological Tactics will have on my bottom line but the material does feel genuine and realistic so I would definitely recommend it."*

**-- William Alldred**

*"This book has given me the my own business! I don't have to be afraid of rejection, or afraid of other people, just use these tactics - they work!"*

**-- Michele Hayes**

*"I am only on tactic 18 and still absorbing the detail and implications of the previous 17 each one is so important to understand. It very quickly made me realize how I was being manipulated into buying products I wanted but couldn't really justify at the time!!! I keep the book at hand to constantly dip into and work through. To implement the tactics and I believe it is acceptable to do that with a good product that is genuinely in the interest of the customer needs consideration and understanding of the tactic and the target group. It is a must have book not just for the marketer but a life saver for the shopaholic comfort shopper and anyone struggling financially. If you buy it for a friend or member of your family afflicted with any of the above it would be the best gift you could ever get them."*

**-- Stephan Polshaw**

*"I even haven't read the whole book, I started to work with the tactics immediately. And may I say, they work wonders! My conversion ratio has been up to almost 8%!!!"*

**-- Dave Origano**

# Special Unannounced Bonuses!

Thank you for investing in this eBook.

I love to hear from my reader.

If my book has in any way helped you, then I am glad I wrote it.

**Your feedback is important to me.** I value and appreciate receiving your compliments.

Please email your positive feedback to: [feedback@danlok.com](mailto:feedback@danlok.com)

When you get in touch with me, you'll have instant access to 3 special bonus gifts that will help you implement the strategies in this ebook more effectively.

**FREE Bonus #1: *177 Emotional Provoking Words That Can Trigger Your Prospects' Emotions And Persuade Them To Buy Your Product*** - A massive collection of "magic" words that will grab your prospect's attention and persuade them to buy what you sell NOW! (A \$29.00 value)

**FREE Bonus #2: *The 26-Point Forbidden Psychological Tactics Master Checklist*** - Don't even think about running an ad or sales letter until you put it through this checklist. This incredible checklist has been called "killer application of psychological tactics." Use it to pre-test the persuasive quotient of your sales messages. (A \$19.00 value)

**FREE Bonus #3: *How to Insert Embedded Commands into Your Sentences to Compel People to Act Now!*** - These are so sneaky... your prospects will never see them coming! But your bottom line will make it clear that they really, really work. (A \$29.00 value)

Again, please email your positive feedback to: [feedback@danlok.com](mailto:feedback@danlok.com)

## **About The Author – Dan “The Man” Lok**

Dan Lok, a multi-millionaire and serial entrepreneur, and an international best-selling author. Dan is considered the world’s leading expert in internet marketing and is referred to by many as the “Millionaire Mentor.”

In fact, if you Google “Dan Lok”, you’ll see his name is all over 1,000,000 web pages! (ONE MILLION) That should tell you something.

Dan’s rise to success did not come easily. When he first came to North America, it was quite a tough cultural adjustment for him. With his limited knowledge of the English language, it compounded the communication barrier even more. He only had a few friends who understood what he was going through.

Most people made fun of him. School life was a real challenge – both inside and outside the classroom. Eventually, Dan dropped out of college. His early career was marked by adversity and struggle. Dan got his first job when he was 16. He was a grocery bagger at a local supermarket, making minimum wage and barely making ends meet. Quite understandably, that’s the one and only job Dan ever had.

Since then, Dan has only worked for himself. Instead of attending business school, Dan enrolled in the school of hard knocks where he learned firsthand the painful way of what works and what doesn’t work in any business.

Through hard work, relentless determination, guidance from his mentors, today Dan is a multi-millionaire entrepreneur, a respected figure in the Internet Marketing world, and a

highly sought after business mentor, who spends the majority of his time personally managing his businesses and investment portfolio.

His reputation is well established in the Internet space and publishing field, having launched several successful internet companies. Companies under his leadership generate more than \$10 million in sales a year, and tens of millions of dollars in revenue in the last few years.

Dan is one of the rare keynote speakers and business consultants that actually owns a portfolio of highly profitable business ventures. He is also well known for his keen online brand perception, social marketing ideas, business growth strategies, new product promotions, and email marketing genius.

Dan is the founder and CEO of Charm Junction, Inc., which was named Online Retailer of The Year by Canada Post in 2012. Dan is also the author of a dozen books that teach financial freedom and entrepreneurial skills, including F.U. Money, Secrets of Canadian Top Performers, and Lies Salon Owners Believe, etc.

Because of Dan's transformation journey to reaching the top, in just his early 30's (yes!), he believes in giving back to the community, and actively seeks opportunities where he can share his real world strategies and proven business fundamentals.

Get Dan's FREE 7-day video training series on how to grow your business and build your wealth at: <http://www.danlok.com>



# Introduction

## **“Forbidden Psychological Tactics? They Don’t Work on ME!”**

Every web surfer on the planet has told himself/herself this lie at one time or another. But don’t kid yourself -- marketing psychology can influence anyone who is online.

Even master marketers like me, despite all I know about forbidden psychological tactics and “advertising speak” ... and despite all my built-in sales resistance...I am just as susceptible to persuasion as anyone else. Because at its core:

**Marketing psychology is the “power of persuasion” from the inside.**

The key, of course, is deciding what persuasive tactic will grab a web surfer by the eyeballs and hold onto to him....

*A Brief Pause: Note of apology to my female readers: Okay... I admit it...I’m a man (Although I imagine that my name probably gave that fact away). I think like a man. When I speak in generalizations, I tend to think (and use) the pronoun “he” ...not “he/she,” and not “one.” I hope you can forgive me.*

Anyway, as I was saying, the key to marketing psychology online (and off, too) is deciding the specific persuasive tactic or combination of tactics to use. Will fear be a motivator? What effect would a celebrity endorsement have? Can you satisfy greed?

Everything you do on your site should be coordinated to grab a web surfer by the eyeballs and by the emotions and hold onto to him until he cries...

**Please take my money, please!**

Our psychological “hot buttons for buying” guide our decisions for buying necessities as well as luxuries. For example...

- Why do soccer moms dream of owning an all-terrain vehicle when the toughest thing they go over is a speed bump in the mall parking lot?
- Why would an office worker who’s a great cook line up with their colleagues to buy a cinnamon bun from the donut cart when she could whip up better -- and cheaper -- buns in her own oven?
- Why does a teenage girl need to store thousands of songs on an iPod when all she listens to are the same six Top 40 tunes?

Necessity may be the mother of invention, but **desire is the mother of all online sales success.**

When you have desire working for you, it’s not a question of “selling” the consumer on your product or service, it’s simply a matter of satisfying their need.

Creating that desire is what marketing psychology is all about. With the tactics you’re be learning, your online sales message will create interest and then change interest into desire...insatiable desire...unrelenting desire... “so real you can see it, feel it, taste it,” desire... You’ll create desire that easily transforms a “maybe” into a “gotta have it”...

The transformation is magical...building the desire is a little **more scientific...**

**The Science of “Psy-Ops” For the Online Battlefield**

“Psychological Operations” are used in online marketing to overcome any objections consumers may have about making a purchase. The most effective persuaders are the least obvious and... this is going to make your day...

They work regardless of who is doing the selling or what exactly they are selling.

I’m speaking from experience here. I’ve worked for hundreds of clients in dozens of different industries. Personally, I’ve sold over 50+ millions worth of merchandise and services on the net. (They don’t call me Millionaire Mentor for nothing!)

And my success hasn’t been limited to web sites. I’ve sold... and sold out... using direct mail, e-mail, and even point-of-purchase marketing in good old brick-and-mortar stores.

Wherever my career has taken me, I’ve had success using the simple, but astonishingly effective tactics in this manual.

Now you can, too.

You’ll be pleased to know that the Forbidden Psychology Tactics don’t require a Ph.D. in mental health or a Master’s in Business Administration. The techniques you’ll be learning are shockingly effective, but there’s nothing complex about them.

And whether you’re new to the business of marketing online or are trying to expand your success beyond its current levels, you’ll understand each and every concept. More importantly, you’ll be able to instantly translate these killer conversion techniques to your own business.

Business marketing is serious business, but that doesn’t mean that learning about it has to be dry and arid! I hope you’ll find this manual reader-friendly and easy to read as well as valuable and the most comprehensive toolkit.

Oh, and by the way, keep your eye out for **Lok-ed and Loaded Insights** sprinkled liberally throughout the text. They're "golden nuggets" of information that will give you the edge.

Here comes one now...

Okay, you're finished with the introduction. You've put your toe in the water and gotten your feet wet with the basic strategy behind the Forbidden Psychological Tactics.

Now it's time to dive in!

### **LOK-ED & LOADED INSIGHT**

Are you ready for success? The power of Marketing Psychology is huge...and it can turn your weekly order flow into a flood of business. Can you handle it? Before turning your web site into a hotbed of activity, be sure the fulfillment side of your sales equation is also in place. There is nothing worse than not being able to meet demand.

# Forbidden Psychological Tactic #1 - “POPULAR” APPEAL

*“50,000 Frenchman Can’t Be Wrong!” -- Cole Porter*

Popularity is an interesting thing. It feeds on itself. A Japanese cream puff chain has taken NYC by storm because of a clever marketing strategy: they paid dozens of people to stand in line and buy cream puffs. When passersby saw all those people, they didn’t even ask what product was on sale...they just joined the line so that they could “get theirs.”

MacDonald’s proudly announces “Over 1 Billion Sold” making it clearly the “popular choice.” And why do you think studios market a film as a “top- grossing movie of the weekend” ...especially if the critics have been less than kind in their reviews? It’s because to a consumer’s mind,

**POPULAR with other people = GOOD for me**

**Don’t Let Me Go Wrong**

For most people, making an online buying decision on their own is a scary thing. Some don’t trust their instincts and think they’ll make a bad choice.

This fear is compounded by the worry that it's harder to correct a problem when something goes wrong with an online purchase. This is especially true for consumers who aren't that comfortable with the Internet and are considering their first online purchase.

With so much fear out there, can WidgetTalkingWallclocks.com survive? Can the profitable, but relatively unknown company convince senior citizens that they can shop online with confidence?

Yes! Especially if their sales message includes a statement like,

*"6,000 Senior Centers and more than 50,000 silver foxes have purchased a Widget Wall Clock online."*

### **Your Cheatin' Heart**

Some consumers are afraid they'll be taken advantage of. They may have been burned in the past, or they may just be displaying the "fear of sellers" that grips the average 21st Century consumer.

Open a magazine, watch a TV news show, or check your local paper and you're likely to find horror stories about unscrupulous web sites. The Internet has taken a beating through the

years, much as direct mail used to, as the conduit for fly-by-night businesses routinely to “take the money and run.”

So can Widget Exercise Wizard.com overcome the hesitation of health club owners and workout enthusiasts who are suspicious of equipment that won't be worth the time it takes to assemble?

Yes, indeed! Like this:

*“Widget Wizard is the most requested piece of equipment at more than 100,000 health clubs worldwide”*

### **Fear of the Unknown**

Fear of a bad decision is also common for people who are purchasing a product they've never used before or considering a service from a provider that they don't know. This is a particularly thorny issue for professional service companies like car repair, air conditioning maintenance, etc.

On the 'net, the “fear of the unknown” is a common obstacle to success for web design firms. Can Widget Web Design convince a brick-and-mortar jewelry store owner who knows nothing about the Internet that they deliver good service?

Hell yes! The folks at Widget aren't just great web designers, they're great marketers, too.

*Widget Web Design is the #1 choice for techno-phobic business owners with no fear of making money online.*

## **The People Have Spoken**

Consumers listen to the "vox populi" (voice of the people). It stands to reason that if a product is an online best-seller that many people must like it, so the consumer thinks, "I'll like it, too."

## **LOK-ED & LOADED INSIGHT**

The "safety net" that allows a consumer to jump into a purchase without fear is popularity.

# Forbidden Psychological Tactic #2 - EXCLUSIVITY

*"A limited offer has unlimited appeal."*

Have you ever walked into one of those trendy, high-end ladies' boutiques that have just three or four dresses on display in an enormous space?

Ever wonder why? It's exclusivity at work!

In a world where **mass-production** is the name of the game, an offer of exclusivity is especially appealing. That's why so many marketing messages use phrases like:

- Limited edition
- Limited production
- Limited number available

Ladies' clothing is **mass-produced**, so displaying only one dress at a time makes it appear to be as rare as any haute couture garment. And it's this illusion of uniqueness that gives it the one-of-a-kind allure that can justify an outrageously high price-tag.

You'll notice that I highlighted the word "illusion." Don't kid yourself -- Ms. Shopper isn't an idiot.

### **LOK-ED & LOADED INSIGHT**

People will beg you to take their money if you can make them feel "special" and part of a "private club".

She knows the difference between a dress that's off-the-rack and a designer original that comes from the House of Widget.

But despite what she KNOWS, it's what she FEELS-- that will convince her to buy. And that lone dress on display will make her feel like she's getting something that no one else has...even though she knows better.

So your challenge as an online marketer: give your site, product, and service, an air of exclusivity.

## **You've Got the Power**

It's no accident that dozens of brand names trade on the word "exclusive." My favorite is a women's deodorant called "Exclusively Yours." Since deodorant is a "personal" product, the idea of exclusivity -- just for you, your body, and your armpits -- is extremely appealing.

Of course, it's hard to imagine that any deodorant that's being marketed to millions of women is very exclusive. And Exclusively Yours really isn't significantly different than a lot of other deodorants on the shelves. This makes it...

### **Proof positive of the power of exclusivity.**

### **What Exclusivity Says to the Emotions**

We already know that positive emotions are the "big dogs" when it comes to motivating people to make a purchase. An exclusive online offer gives buyers a tremendous jolt of "feel good" by making them part of an inner circle.

The concept of exclusivity is also extremely concrete. There's no interpretation required, no need to figure out what it means. "Only 10 available" means exactly what it says. It's easier for a consumer.

## **LOK-ED & LOADED INSIGHT**

When your web site delivers a message that says, “This is a limited edition,” the emotional message consumers receive is: “I’ll have something that other people won’t and they’ll envy me.”

### **Using Exclusivity**

Essentially exclusivity puts a buyer in a “one up” position from everyone else, providing a big boost to the ego along with “bragging rights.” It can be used to market all kinds of products and services, from fine art ...

- “Only two dozen art lovers will be able to claim the Mona Widget limited edition lithograph for their own. It will not be re-issued so you must act NOW if you want to own it.”

*to health and fitness...*

- “The information you learn at the Widget Workout Workshop is not available to the average workout enthusiast.”

*and personal training...*

- “Mr. Widget only accepts 24 new students each year to participate in his highly successful financial training program.”

# Forbidden Psychological Tactic #3 - SUPERIORITY

*"My dog's bigger than your dog. My dog's bigger than yours. My dog's bigger cause he eats Ken-L-Ration. My dog's bigger than yours."*

**-- Kenn-L-Ration Dog Food Jingle**

In a dog eat dog world, everyone wants to feel like a "big dog" -- an Oprah Winfrey...a Donald Trump...a Bill Gates... Someone whose quality of living is light-years away from that of the "masses."

For the average person, being a billionaire is just a dream. BUT...feeling like a billionaire is made possible by luxury brands. When a consumer buys what "the rich folks" buy -- a superior product -- it makes them feel like a superior person.

## **Superiority by Association**

Car buyers choose Mercedes Benz and BMW because in their minds, these high-end autos immediately identify them as "a cut above" and someone to be envied. The luxury car owner believes that the qualities of the vehicle -- such as valuable, unique, and of course, superior -- mirror and reflect their own attributes.

Superiority is also the reason that designer fragrances like Chanel and Gucci are so popular. Although the perfume is definitely “ready-to-wear,” its designer name imparts an air of “haute couture” along with its fragrance.

## Superiority and Your Web Site

It's easy to invoke the “god” of superiority if you're selling luxury items. But does this ***Forbidden Psychological Tactic*** have an application for everyday goods and services, too? It certainly does!

Superiority doesn't automatically come with a high price tag. A product/service is superior when it's better than the rest. What you're selling may be superior for any of a variety of reasons: **quality, capabilities, convenience, ease of availability, and value.**

All you need to do is emphasize what's superior about your offer and make it clear that someone who takes advantage of what you're selling will be perceived as a superior person by those who weren't so smart.

For example:

*“Widget Roofing and Gutters.com will treat you like royalty with superior installation and maintenance services for your home (or castle) at prices other owners will envy.”*



# **Forbidden Psychological Tactic #4 - STORYTELLING AND TRUTHTELLING**

In the age of "Reality TV," Reality Marketing is a must, too.

The 21st Century consumer is savvy about the tactics of marketers and skeptical of online advertising and off. If your claims obviously exaggerated, visitors will be turned off instantly and will instantly click away to another site.

And once you've lost 'em...you're NOT going to get them back.

**No sales technique works better than the truth.**

And a 'life experience' sounds like the truth because it is the truth! There's no need to resort to a screaming hard sell with storytelling. With a real life story, the key element of your sales message -- this product/service works -- is presented effectively, but also subtly.

If your copy has human interest where real people are involved in real events that really matter to your prospect clients, they'll be hooked on the story...and hooked on doing business with you.

**What's Good for General Motors...**

General Motors has created and maintained a buzz since it launched its On Star marketing push in November 2002. The advertising campaign uses live recordings of people who were helped by On Star's in-vehicle safety, security and information services.

"It's clear that these real-life stories are striking a chord with our subscribers and have helped dramatically improve consumer comprehension of the benefits of On Star," Tony DiSalle, vice president for On Star sales, service and marketing, said.

### **Sincerity is the Name of the Game**

Do you have a compelling customer success story you can build up to demonstrate your company's superiority and impart an air of "truth, honesty, and integrity" to your site visitors? Has one of your employees performed a heroic act in the name of his or her service?

Write a story about it! Using real life to illustrate how your program, business, or product changed someone's life -- maybe even YOUR life -- for the better.

### **LOK-ED & LOADED INSIGHT**

Truth is stranger (and sells better) than fiction. These stories, sometimes called "case histories," are usually 300 to 400 words in length. Less than that and you won't be able to

get your marketing message across. Any longer and the reader may “bail out” before finishing the story.

# **Forbidden Psychological Tactic #5 - CONSUMERS WILL TUNE IN TO YOUR FREQUENCY**

*"Too much is never enough."* -- Early MTV Slogan

## **Don't Quit Before You Get Started!**

If a visitor doesn't respond to your offer, it's easy to say, "What's the point of following up? If they didn't buy online immediately, they're obviously not interested or they're not really serious. I'm not going to waste any more time or effort on them!"

What are you thinking???

There are a variety of reasons why prospects don't buy from you initially and only one may be that they're not interested in what you have to offer. Another reason is that they're just over-loaded with options.

## **No Escape**

The average consumer sees 3,000 marketing messages every day. Thanks to the folks that developed “captive audience advertising,” you’ll see sales messages on gas pumps, at the airport, online at the supermarket and...in public restrooms!

There’s almost no time during the day when a consumer isn’t being “pitched.” As a result, most of what’s being pitched isn’t being caught. Consumer’s tune-out more messages than they focus on. They have to. Otherwise their heads would explode!

And things are even worse on the web that is notorious for advertising and marketing “noise.” Pop-ups, banners, “secret” windows, and a variety of other attention-getting devices are so over-used that web surfers are numbed to them.

So what can you do? Try, try, and try again! The best way to get a consumer to tune out the competition is to turn up the volume of your offer. And the way to do that is with frequency.

## **LOK-ED & LOADED INSIGHT**

Lok-ed and Loaded Insight: On average, you need to follow up with prospects nine (9) times before they’ll buy from you.

## **Whys and Wherefores**

You can't be sure why a prospect may not have initially been sold on your web site offer. It may be lack of interest, but it may also be:

- They aren't ready...yet.
- They need more information.
- They are still be researching other vendors.
- They aren't convinced about your quality or reliability.
- They have to save the money to make the purchase
- Their problem may not be serious enough to take action yet.

A consumer may not be ready to buy the first time he/she visits, but if you stay in touch regularly, you'll literally be ready to strike when the iron (your prospect) is hot! The lines of communication will be open and the now-ready-to-buy consumer will know exactly what to do and who to contact -- YOU!

### **A Fine Line**

There's a fine line that keeps "frequent contact" from turning into "annoying overkill." Make sure that you vary your communications and your message so that you come down on the right side of the line.

Sometimes on late night television, the same 15-second spot for a product will appear at every commercial break during the program. By the fourth time you've heard the pitchman say, "Do you want to make cleaning easier," you're screaming "No" back at the screen. This is NOT the response you want from your prospect.

### **Give 'Em Something to Look Forward To**

Electronic newsletters and autoresponders are a friendly way to stay in touch and call your customers' attention to new items for sale, seasonal specials. This technique works for all kinds of products and services.

- "Get the Dirt" Newsletter - seasonal cleaning tips from [WidgetVacuum.com](http://WidgetVacuum.com) (sent quarterly)

- "This Week in Wines" Autoresponders - weekly specials at [WidgetWines.com](http://WidgetWines.com)

- "Daily Health Tip" - health and wellness tips from your friends at [Widget Pharmacy](http://WidgetPharmacy)

Electronic communications also make it easy to invite readers to click here to invite them to re-visit your site for more information...or to go ahead and place their order NOW.

Because you've been communicating frequently, you've had a chance to establish the level of trust needed to close the sale.

At this point, your prospect doesn't have to be "sold" any more...they just need to be helped to buy. And one more thing you can do to encourage that sale is to create subject lines for your messages that makes consumers want to do the electronic equivalent of rip open the envelope.

## **LOK-ED & LOADED INSIGHT**

It's 100% easier to market and ultimately close the deal with someone who has visited your site but who hasn't bought from you -- yet -- than it is to start from scratch with a cold prospect.

# Forbidden Psychological Tactic #6 - THE AGE OF REASONS

*“Reason is the slow and torturous method by which those who do not know the truth discover it”*

-- Blaise Pascal

Appealing to a prospect’s “what’s in it for me” self-interest is will turn your online sales message in a sales monster. When you list benefits, offer a no-risk guarantee, throw in bonuses, etc., you’re speaking directly to a consumer’s “basic instinct” -- greed.

At the centerpiece of any successful online marketing message is your ability to tell customers you can give them exactly what they want. But to be a real powerhouse with the ability to convert even the most hesitant visitor into an enthusiastic, ready-to-buy-now customer, you need to **tell them what they already know...and then tell them more.**

## **Don’t Ask ‘Em...Tell ‘Em**

People visit your web site for a reason -- but it’s for their own reasons, not yours. So you want to make sure that when they arrive, they are immediately reminded in a clear and compelling way “why” they came... and the reminded of all the other reasons they should buy from you.

Let's use WidgetSupplements.com as an example. Mr. Noh is a potential customer who heard about this online supplement store from his friend. His friend told Noh that Widget offer free delivery on all vitamin orders over \$30.

Free delivery is what has brought Mr. X to your site to considering becoming your customer. But you don't want Mr. X to simply consider buying from you. You want him to order now, order big, and come back for more. The best way to do that:

*Give the customer a reason for buying from you.*

## **Safety in Numbers**

Imagine how quickly Mr. Noh will say "Yes" if he finds out that you give 10%-off on new

orders...that the products you offer are guaranteed fresh...that he'll get automatic reminders when it's time to re-order... that they'll receive a free report on supplements with their order...

**LOK-ED & LOADED INSIGHT**

The best way to compile a killer list of reasons someone should buy from you is to ask your customers. You can also check out the competition and make sure that you're highlighting all the same benefits...plus a few that "the other guy" forgot.

By loading up your online sales message with reasons why a prospect should do business with you, you are literally "sweetening the pot." The more reasons you give a prospect to say "yes," the more likely he is to do so.

# Forbidden Psychological Tactic #7 - BE A SURVEYOR

*"Survey says..."* -- The Family Feud

I've said it before, but it bears repeating: for your website to succeed you need to give the people what they want...not what you think they want. There's a world of difference between hoping you're hitting your prospect's hot buttons with your sales copy and knowing that you are.

You may know your product/service inside out and think that you're aware of everything about it that will appeal to your potential, but (excuse my bluntness): you don't know jack! Unless you ask consumers what they want, you're building the success of your entire online business on guesswork.

There's a better way... surveys.

## **Why ask why?**

Online surveys replace guesswork with certainty. They are a rich source of "marketing research" and your opportunity to have prospects tell you what they are willing to buy right now.

Different kinds of surveys include:

- **The Customer Survey** - asks current customers what made them buy in the past and what they plan to buy in the future.
- **The Opt-in List Survey** - asks people on your subscriber list what they're interested in, why they've bought in the past and what they plan to buy in the future.
- **The Exit Survey** - asks people their opinions as they leave your site... what they liked, what they didn't, what they plan to buy in the future, and where.
- **The Unsubscribe Survey** - This kind of survey is so important, but so under- utilized! The information provided by people who are opting-out is golden! It can be used to change the negatives and increase your retention rate
- **The Surfer Survey** - turns site visitors into a "test audience." Are you thinking about launching a new line of products? Writing a sequel to your e-book? Before you invest time and money, invest in a website survey. As people surf your site, get their opinion on whether they would buy what you're thinking of selling.

The beauty of online surveys is that they allow you to collect the information you need with virtually no cost whatsoever! And you can continue to get up-to-the-minute information from people who are already interested in what you have to offer.

Compare that to spending thousands of dollars on hiring a marketing firm to do consumer research that may be out of date by the time it's compiled!

It should be a surprise that everyone uses surveys today, from the biggest corporations in the world to the smallest mom and pop shops on Main Street.

And pretty much all surveys are trying to capture the same pieces of information that you need:

- What they will buy
- When they will buy it
- How much they will pay
- Why will they buy

Once you know that...the battle for their "hearts and minds" (and consumer dollars) is more than half won.

## **LOK-ED & LOADED INSIGHT**

Customer satisfaction surveys are also an important source of powerful testimonials. Always include a section for comments in any survey you send out... And be sure to obtain permission to quote those comments in your marketing materials.

# Forbidden Psychological Tactic #8 - LET'S GET DOWN TO SPECIFICS

*"The surest way to arouse and hold the attention of the reader is by being specific, definite and concrete."*

-- William Strunk and E.B. White

Specific is the difference between the vague mental image painted by this phrase: "Widget Roll-Out Garden is generously sized and pre-seeded with almost three dozen types of beautiful flowers"... and the vivid, you're-right-in-the-middle-of-the- feelings picture created by:

*"With Widget Roll-Out Garden, you'll enjoy seeing more than 34 different varieties of carnations, zinnias, and snapdragons exploding in 2.3 yards of red, yellow, and orange bloom for month after month of fragrant pleasure right outside your own front door."*

I've underscored the words that make this pitch specific: color, type of flower, and appealing to the senses...in this case, the eyes and the nose. And I've twice underlined one of the most meaningful specifics of all: non-round numbers.

**I've Got Your Number**

You know what it means to round up and round down. Well, that's where a round number comes from 17 rounds up to 20, 42 rounds down to 40, etc.

Rounding up and down may be okay for tax returns, but round numbers can doom your online marketing efforts. Studies have shown that people rated copy as more believable when the numbers used were "non-round."

### **LOK-ED & LOADED INSIGHT**

In a study done by the Wall Street Journal the number seven (7) has been found to be the number that most people respond to. So try to end your prices with a seven.

Here are two examples for headlines from online sales letters. Which has more consumer appeal?

You Can Make More Money Every Week

-or-

Earn An Extra \$500 Each Week Working Only Three Hours A Day!

In the first example, there's an undefined promise of additional income. But is it \$5 more per week, \$10 more, a million? Who knows?

The second example is a lot more specific and answers the consumer's favorite question -- What's in it for me? It clearly states a dollar amount and a definite time frame that the goal can be achieved.

### **Winners and Losers**

During a study for a hypothetical new brand of imported beer, it was noted that benefit statements such as these were completely wasted on consumers

- A popular Bavarian beer
- Great taste
- Affordable

Here are the winners that turned on the consumers who expressed immediate interest in the beer:

### **Big Winners**

- Bavaria's #1 selling beer since 1995
- Consumers preferred Widget Lager 5 to 1 over American beers and leading imports
- Widget Lager is affordably priced at \$1.79 per six-pack of 12-oz. bottles

### **Are You Talking to ME?**

Who is your target audience, your niche market? When you craft your message, use words that speak directly to that demographic:

- Hey Bowlers.... (rather than Hey!)
- A Gardener's Delight...(rather than Attention Homeowners)

- New Cure for Cancer Patients (rather than A New Medical Cure)
- Can you use an extra \$1501 a month, without having to work for it? (Instead of \$1,000)

## **Expiration Date**

Don't say "Ending Soon" say "Ending on February 2, 2016" when you have a sale or special offer. The key to an expiration date is that it can (and should) continue to be changed as long as your marketing outreach is working.

If you decide that your campaign offering "3 Months Service FREE when you purchase a Widget Lawn Rider by May 1st" was a winner, then just launch a new campaign for June, July, August, or any month when the grass is green!

# **Forbidden Psychological Tactic #9 - GIVE 'EM A PAT ON THE BACK**

“Flattery will get you everywhere...including into your prospect’s wallet!”

The need to be recognized and have our achievements applauded is universal. It’s a basic human need and an integral part of human nature. As a matter of fact, millions of people around the world spend millions of hours (and billions of dollars) “on the couch” seeking acknowledgement and validation.

You may not be offering online psychotherapy, but if you make your customers feel good – about themselves as well as their purchase -- they’ll want to continue to do business with you.

## **Smarty Pants**

One of the best ways to win over a potential customer is to flatter them for their “smarts.” When it comes to buying, consumers want to think that they’re intelligent and savvy, and that buying from you is an excellent decision.

Congratulate them on “not waiting until it’s too late.” Compliment them for being “being ahead of the crowd.” Acknowledge their superior intelligence and shopping savvy and you’ll have prospects eating out of your hand...and buying out of your website.

## **For Our “Special” Online Friends**

Making your customers feel singled out for better treatment with a “just for you” deal or discount is another way to acknowledge them. A prime example of this is the “online customers only” offer that can also be positioned as the very complimentary “preferred customers only” offer.

*Who are your preferred customers? Anyone you want them to be.*

A preferred customer can be a first time visitor, a first-time buyer, a returning customer, or any audience you’re especially interested in targeting. What makes them feel preferred (aka “special”) is the special offer you make:

- Reward for returning customers -- shirts half-price at Widget Dry cleaning
- New members who join the Widget Sewing Circle receive a free pair of scissors
- WEE loves mothers! Get a free “Moms Rule” kitchen magnet when you bring your little one into WEE WIDGET Clothing Barn

## **LOK-ED & LOADED INSIGHT**

Syms, an off-price clothing store in NYC, uses the slogan “An educated consumer is our best customer.” The “translation” in the consumers mind is: “I’m educated, I’m smart, and to show everyone how smart I am, I’ll buy more at Syms.”

# Forbidden Psychological Tactic #10 - TEACH A MAN TO FISH...

*“Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime.”*

**-- Chinese proverb**

*“Give a man a fish and you feed him for a day. Teach a man to fish and he’ll come back to your website to buy hooks, sinkers, bait, rods and reels for a lifetime.”*

**-- Marketing proverb**

If you think of your website as nothing more than “sales central” for your product or service, you’re missing an important element of its value to your customers and prospects. When a consumer visits a website, they’re looking for information to help them make a decision to buy.

All sites provide basic information: what the product/service is, what it costs, how to order, etc. But sites that are active moneymakers that generate lots of traffic and lots of sales are sites that teach as well as sell.

For example, WidgetLinens.com might devote site pages to a variety of “educational” topics. In addition to information on how to launder sheets and pillowcases, the proper storage of

table linens, for example, there might also be an article on the history of napkins, or an FAQ on identifying top quality linens.

The goal of all the articles, features, forums, message boards, and free downloads is to help a consumer use and enjoy the products that the site offers for sale... AND to convert that consumer into a customer for life.

### **Take A Page From My Book (or My Website)**

My own websites rely heavily on this appealing concept. In addition to offering my products, some of my sites offer visitors free access to million-dollar marketing secrets, as well as the chance to opt-in to my subscriber list and receive ongoing communications and priceless “lessons” based on my real world experiences.

I’m a generous guy, but I’m also a shrewd business- man. I know that providing valuable information on my site will make visitors into better marketers. That’s good for them, but it’s also VERY good for me.

The newly “educated” marketers who have learned from me and profited from my free advice are more likely to buy what I have to sell. And as I continue to teach them how to use my materials to make their fortunes, they continue to buy from me.

### **Identify Yourself as One of the Good Guys**

Providing useful information on your website also brands you as a good guy in business. You're giving away something for nothing and people will appreciate that.

One of the qualities that consumers appreciate in a website is a setting that does feel like a high-pressure sales pitch. When you turn your website into a classroom...a resource center...a "cool" place to go for free information, guidance and support, you turn your visitors into your enthusiastic students.

And they turn your website into their favorite place to do business!

## **LOK-ED & LOADED INSIGHT**

Bulking up your website with informative articles provides a quintessential "after-marketing" opportunity. It's a great way to keep old customers flowing into your website and new money flowing into your pocket.

# Forbidden Psychological Tactic #11 - HONEST ABE

*"The secret of life is honesty and fair dealing. If you can fake that, you've got it made."*

**-- Groucho Marx**

## **Child's Play**

A little kid I know recently ordered a nifty looking toy airplane through the mail. He was so excited when he showed me the ad that showed the plane flying through the air and "providing hours and hours of soaring fun for just \$5."

\$5??? Uh oh, I know where this was going...and it isn't going anywhere good. As I'm sure you guessed, the plane in the ad looked great, but when the real thing arrived, it was smaller, cheaper and less fun than he expected. It was his first taste of "truth in advertising" and I can tell you, he was "scarred" for life by the experience.

Kids like my little friend grow into adults who know that marketing is full of...hyperbole. (Did you think I was going to say something else?) As a result,

*Consumers think marketing messages are exaggerated even if they're not*

## **Too Good To Be True**

In order for your online sales message to be heard, you need to “disarm” a consumer’s built-in disbelief; it’s reducing the impact of your message. And once you’ve established that you’re speaking honestly with them, site visitors are more likely to give the rest of your message more attention...and a little less skepticism...than usual.

There’s already a disembodied quality to doing business on the Internet -- all technology and no humanity. But when you soft-pedal exaggeration, your message will sound less like a pre-programmed, high-pressure sales robot and more like a real person. And, as you already know, people like to do business with people...not machines.

## **The ROI with Honesty**

Honesty is a way to make a sale and an important way to build your reputation, and you’ll see what you reap if you try to cheat people. If you pull the wool over a consumer’s eyes, don’t think for a minute that he/she won’t spread the word -- the negative word -- about you and your business.

Being honest doesn’t mean elaborating on your product’s flaws or the shortcomings in your service. It DOES mean toning down hyperbole and expressing in more believable terms the benefits that you have to offer.

## **LOK-ED & LOADED INSIGHT**

This may sound counter-intuitive, but it works: by admitting your product is not the perfect solution for everyone, you increase the chances that the prospect will listen to why your product is perfect for THEM.

# Forbidden Psychological Tactic #12 - SHOW AND TELL

*“Seeing is believing...and believers are buyers.”*

I was recently shopping for a book light, and as I was browsing the merchandise, the salesman came over with batteries in his hand. He asked me which model I was considering and when I pointed it out, he “powered up” the light and showed me all the settings, positions, and “bells and whistles” that it had to offer.

I was awed...not by the book light (it was pretty standard)...but by the effectiveness of the sales technique. By demonstrating his product to me, the salesman *made the idea of its benefits completely tangible.*

Product demonstrations are everywhere... at your local mall, at traveling street fairs, even on the TV monitors at your local home supply store or favorite department store make-up counter. They should be on your website, too.

## **Get ‘Em While They’re Hot**

According to traditional marketing research, demonstrations should be conducted at the point-of-purchase to maximize the opportunity for the consumer to act immediately on the buying impulse a good demonstration will elicit. This makes demonstrations perfect for the Internet where “click now” can be used to provide instant gratification.

## **Different Strokes for Different Sites**

Billion-dollar companies spend millions of dollars creating online demonstrations. In fact, today, there are some manufacturers whose TV ads don't promote their actual product; they just direct viewers to their online movies/demonstrations!

Fortunately, you don't have to break the bank to showcase your product or service online. In fact, an expensive video presentation may work against you. Prospective consumers are fickle...and impatient. If site visitors have to download software to view your demonstration or if it takes too long for the demonstration to load and play...they'll lose interest and you'll lose sales.

The first thing you need to decide is how to visually demonstrate the benefits and features effectively...and what you need to show to convey the feelings of satisfaction (including relief, confidence, pride, happiness, superiority, security, etc.) that your product/service is guaranteed to deliver.

The cost of creating your demonstration needs to be weighed against the price of your product/service. So use only what you need.

For example, [WidgetSeniorSmiles.com](http://WidgetSeniorSmiles.com) doesn't need a costly mini-movie to demonstrate the benefits of its teeth-whitening system for older adults. All that's required is a series of still

photographs that show “patients” putting the strips on their teeth accompanied by before-and-after pictures of happy, healthy smiles.

## **LOK-ED & LOADED INSIGHT**

Many people are turned-off by technology, especially older Internet users. If your target demographic is likely to find downloading a challenge, don't challenge them! Present your information in a way that suits their needs.

Price-y Flash animation isn't necessary at WeeWidgetCastles. The site can be just as effective with whimsical drawings that show how even a small child can use a bicycle pump to quickly blow-up a plastic inflatable playhouse.

At WidgetBlades.com, however, showing a video of happy customers slipping on their rollerblades and then skating at the beach, in the park, and in competitions is a great idea. It gives your active-minded visitors a chance to put themselves in the picture and experience an emotional connection with the “need for speed” that WidgetBlades satisfies.

The WidgetBlades demonstration also works for upselling without detracting from your main sales message. (Upselling is when you sell additional products or accessories at the time of purchase.) The narration of the video may focus on rollerblades, themselves, but the site visitor is getting a visual pitch for helmets, knee-pads, and other blade-gear.

## **LOK-ED & LOADED INSIGHT**

Buyers often purchase items on impulse simply because of a compelling product or service demonstration. In addition to showing off the features and benefits of your primary product, if your presentation demonstrates how ancillary items can be used, you're likely to beef-up the bottom line of the sale.

# Forbidden Psychological Tactic #13 - LET'S GET VISUAL

*"A picture is worth a thousand words."*

*(A website picture is worth a thousand sales)*

Many people think that the phrase, "A picture is worth a thousand words" is a pithy piece of ancient Chinese wisdom. They're wrong. Advertising itself, in the person of marketing wizard Fred R. Barnard, is the source.

In his trade journal, "Printer's Ink," Barnard coined the phrase "One Look is Worth A Thousand Words" when referring to the benefits of advertising with pictures on streetcars. Yet although the words were Barnard's own, he wanted the phrase to have more "weight," so he told people it was an ancient Chinese proverb.

## **Un-retouched Photographs**

In spite of the fact that pictures can be doctored, consumers trust what they see and believe that most pictures are honest and accurate representations of what's real. Plus, photographs bring your message to life much more vividly than words ever could.

People tend to be visually motivated -- "I see it...I want it." Simply giving site visitors the opportunity to see your product may resolve many questions that may have otherwise kept them from buying.

### **Don't Do Away With Words!**

If pictures are "all that," you may be wondering if you should even bother with copy. The answer is "Definitely!"

The Internet is a graphically driven advertising media, but words are essential to give substance to the visuals. No matter how great the pictures might be, without copy, you won't be able to communicate the three points that all commercial websites must get across:

- What your company does
- What the benefits are of using your product or service
- Why prospective customers should buy from you

A picture can "hint" at what you have to offer, but you need to spell it out with words. That's why I've decided to "arm" you with *"177 Emotional Provoking Words That Can Trigger Your Prospects' Emotions and Persuade Them to Buy Your Product"*.

## Picture Perfect

What are the main attributes that set you apart from your competition? A visually compelling website presents your best attributes, answers questions, overcomes objections, wraps you in an “aura” of truth.

Imagine offering a photo gallery of those key features and benefits on your website where potential customers can actually see. The results will be fantastic. If your pictures are effective, they will make consumers want to experience for themselves what your product/service has to offer.

*That makes pictures the ultimate “closers.”*

## LOK-ED & LOADED INSIGHT

Your business may not be able to show “irresistible” pictures that are as immediately heartwarming as babies and puppies, but you can show pictures of your satisfied customers to help instill confidence in your prospective customers.



# Forbidden Psychological Tactic #14 - BE “THE FUN PLACE TO SHOP”

*“Girls just want to have fun!”*

-- Cyndi Lauper

I’ve got a newsflash for Cyndi: boys want to have fun, too. Also men, women, and children of all ages! That’s why “the fun place to shop” is a search term that will return more than 10 million hits on Google.

The “mother” of all fun sites would have to be Fun.com. And “fun” is a part of the URL at NorthwoodsFun.com, LubbockFunClub.com, and HowTheWestWasFun.com.

“A fun place to shop” is used to lure customers to businesses that are as different as night and day. It’s the slogan everywhere from LA Pregnancy.com and 2x2 Multiples.com to PT Education.com and AClassyFlea.com

## **Different Strokes for Different Folks**

Everyone likes a good time, so make your website the fun place to shop. And don’t forget that “fun” means different things to different people.

## **LOK-ED & LOADED INSIGHT**

Figure out what your target audience would consider an online “good time”...and then deliver it! They’ll come back for more...including more closing opportunities.

A good time can be had at any website regardless of the product or service it has to sell. Skeptical? I know it’s hard to image that “fun” would be an element to selling something as “un-fun” as funeral supplies...so let me illustrate with a story:

At WidgetHeadstones.com, visitors can digitally create samples of grave markers. They can choose from a variety of headstones and “play” with the design of the inscriptions. They can mix and match different typefaces, artistic ornamentation, headstone sizes and shapes, etc.

In the blink of an eye, the onsite software allows them to create pictures of the finished product to admire and consider. They have a chance to imagine, and dream “what if,” and then turns their dreams into reality with a simple click here to order now.

This makes dreams come true for WidgetHeadstones.com, too. By providing the right experience...creating online prototypes...the company gives its target audience a reason to visit and have “fun” ...albeit professional fun.

The fun really begins, however, when WidgetHeadstones transforms every visit from a funeral director as an opportunity to advertise a special, reiterate key benefits and services, and move heaven and earth to make a sale.

# **Forbidden Psychological Tactic #15 - EVERY PROSPECT IS FROM MISSOURI**

*"Fancy language...neither convinces nor satisfies me. I am from Missouri. You have got to show me."*

**-- Congressman Willard Duncan Vandiver, 1899**

Thanks to decades of shady claims, over the top promises, and out-and-out lies, marketers are selling products in "The Age of Skepticism." Mr. and Mrs. John Q. Public, (not to mention their kids, and their single friends, too) want to know the truth behind ad claims, warranties, brochures, and guarantees.

## **And The Walls Come A'Tumbling Down**

There are three "walls" that prospects hide behind with their fears and objections. Your mission is to go over, under, through, and around those walls. It doesn't matter whether they're buying a tube of toothpaste or a Piper jet. Your website needs to "show them" that you can be trusted.

To do that, you're going to have to tear down (walls of fear and skepticism) before you can build up (a relationships with a consumer).

- Wall #1*: How can I be sure I'm doing the right thing?

*Your strategy*: Provide helpful educational information.

- Wall #2*: Are you a good person to do business with?

*Your strategy*: Provide social proof using testimonials

- Wall #3*: What if I'm not happy?

*Your strategy*: Provide a rock-solid guarantee.

## **Tearing Down Walls with Facts**

One strategy is to provide factual information in an unbiased way that will allow a consumer to make his/her informed decision. Deep-six the traditional hard-sell sales pitch and just present the cold hard facts.

A great way to do this is with free information products, white papers, or a "report" that can be downloaded instantly...or sent via email. Sending your "goodie" via email will enable you to build the all-important opt-in subscriber list...a group of prime prospects who have already expressed their interest in what you have to offer.

Sharing knowledge is a powerful way to break down walls of resistance in online shoppers. When consumers think you're INFORMING them, they'll respect you and thank you for your openness and honesty.

Once you've got them in your corner and gained their trust, it's easy for you to move on to the next step -- SELLING.

### **Tearing Down Walls With a Little He Said/She Said**

Another way to gain credibility for the offer on your site is to include real testimonials from your customers. The "no-one-was-paid-for-their-comments" testimonials of PLY (People Like You) are highly effective in convincing skeptical prospects that your offer is for real.

### **LOK-ED & LOADED INSIGHT**

Testimonials build credibility more than any other strategy. Collect them at every opportunity.

PLY testimonials may be golden, but third-party facts and figures and quotes from experts are platinum...the “Fort Knox” of persuasion.

When a well-known authority or institution is willing to endorse your claims, your website benefits from a phenomenon known as reflected integrity. With reflected (or “mirrored”) integrity, the consumer transfers the attributes of the authority to your offer.

Who’s an expert? That depends on what you’re selling and to whom...especially when it comes to celebrities. To baseball fans, Alex Rodriguez may be an “expert” on psychotherapy...but what would the folks at the Freud Institute think?

Your “Panel” of Experts May Include...

- Noted industry leaders
- Editors of trade magazines
- Research groups
- Government offices and departments
- Celebrities

## **Tearing Down Walls with Credibility Guaranteed**

The guarantee yanks the teeth out of the fears that are eating away at consumers:

- Fear of making a bad (the wrong) choice
- Fear of overpaying
- Fear of getting less than they bargained for
- Fear of being dissatisfied with nowhere to turn

A guarantee says to the consumer, “We believe in our product/service and you can, too.” It promises, “We’re no fly-by-night operation. We’re here to serve you.”

### **LOK-ED & LOADED INSIGHT**

No one buys when they're afraid. But perhaps you're afraid and hesitating because you think if you make a strong that too many customers will take you up on it. Wrong! The truth of the matter is only about 1-2% of your customers will ever take you up on your guarantee.



# Forbidden Psychological Tactic #16 - FAQ - FREQUENTLY ALLEVIATES

*“Questions are just objections in disguise.”*

An excellent way to keep objections at bay and keep fear out of the buying equation is with a preemptive attack on questions. An FAQ is an excellent “double agent” in this endeavor.

Disguised as a “what you want” consumer aid, your FAQ is really a powerful marketing device. With it, you’ll provide reasons why consumers should buy from you.

An FAQ is just one more opportunity to “get the word out” about all of the benefits, features, guarantees, etc. you have to offer. The bigger the list of reasons, the easier it will be to overcome these basic consumer “nail-biters”:

- Did I buy the best?
- Did I buy a lemon?
- Did I overpay?
- Did I buy something I really didn’t need?

- Will I get what was promised?
- Will I be able to get a refund if I made a mistake?
- Did I get talked into something I don't really need?

### **The Only Thing You Have to Fear Is Fear Itself**

For many people, their fears are what keep them from making the purchase. No one likes to admit they're afraid, so many consumers turn their fears into questions.

In the online marketing world, questions are just objections waiting to happen. If you don't answer a question, it will turn into an objection. The objection is really just an expression of a consumer's worst fears.

### **Your Mission, Should You Decide to Accept It**

Your job is to pinpoint the sub-text of what your visitor is saying. You should always remember that, "I can't afford it," is a self-protective, I-don't-want- to-sound-poor-or-cheap way of saying, "Can you lower the price?"

“I can’t wait,” may be a buyer’s way of asking, “Can you deliver it fast?” And “Where are your offices located?” is probably consumer-speak for “Can I track you down if I’m not satisfied?”

Once you figure out what your prospect is saying, you can figure out how to answer the budding objection. In crafting an answer for your prospect, your “core question” should be, “How can I satisfy him on this point so that he won’t have any objection to **clicking here to buy NOW**.”

## **Do It My Way**

When I launched my mentoring program, I knew that lots of questions (aka objections) would arise. I decided the best way to address those questions would be with an FAQ. It worked like magic!

People felt empowered by the knowledge the FAQ provided. My answers were designed to give them confidence about who I am, where I come from, what I have to offer...and how I’ll take care of them if they have problems.

*That confidence translated into a flurry...then a snowstorm...of responses.*

(I’ve included that FAQ as an addendum at the end of this manual)

## **LOK-ED & LOADED INSIGHT**

Questions are your friends. If a potential customer is asking questions, it means that he is INTERESTED. Objections are your friends, too. Even an objection that sounds like a loud resounding "no," isn't really a no at all...it's just a request for a solution to a problem

# Forbidden Psychological Tactic #17 - MIRROR, MIRROR ON THE WALL

*“Everybody’s Doin’ It Now.”*

-- Irving Berlin or Commander Cody or DC Talk

Depending on your age and taste in music “Everybody’s Doin’ It Now” is a sweet old Irving Berlin tune, a Christian-friendly DC Talk ditty, or a hip Commander Cody tune. Whom do you identify with? Did seeing that person’s name at the top of this page make you more interested in reading this tactic?

*If it did...you’ve just experienced “mirroring” first hand.*

In psychology, “mirroring” refers to a person’s tendency to remain in harmony with another person by copying movements or body language of the other, and consciously or subconsciously mimicking them. In online marketing psychology, “mirroring” refers to a powerful tactic that changes prospects into buyers by making them “one of the crowd.”

**LOK-ED & LOADED INSIGHT**

Testimonials are a great way to provide your potential customers with an opportunity for mirroring.

Like “social proof” (more about that later), mirroring can be a powerful buying “stimulant.” It’s used to show a prospect that “People Like You” (and sometimes “People Better Than You”) are enjoying a product or service.

It is especially effective when consumers are presented with images or statements from people they identify with...or want to emulate.

### **Be Like Mike**

Even more magnetic than simply “someone” doing “it” is seeing “someone like me” doing “it.” People like to hear about and do what other people just like them are doing -- for business AND for pleasure.

There’s only one thing more persuasive than sending a letter to Dr. Crackenstitch, a heart surgeon, with comments other doctors attesting to the benefits of a product or service... and that’s including a quote from another “professional just like you” -- in this case another heart surgeon like the good doctor.

To really turn this into a killer, get a quote from a widely respected scalpel-man...let’s say the world-famous “heart surgeon to the stars,” Dr. Mike Widget. With the addition of Dr. Widget’s fame and integrity to satisfy the desire for social proof (not to mention his

Hollywood lifestyle to satisfy pure, unadulterated greed) ...Dr. Crakenstitch 's desire to "be like Mike" becomes overwhelming.

That means is Dr. Crakenstitch reads that Dr. Mike purchased a hot tub and found it beneficial in relieving the stress and tightness that comes with being a world famous neurosurgeon, it's a natural human instinct for Dr. Dolittle to say,

"If it worked for him, it will work for me."

# **Forbidden Psychological Tactic #18 - CURIIOUS GEORGE AND GEORGINA**

*“The cure for boredom is curiosity. There is no cure for curiosity.”*

**-- Dorothy Parker**

Legend has it that curiosity killed the cat, but it has a very different effect on consumers -- more like catnip! Create an attention-getting headline that makes your visitor say, “I’ll just DIE if I don’t find out more” and you’ve done more than just arouse curiosity.

You’ll have unleashed the marketing warrior strength of killer curiosity...so strong and irresistible that it’s “murder” on lack of enthusiasm, disinterest, apathy, and anything else that would keep your visitors from wanting to know more...much more.

## **A Need to Know Basis**

All creatures are curious...especially humans.

We explore our world rather than just respond to it, looking under rocks, pulling back curtains, and poking sticks into things.

Our curiosity is based on our biology. The immensely powerful basic instincts for self-preservation, reproduction, and greed propel us to explore the unknown.

The desire to know is a compelling force in marketing. When a consumer is curious, then don't just "want to know"...they NEED to satisfy their curiosity. That's why the 'net is filled with information products with "curious" titles and sales letters with "curious" headlines like these:

- Secrets of the Diet Industry Uncovered
- What Time Share Companies Don't Want You To Know
- Mysteries of A Youthful Appearance Revealed
- The Hidden Keys of Car Buying

Curiosity gains and holds the consumer's attention long enough for the rest of the sales message to be delivered.

## **Hurdling Obstacles**

Let's face it: every marketing tactic, psychological or otherwise, has its downside. That means the challenge is to meet the obstacles head on...and then figure out a way to go around them!

## **LOK-ED & LOADED INSIGHT**

Curiosity is a difficult appeal to use because of two basic problems: arousing curiosity in the first place, and not having the consumer come up with their own answer in the second.

The following words can help you turn apathy into interest:

*Discovered!*

*Someone spilled the beans...*

*The answer you've been looking for... Sneak Peak*

*For Your Eyes Only*

After you create the “itch” that needs to be scratched, make it abundantly and IMMEDIATELY clear that you can provide “calamine lotion”...aka, the solution to the itch...like this:

*There’s a trick to taking it off and keeping it off...*

*and we’ve got it on the next page!*

*You won’t believe what Lois in the mailroom did...*

*and now YOU can take advantage of her mistake*

*You’ve Been Fooled!*

*It Doesn’t Take A Lifetime to Achieve Happiness... Our Road To Enlightenment Is Much Shorter*

# Forbidden Psychological Tactic #19 - THE CULT OF CELEBRITY

*“When you get a celebrity to endorse your company or sign a licensing agreement, you benefit from customers’ awareness of the (spokesperson) which could include the perception of quality, educational value or a certain image.”*

**-- Patrick Bishop, co-author of Money Tree Marketing.**

We’ve already established that online consumers look at advertising messages with doubt. This can make marketing especially difficult if you have a start-up product or service that has not yet built its reputation for quality and service.

But even skeptical types can be persuaded to “come into the light” when the advertising message is delivered by a celebrity, well-known authority, or person of power and influence. People will be more inclined to buy from you when you “borrow” credibility from trusted authorities or beloved celebrities.

They may not know or trust you...but consumers do trust celebrities. And here’s the part that may surprise you: celebrity endorsements are huge conversion-magnets, even when the celebrity isn’t an expert on the product or an authority in the field!

Needless to say...this is why a celebrity expert is the ultimate in endorsements. Professional athletes pitch sneakers, actresses pitch skincare products, etc., etc., etc. The combination of fame and knowledge are unbeatable when it comes to convincing prospects that your website and product/service are “on the level.”

## **I'm Not A Doctor, But I Play One On TV**

When celebrities talk, we listen. And here's where things get really interesting: we're more willing to do so without carefully considering all the facts.

Does a Miss USA really know about the spark plugs she's plugging for WidgetMotors.com? Does Paris Hilton eat the burgers at Carl's Jr.? Who knows...and to some degree, who cares?

As long as consumers recognize a celebrity as someone they like, they're more than happy to abdicate the tedious process of informed decision-making and simply follow the suggestions of their "idol."

### **LOK-ED & LOADED INSIGHT**

Research shows that the three characteristics most associated with persuasiveness are perceived authority, honesty, and likeability. And it's these three characteristics that we're likely to attribute to beloved celebrities.

# **Forbidden Psychological Tactic #20 - BE AFRAID...BE VERY AFRAID**

*“(Fear) is very apparent in all the deodorant ads; fear of body odor and all that. But in a more subtle way, the general fear of not being loved and then to be able, by some product, to be loved. That’s a subtle fear pervading most people, and the ads speculate on that and show, in more or less drastic ways, here are the things which will make you loved.”*

**-- Dr. Erich Fromm, “You and the Commercial”**

Fear is a fundamental human instinct and “manipulating it” is a fundamental online marketing tactic. Fear is one of the easiest emotional “hot buttons” to press, as well as one of the most painful for consumers. And while the pursuit of pleasure appears to drive most buying decisions, it’s actually the avoidance of pain that seals the deal.

Fear is a negative emotion that a prospect wants to alleviate as quickly as possible. This makes fear a valuable part of your online marketing campaign. Make a prospect afraid and then show them how you can take away the fear and you’ll generate an immediate response and a windfall of sales.

## **The Four Faces of Fear**

Consumer fear can be sub-divided into three “scary” sub-categories:

- Fear of loss*

- Fear of making a mistake*

- Fear of things getting worse*

- Fear of paying too much for too little*

People are much more likely to buy if they think they'll lose out on an opportunity if they don't. If your product is perceived as scarce...a limited supply...that perception will generate a powerful fear of loss.

This fear is what generates advertising language like:

- Limited Time Offer*

- Only 500 Available*

- Will Not Be Repeated*

- First 100 Customers*

- Today and Tomorrow Only*

- Offer Good Until They're Gone*

The fear that can really paralyze consumers is fear of making a mistake in choosing a solution to the problem. Your job is to overcome that fear by offering reassurances to the customer that your company will deliver. The best way to make those reassurances resonate -- use testimonials or headlines like these:

- 3 Million Soccer Moms Say “Widget SUVs Rock!”

- Widget Motor Oil - The #1 Choice of Widgetville’s 2,000 Lexus Owners

- 43,000 Units Sold...And No Returns or Refunds EVER

**Fear that the status quo will go from good to bad** and then from bad to worse without your products/services -- “If I don’t get those gutters cleaned, I’m going to have to replace the roof” -- is the fear that you maximize.

Another example of this kind of fear-based marketing was used by the firearms industry at the turn of the 21st Century. Fear of social disruption that could be caused by the Y2K computer bug was used to drive gun sales up -- WAY up.

## **Fear of paying more and getting less**

Web hosting is a highly competitive industry. Web hosts routinely use fear of getting less and paying more to make the sale. They tell prospective clients that if you use a cheap web host, you might get lousy customer service and that there are virtually no guarantees of your web site being up and running. They'll "let you in" on a story about an online business that lost millions just because their site was down.

To "ink the deal," they'll reassure the potential customer that Widget Web Hosting provides a reliable service with customer service available 24/7.

## **Risky Business**

A good process to go through to make fear work for your site, is to create a list of reasons why it could be dangerous... unhealthy...unwise...and RISKY to buy from one of your cheaper competitors. Tell your prospect that if they shop at Brand X.com they risk getting a product of inferior quality or being treated poorly by a poor customer service department.

Here's the secret: "risky" doesn't have to mean life or death. The risk simply has to be great enough to evoke fear of loss, mistake, paying too much, etc.

**LOK-ED & LOADED INSIGHT**

In a niche where many websites are selling a product or service that is virtually identical, using fear and risk an unsurpassed way to distinguish yourself from the competition. (It's also a way to justify higher prices!)

# Forbidden Psychological Tactic #21 - THROW DOWN THE GLOVE

*"I thoroughly disapprove of duels. If a man should challenge me, I would take him kindly and forgivingly by the hand and lead him to a quiet place and kill him. "*

**-- Mark Twain**

Do you watch a Fear Factor competitor slog through a task in ten minutes and say to yourself, "I could do it in five"? When you became a Girl Scout and learned that each girl in your troop traditionally sold 10 boxes of Thin Mints and Tagalongs each year...did you make a mental commitment to up your personal "sales projections" to 20 of each?

When you hear the words "You can't," do you immediately think, "Oh yes I can!" If so, then you understand the attraction of a competitive sales lure and online headlines like:

*"If a Flat-Broke, C-Student with No Background in Advertising Can Write Copy That Generated \$47,857 in 48 Hours...What Can YOU Do?"*

*"I'm Flat-Chested and Big-Boned, But I Found A Man Online..."*

*"I Won't Want to Work With You Unless You're SERIOUS..."*

## **You've Been Served!**

For many people, a challenge is the ultimate call to action. A challenge to “bust a move” on the dance-floor or a challenge to “prove to people who doubt you that they’re wrong” in an online sales pitch have the same effect. Every challenge (and dare) a potential consumer is faced with delivers a strong one-two push to the ego button.

### **LOK-ED & LOADED INSIGHT**

Challenges stimulate the desire to prove that “I’m just as good as...no, I’m better than everyone else!”

Once the ego button has been engaged, the next step is to offer an opportunity for your prospect to prove themselves and their worthiness. Your challenge “sets the bar” so that you can, in turn, invite potential customers to hurdle it...and hurdle it with ease.

I use this technique on my own websites, I frequently point out to visitors that if they don’t have what I’m looking for -- ambition, energy, and dedication -- they should look elsewhere.

This, of course, makes them doubly determined to show me (and themselves) that they're worthy. I leverage their determination to my advantage with an urgent call to action.

*"If you're serious about this, you'll click here NOW and let me hear from you TODAY"*

# Forbidden Psychological Tactic #22 - "ROUND UP" A HERD MENTALITY

*"Monkey see, monkey do...and it's the same for humans, too!"*

People are deeply affected by what others think. If we see someone else do "it" -- whatever "it" might happen to be -- we have an immediate internal response that says, "Me, too!"

This explains why television producers use a laugh track when a punch line (or should we say "alleged" punchline) is delivered during a sitcom. The audience at home knows that the laugh track is just a recording, but that doesn't stop them from chuckling along even louder when the recorded laughter is turned up.

People will visit web sites that are on "most-visit- ed" lists, buy cell phones on the "most useful" lists, and spend their movie dollars on "the #1 film in the country." It's because of their desire to be in agreement with "everyone else,"...and to avoid the pain of having a mistaken belief about what is true and what is not.

## **LOK-ED & LOADED INSIGHT**

Forget about marching to a different drummer. For most of us, getting in step with what others are doing feels safer and more comfortable than going our own way.

## **Leader of the Pack**

Humans are “pack animals” and tend to exhibit a “herd mentality.” We have a strong urge towards self-preservation and an innate resistance to venturing out on our own and being a guinea pig -- that’s the job of the “alpha dog.”

This tendency is the reason that a piano player in a bar puts a few \$5 bills in his tip jars at the beginning of the night. It’s to simulate tips, of course, but not 50-cent tips or \$1 tips...it’s to make it clear that \$5 tips is what “everyone else” is giving.

And why do you think some Evangelical preachers have been known to seed their audience with “ringers” who come forward at a specific time to give witness...and donations?

*It’s not an accident...it’s psychology at work!*

If you can pepper your site with words like “best seller” or “our most popular item,” you don’t have to convince your customer that it is a good product. The hidden message -- lots of other people have bought this product -- is proof enough.

## **Creating A Best Seller**

Have you ever wondered why the heck companies such as Worldwide Widget and other huge business entities run those simple little online contests asking people to answer “Why I like (Name of Product)” in 100 words or less?

*It's because their marketing team is brilliant!*

Widget's marketers realized that rather than they didn't have to pay millions to a high-priced advertising agency for a “think tank” slogan that might appeal to consumers... Instead, with a contest, they could let consumers tell them what to write.

I'm always saying that you can't give the people what they want until you ask them. For the chance of winning valuable prizes...and in some instances just for the pleasure of having their name/picture posted on your website...droves of people are willing to go on record about your product, giving your countless glowing testimonials...and red-hot sales headlines.

## **It's All In How You Say It**

“In your own words” comments tell you precisely what's on your prospects' minds...and they do it with words that to other consumers.

A low price may be the reason someone will buy your product, but the language of your contest responses will help you narrow the focus of your pitch with the exact language that will press a prospect's buttons.

Each of these headlines is focused on cost and each sends a very different message:

- *10,000 Consumers Say, "Widget Wash-It is the best value"*
- *"Widget Wash-It always fits my budget" says Ohio housewife*
- *"When I want cheap prices but good quality, I buy Wash-It"*

Since these are "from the heart" comments by "people like you," consumers react in two good- for-marketing ways:

- *Other consumers consider the comments honest and believable*
- *The comments push a consumer's "Everybody else is doing it so I should be, too" button.*

# Forbidden Psychological Tactic #23 - COMPARE AND CONTRAST...VIVIDLY

*"Your true value depends entirely on what you are compared with. "*

**-- Bob Wells**

Your website needs to grab attention. In the blink of an eye (and the click of a mouse), you need to capture your visitor's attention and make him want to delve deeper into your site and your sales message. If your home page...or any page, for that matter...is visually uninteresting and/or has boring copy, you're doomed.

If everything on your pages receives the same amount of importance -- copy all the same size, borders all the same color -- a visitor is likely to be bored and unfocused...a death knoll for your conversion rate!

So to fight boredom and to re-focus your visitor's attention where it belongs -- on your sales message-- you've got to have contrast. By definition, "contrast" is the striking difference between two objects when they are viewed in juxtaposition.

**LOK-ED & LOADED INSIGHT**

If you emphasize nothing, then nothing stands out. But...if you emphasize everything, nothing stands out either. Contrast must be used wisely... judiciously...carefully...in order to be effective. Be careful not to use so much contrast that your page becomes cluttered and your message obscured.

Contrast is a consumer's tool. It helps a buyer organize and prioritize elements of the offer, and it focuses visitors in the specific direction you want them to go.

Contrast creates a sharp distinction between two items. The end result is to emphasize one item as clearly superior. Handled well, contrast will make your product stand out as a clear winner.

High contrast visual elements on your site -- say big and small text blocks -- draws visitors to the item you want them to notice. Interesting, vivid, high contrast copy blocks keep visitors focused on your key selling points and prevent them from getting "distracted."

If your pages don't use strong contrasts, the offering appears dull and uninteresting. Copy that doesn't make use of strong distinctions between "Brand You" and "Brand X" mean that your prospect has no clear differences to stay focused on.

**LOK-ED & LOADED INSIGHT**

Don't be a wimp. If your contrasts are too mundane, you'll appear dull and uninteresting. Be daring! Don't just contrast black and white, contrast ebony and ivory. Don't say your widget is "big" and theirs is "small." Say, "My widget is so super-humongous that it barely fits in our warehouse" and "Their widget isn't big enough for a flea to put a teacup on."

## Forbidden Psychological Tactic #24 - THE “GIMME/GIMME MORE” FACTOR

*“The point is, ladies and gentleman, is that greed - for lack of a better word - is good. Greed is right. Greed works. Greed clarifies, cuts through and captures the essence of the evolutionary spirit. Greed, in all of its forms - greed for life, for money, for love, knowledge - has marked the upward surge of mankind.”*

**---Gordon Gecko**

You may be familiar with the above quote from the movie Wall Street...but did you know that was inspired by a real life speech from a real life Wall Streeter? In 1986, Ivan Boesky -- who would end up paying a \$100 million fine for insider trading that same year -- told the University of California’s audience:

*“Greed is all right, by the way. I want you to know that. I think greed is healthy. You can be greedy and still feel good about yourself.”*

That, in a nutshell, is the mindset of many consumers in the 21st Century. From 1950s baby-boomers and the “Me” Generation that they spawned, to all the little consumers who have been “born to buy” since then, the question that precedes every buying decision is:

*“What’s in it for me?”*

Even if they're the nicest people in the world, your customers (and potential customers) don't care about you, your philosophy, your business, or how hard you worked to create the best product and the most fabulous website on the Internet. To a degree, they don't even really care about the technical specs of a product.

What floats the boat of a consumer are the benefits they'll receive from buying "it" -- a product or service -- and how "it" will make them feel. They want to know how it will make their lives easier, how it will make them more popular, how it will make them the envy of everyone they see. That's "what's in it for me."

## **LOK-ED & LOADED INSIGHT**

Potential customers may be swayed with incentives, bonuses, and "value-added" extras. Most people get the "gotta have it" bug when they think they have a chance at being "one up" on someone else by getting some more and paying less. I call this variation of "What's in it for me?" "What's in it that's extra and just for me?"

## **The Litmus Test**

Want a simple well to tell if your copy is up to snuff? Count the number of "I's" you have in your text and then compare it to the number of "You's." You'll know in an instant whether you're writing to your prospect -- "What's in it for YOU' ...or to your own ego.

*Your ego is not your target audience...your prospect's ego is!*

# Forbidden Psychological Tactic #25 - SOMETHING FOR SOMETHING

*Tsze-Kung asked, "Is there one word which may serve as a rule of practice for all one's life?"  
The Master said, "Is not Reciprocity such a word? What you do not want done to yourself, do not do to others"*

-- Confucius

## Today's Latin Lesson

The golden rule tells us to do unto others as you would have them do unto you. Well, according to the "rule" of quid pro quo (which is a Latin phrase that means "something for something"), give unto others and they'll give unto you...in spades!

Quid pro quo...also known as reciprocity...is not necessarily a balanced equation. Especially in online marketing, you're encouraged to "bend" this rule a bit. Your "new rule" should be:

*When you give something small, you can get something big in return...BIG business!*

When you give a potential customer a free gift, you don't expect a gift back...you expect business. It's the reason there's a prize in the McDonald's "Happy Meal", why tradeshow vendors have "premiums".

It's also the thinking behind advertising agencies that send a one-dollar bill with a direct mail solicitation. Giving begets getting. Offering a free gift generates a better response. And that's the reason more and more websites have learned that

*FREE BONUSES generate PAYING BUSINESS.*

### **Give the People What They Want**

What are the keys to developing a good reciprocal relationship? Value, for starters. The gift you give needs to be something of genuine value to the recipient...something that he'll be pleased to receive and eager to use.

Offering a free subscription to Playboy with every bottle of Viagra purchased at WidgetDrugs.com makes sense. Offering a box of Godiva chocolates with an insulin tester does not.

### **Take It From Me...**

On [www.dansrant.com](http://www.dansrant.com), I offer visitors a free download of an incredibly informative mini-course that includes a “killer” 53-minute interview and a chance to be an “inner circle” subscriber to my newsletter -- also free.

As you can imagine, I get a lot of takers for this priceless, but no-cost information bonanza...and that's fine with me. Because when my subscribers download their freebie -- and are feeling appreciative of my generosity -- I immediately offer them the opportunity to buy something from me.

And keep in mind that the costs for making my free gift are minimal so the extra sales it generates are almost pure profit.

### **LOK-ED & LOADED INSIGHT**

It's important that the gift be given “free and clear” with no strings attached. Giving with no expectations of quid pro quo is more likely to make someone wish to reciprocate your kindness. That's why so many offers say, “This gift is yours to keep.” Your generosity is appreciated, so your customers are less likely to return the product, even if they might be considering it. Interesting, huh?

# Forbidden Psychological Tactic #26 - COMMITMENT CEREMONY

*“Unless commitment is made, there are only promises and hopes... but no plans.”*

**-- Peter Drucker**

Do you know the story about the nose of the camel? It's the fanciful idea that a camel will ask if he can stick his nose into your tent, and if you say yes, next he'll ask if he can put his whole head in, then his neck, then one hump, then two...and before you know it you'll be on the outside of your tent looking in.

The moral of the story is that you can prevent damage by taking action early, a variation on the stitch in time story.

As a website owner, however, you want camels -- consumer camels -- to come into your tent by the herd. But consumer camels can be skittish...and you need to coax them. So rather than try to drag them in and get them committed to you all at once, you just apply this story in reverse.

People often find it easier to agree to small details than to say “Yes” to a large commitment. Capitalize on this tendency by leading your site visitors through a series of small, painless “yes” steps before closing in for the “kill” -- your ultimate sale.

First invite them to look...then to “stick their nose in”...then shoulder some responsibility... Little by little, even the most hesitant consumer camel will be drawn deeper and deeper into your sales tent.

This slow and subtle “commitment ceremony” has a genius effect of building on a string of “yes” answers to generate the biggest and most important “yes” of all:

*Yes, I'll buy...NOW.*

### **If/Then...**

An excellent way to get commitment is with an “If I would, would you...” situation. With this tactic, the prospect is only asked to make a theoretical “yes” to your offer, so it’s very, very easy to agree. And just like with the Incremental Close, every “yes” is another link in the chain...another small “push” towards the finish line up ahead and the checkered flag that says, “Sold!”

Remember, this is soft-sell, not hard. To achieve your goals, you must word the question so that it doesn’t sound sales-y or high-pressured. You want to express your desire to achieve an objective, not make it sound as though you’re brow-beating someone into buying from you.

### **Step Ladder**

Instead of trying to strong-arm a site visitor into immediately making a purchase, try a little less elbow grease and a little more finesse. First ask a peripheral question that's designed to get the "Yes" ball rolling:

"Are you tired of looking at your feet and seeing your belly instead?"

"Would you be interested in our free detailing package with every purchase?"

"Would you like the solution to your problem in an instant download?"

Every one of these sly little tangential offers easily generates a "yes" response from a site visitor. And every "yes" to a described benefit brings your prospect that much closer to the final sale.

### **LOK-ED & LOADED INSIGHT**

As the customer agrees to each question, he's mentally putting himself into a scenario where he has already purchased your product/service! He has indirectly said, "yes" to the entire offering and is well on the way to convincing himself/herself to make the purchase. In "online sales speak," this is sometimes called the Incremental Close. In Dan-speak, this is called a killer tactic.

# Forbidden Psychological Tactic #27 - THE ZEN OF SAMENESS

*"If you tell a lie big enough and keep repeating it, people will eventually come to believe it."*

**--Paul Josef Goebbels**

As an honest businessperson, you're not trying to turn lies into the truth, but you are trying to turn doubtful site visitors into certain-it's-time-to-buy consumers of your product or service. And in online business marketing, one of the cardinal rules is this:

*If you tell the truth and keep repeating it, people will eventually come to believe it.*

McDonald's isn't the burger king because of its superior product. Mickey-D's is successful because it provides consistency...Quarter Pounder with Cheese that tastes the same in Toronto, Tel Aviv, or Tokyo. That's the appeal. Anytime a consumer chows down with the clown, there's an expectation of sameness.

Wherever you find McDonald's you'll find pretty much the same menu, the same taste, and the same service...not to mention the same logo -- golden arches -- on everything from a Filet o' Fish box to a fry sleeve. And the consistent display of those arches is no accident! It's brilliant marketing consistency.

Why brilliant? Because anytime you look for a McDonald's restaurant, you look for the same thing-- golden arches. The consistency of the image and the promise of a consistency of experience is comforting and takes consumers to their "happy place" as they mentally re-live their last Happy Meal and start to project having a bite of their next one.

At the same time, the consistency of the marketing message burrows the company's logo deep into your subconscious. You internalize the logo and attached the marketing message "Eat at McDonald's" to it. Soon simply seeing ANY golden arch may get your stomach growling for a meal at MacDonal'd's.

You're not McDonald's, but delivering a consistent message...and delivering a message consistently...are the keys to your success.

Even if you have only one website working for you, rather than an army like mine, you still need to develop consistency. The language and tone should be consistent from your homepage to your FAQ. (More about "staying on message" below.)

Each page should have the same framing elements-- layout, design, font, etc. The sameness of the frame helps visitors stay focused on the "sales picture" as they go from page to page

## **Staying on Message**

Consistency takes many forms in online marketing. Consistency in selling...saying the same thing over and over again until it sticks...is something you hear a lot about in politics where “staying on message” is a mantra.

Politicians...who are, after all, just marketing professionals with a different kind of product to “sell”-- know how important the power of repetition is in “anchoring” a thought in a consumer’s/voter’s mind. That’s why spokespeople “pick and stick” a negative adjective into their opponent’s lapel. For example: “The tax-happy lawmaker,” “The power-hungry governor,” and from the recent U.S. political scene -- “The flip-flopping senator from Massachusetts.”

You can stick to a negative message about your competitor, but it’s more important that you repeat your positive message as often as you can. If your widget is easy to put together, than it should always be referred to as the easy-to- assemble widget. If your information product comes with a free bonus, be sure to call it the bonus-rich Widget Information Kit whenever you mention it by name.

These are stellar ways to keep a consistent marketing message going out repeatedly. The repetition cycle gives your message sufficient time to work its conversion “magic” on your prospects.

**LOK-ED & LOADED INSIGHT**

Your message must be consistent and it must be delivered and re-delivered consistently. You might need to "Pitch" a prospect as many as nine times before you make your sale...maybe even more. Consider an informative auto-responder series or a regular newsletter.

# **Forbidden Psychological Tactic #28 - SHOW 'EM HOW BROAD YOUR SHOULDERS ARE**

*"Be wary of the man who urges an action in which he himself incurs no risk."*

**--Joaquin Setanti**

Are you a risk taker? Someone who's willing to shoulder the responsibility without being sure? Someone who's willing to put your life on the line...or your hard-earned money...to try something without being sure you'll like the outcome?

Well, you may be a thrill seeker with a taste for extreme activities and "risky business," but when it comes to making a purchase -- consumers aren't! It seems as though every prospective consumer, at one time or another, "channels" the spirit of author Joaquin Setanti when they're making a purchase.

Unfortunately, when it comes to online business transactions, there's always a risk involved. Nine times out of ten, the buyer is at risk...at risk for buying the wrong thing, at risk for feeling stupid, and (worst of all) at risk for not being satisfied.

Without being able to "get up close and personal" with the item they're considering, they're at-risk for making a mistake. This risk is what prevents people from saying "I'm sold."

## **Burden of Proof**

A great way to prove to people that they can buy from you with confidence is with a risk reversal tactic. This takes the burden of “being right” off the shoulders of the consumer because there’s an “out” if they’re wrong. If you lower or eliminate the risk to your prospect, your sales will multiply...quite literally overnight, and your conversion rate will skyrocket.

Could it really be as easy as that? Yes! Of course! This is online marketing science, not rocket science.

If you provide a good service at a fair price and remove any possibility of disappointment -- in other words, if you assume the risk -- your website will be overrun with visitors, your tally sheet will be spilling over with sales, and your bank account will be overwhelmed by a huge influx of m-o-n-e-y.

## **It Says Something “Nice” About You**

Your guarantee of satisfaction, whatever form it takes, says “nice” things about you. It says that your product is of a good quality, that your service can be relied upon, and that you couldn’t afford to take on so much risk if you couldn’t deliver the goods.

## **Assume the Position**

What are ways to eliminate risk? Guarantees are one option, but there are others. Position your online offer for maximum risk reversal with superior guarantees and other consumer-friendly risk removers like these:

- Iron-clad guarantees
- Extended guarantees
- Better than 100% guarantees
- Free trial periods
- Short-term introductory packages
- No-obligation packages

A well-planned risk reversal strategy can be the “nudge” that ultimately tips the conversion scales in your favor. With risk reversal, you have “pre-programmed” your prospects mind with the idea that you...and the benefits outlined in your offer...can be trusted. Once trust is in place, can a sale be far behind?

Not sure you know what makes a great guarantee? No problem! I've included 21 "killer" risk reversal statements as a bonus!

### **What If...**

Some of your customers may, in fact, be dissatisfied and ask for their money back. But again, you're an honest businessperson who stands behind your product, and the occasional refund is to be expected.

And while I can't guarantee you that no one will take advantage of your generous risk reversal, I can guarantee that you will attract many more clients and make many more sales simply by offering risk reversal in the first place. I'll also promise that profits from increased sales thanks to risk reversal will more than out-distance the expense of returns, refunds, and other guarantees.

### **LOK-ED & LOADED INSIGHT**

A consumer doesn't choose to buy from you because they think they can capitalize on your risk reversal. If they truly believe they'll return your product...they wouldn't buy it in the first place!

# Forbidden Psychological Tactic #29 - WITH LOVE FROM TO

*"This time...it's personal."*

- Tagline for Jaws, The Revenge

How many times have you been out on the street and heard someone call your name? Even if you're in an unfamiliar place where it isn't likely that you'd run into anyone you know, you hear your name and your turn around to see "Who's talking to me?"

We're programmed to react to our name and it's impossible not to respond. From earliest childhood, our names are used to get our attention. That's why when you hear or see your name, you just can't ignore it. And that's

*The powerful allure of personalization on your web page!*

## **Up Close and Personal**

Once your message is able to achieve a one-to-one, personal interaction with your site visitor, then your chances of making that sale have just been increased exponentially...by

100%, 200%, 300% or even 600%. These incredible results are the reason that addressing someone personally, as an individual, is the mantra of every top marketer!

## **20th Century Thinking for 21st Century Technology**

When you stop and think about it, direct mail offline has always had one great advantage. Most of the time, the marketer knows precisely who he is writing to and is able to address the letter to that named individual.

Online, the story so far has been quite different. And that's why virtually every online sales letter and every auto responder you read starts with one of these so-called "personalized" salutations:

Dear Friend,

Dear Professional,

Dear Entrepreneur,

Dear Fishing Enthusiast,

These aren't personalized greetings! They're just Thesaurus-driven replacements for the crudest way of getting someone's attention: "Hey you." It immediately makes the consumer feel faceless and nameless (literally) and does nothing to impart the message, "I'm talking to you."

If your opening is weak, your sales conversion rates will be even weaker. Using "Dear Friend" as an opening is a blunt object when you need something that's sharp and incisive. Putting your faith on standard "generic" message openings is disaster in the making because...

*The terrific piece of marketing copy you've written will never get read if you lose them at "Hello."*

Many marketers, both online and off-line, now rely on software to generate personalized communications. They can "plug in" everything from the reader's name, address, and other bits of "personal data" plugged into the message.

## **LOK-ED & LOADED INSIGHT**

Surprisingly, even though web buyers realize that personalization is accomplished with technology, they still respond to seeing their "name in print."

## **Getting Personal**

There's more to personalization than simply using someone's first and last name in an email message. On your site, there are two main approaches to "personalizing": rules-based filtering and collaborative filtering.

**Rules-based personalization** generates a profile of each customer. The data is used to identify patterns of behavior. The patterns are then used to predict a shopper's future likes and dislike.

Traditionally a customer registration form has been used to capture a prospect's age, occupation, address, household income level, hobbies, interests, and so on. However, because consumers fear unsolicited follow-ups, this method is being abandoned in favor of more subtle techniques.

Personalization can also be achieved with a look at "group dynamics." This is true in collaborative filtering which looks at information and behaviors of groups of people who share one or more characteristics. One of the most popular ways to achieve collaborative filtering is with tools to monitor click streams, the path users take to arrive at a website.

Click stream information lets online businesses track the number of times viewers click on banners, for example. With this data in hand, marketers can customize advertising campaigns to their viewers' preferences and surfing habits.

**You Understand Me!**

Buyers want to feel that you understand their definition of value and have a solution that reflects their priorities. As you identify traits among individuals and group, you can adjust your site so that their online experience feels “tailored” just to them.

*This is customer-oriented selling at its best.*

# **Forbidden Psychological Tactic #30 - GET INVOLVED WITH QUESTIONS AND BUTTONS**

*"If there is no worker involvement, there is no quality system."*

**- Lloyd Dobbins and Clare Crawford-Mason,  
Thinking About Quality**

*"If there is no buyer involvement, there is no sale."*

**-Dan Lok, thinking about quality marketing**

Whether it's test-driving a Lexus, trying on a pair of Ralph Lauren jeans, or acting as the "volunteer demonstrator" for a new mop at a mall kiosk...the more a consumer is actively involved in the selling process, the more likely he/she is to be involved in the buying process as well. And the opposite is true:

*An uninvolved consumer is more likely to walk away from even the most incredible offer.*

This presents a challenge for marketers on the web. There's no product to handle, no fabric to feel, no "fresh car" fragrance to smell. So all you have at your disposal are static pictures and words, right?

Wrong! The web's biggest moneymakers are those sites where the pictures and words involve prospects mentally and physically. To win the marketing war, put your prospects on "active duty" by inviting them to answer questions, create mental pictures, as well as click buttons, access pull-down menus, listen to audio clips, etc. Do that and you'll be able to...

*"Enlist" an army of eager buyers in no time, flat.*

### **Ask and Ye Shall Receive...Answers, Involvement, and More Sales**

Attracting attention is only half the game in marketing. Hell, a crazy person standing on the street screaming, "The end is near," can get your attention. Holding that attention and transforming attention into involvement and involvement into desire is what lines your pockets with gold.

Involvement must be maintained throughout your website and marketing messages. For sites that use sales letter, this strategy frequently gets into the action early... in a pre-headline that poses an "involving" question like:

*“Can I share a secret with you about boiler repairs?” “Is the government getting too much of your money?” “Did you even think you’d need an adult diaper?” “Are you suffering because you’re losing your hair?” “Have you heard the good news about mortgage rates?”*

After a prospect has gotten involved by answering the question you pose, it’s important to maintain that initial involvement with a strategic series of questions and buttons. “Clicking” on buttons is a physical activity that can break up the monotony of reading.

The questions, meanwhile, keep your prospects mentally in the picture. In addition to requiring a response, questions are your “paint brushes” for creating a rich and vivid “what if” landscape where a consumer can place himself/herself. Once they’re in the picture, your prospective customers are likely to stay there as long as you keep asking them questions...and keep painting pictures.

One thing we know about the human mind is that it hates unresolved questions. So, when you ask a question in your online sales copy, a consumer can’t help but respond with an answer. That response -- whether it’s yes, no, or maybe -- is a demonstration of involvement. And involvement is the first small, but powerfully “sticky” rung of your sales “ladder.”

Placed at key intervals throughout your site, questions and buttons allow you to guide prospects effortlessly on a path that goes step-by-step from “Would you like to learn more? Click here” straight through to “Would you like to get 6 free bonuses and pay 50% less than the published price? Click here.”

**LOK-ED & LOADED INSIGHT**

Involvement with something at stake is even better than simply involvement. When LifeSavers candy was toying with the idea of retiring pineapple from its 5-pack assortment, the company asked customers to vote on a new flavor to take its place. What an eye-opener that turned out to be! More than 1 million customers voted at the LifeSavers website or called in to their toll-free number to keep the existing pineapple flavor. They voted with their wallets, too! For their efforts, LifeSavers got a re-energized and involved customer base, a great deal of publicity, priceless market research and a bump in sales. Not a bad return on the nominal cost of conducting a survey.

# Forbidden Psychological Tactic #31 - WHERE'S THE LOGIC IN THAT?

*"To be persuasive, we must be believable. To be believable, we must be credible. To be credible, we must be truthful."*

**-- Edward R. Morrow**

Edward R. Murrow was talking about the news business when he made the statement above, but the sentiment translates to any industry and should be a fundamental principle in your online marketing efforts. If you're not already familiar with it, consider stitching a sample and putting it up on your wall:

*People make most decisions based on emotions, but they validate their decisions based on logic and reasoning.*

Take a Lesson From Mr. Spock

You may think that consumers buy what they desire, and that's true. But the consumer may not want to admit that! Many of us....most of us, I'd venture to say...have been taught that acting logically is good and acting emotionally (which translates as illogically) is bad. It's what made Star Trek's "Mr. Spock" such an appealing character to so many of his fans.

“Spock’s brain” is probably inside your prospect’s head. In order to feel good about a purchase, your site visitor wants to feel that he’s making a logical decision -- intelligent, well thought out, and supported by evidence that proves it’s the right thing to do. So, in order to influence your customers, you need to present true, credible facts about your product or service. These facts will serve as the “logical justification” for a purchase.

The easiest way to illustrate this is with one of the great emotional/logical purchases: a car. Let’s head over to [WidgetOnlineAutoworld.com](http://WidgetOnlineAutoworld.com) for a lesson:

You NEED a mode of transportation to take you to work each day, and the Widget Wiener (an inexpensive sub-compact) would do the trick. But you’re a whiner and you don’t want the Wiener. You want a winner. Because although the Wiener would fulfill

your NEED, it doesn’t satisfy your DESIRE...your emotional need.

What you WANT are all the good feelings that will come from owning a Widget Wunderbar Car. You want to feel smart, envied, sophisticated, cool, and better than an Average Joe, tooling around in a top of the line, high-performance, 0-60 in no time flat, gas guzzling sport coupe.

Weighing need vs. want, you’ll give yourself a challenge: to make yourself that you NEED the Wunderbar Car. That’s where logic comes in...and a good marketing strategy.

Dewey Cheatham, Widget’s #1 sales rep, is certain that the visitors to Autoworld really want the Wunderbar Car. He’s certain because he’s reviewed his clickstream data and

knows that even people who initially click on Wiener pages invariably click to the Wunderbar Car pages...repeatedly...and that they linger on those pages longer than any other pages onsite.

Dewey also knows that if he compared the Wiener with the Wunderbar, logic would dictate the purchase of a sub-compact for daily commuting. Well, Dewey didn't win his "Widget Sales Rep of the Year Award" for five years in a row by selling sub-compacts.

So Dewey inserts a pop-up box that reads, "I see you're looking at two of our most popular models. The Wiener has its fans, but did you know..."

Before you know what's happening, Dewey hits the unsuspecting visitor right between the eyes with these irresistible "logic points":

- "The Wunderbar Car was voted Widgetville's favorite sport coupe for under \$40,000."

The sub-text of this message is: "This is a popular choice with others." *The logic evokes the emotion of "belonging." The prospect says, "If I buy a Wunderbar Car I'm in-step with my neighbors."*

- "The Wunderbar Car is already being considered a classic and has developed a cult following like the old Ford Mustang."

*Your prospect's logic detector hears: "This is a car that will have a high resale value and could be a valuable "collectible." If I buy it, I must be a smart shopper."*

- "When it comes to gas mileage, no sport coupe does better than the Wunderbar Car."

*The irrefutable logic of this statement is that the Wunderbar Car is affordable to operate. That allows the buyer to say, "I'm fiscally responsible."*

## **LOK-ED & LOADED INSIGHT**

What's important about the sales rep's list of logical reasons for buying the Wunderbar Car is that they talk exclusively about the high-end option. There's no mention of the lower-priced Wiener and no effort to compare the two. The "Logic Points" are laser-focused on driving home the emotions of owning a popular sports car

# **Forbidden Psychological Tactic #32 - THE EASY WAY OUT...AND INTO A SALE**

*"You can't spell sold without E-Z."*

**-- Anonymous**

## **Time Is of the Essence**

Once upon a time, New York was known as the city that never sleeps...an anomaly in a world where traditional business was conducted from 9-5. Well, thanks to the Internet and a global way of life, a cultural earthquake that has turned the world into a 24/7 marketplace with buyers and sellers doing business any time of the day or night.

The consumer has learned the wonders of "self- service" on the Internet, sending demands for convenience to an extraordinary new level.

Consumers expect everything from instant "analysis" of loan applications and instant approval of mortgages, instant delivery of e-books, and instant "access" to concerts, seminars, and online "Members Only" content.

Sometimes what's convenient may be more important to a consumer than what's high quality or the best value. Pre-packaged food doesn't taste as good as homemade, but it's

easy. A can of soda at the corner deli costs more than a 2-liter bottle at the supermarket, but the deli is convenient.

**Convenience is different things to different people.** For a single parent, convenience is the Kids' Ball Room at Ikea where moppets can play while mom and pop shop. For a senior who no longer drives, free delivery from the pharmacy is important.

It's important that you go to the "source" -- your customers -- to find out what convenience factors would best fit their needs. Once you know what your customers want, get busy implementing those ideas, concepts and service.

A good example of this is my own electronic newsletter Dan's Rant. The Rant is extremely popular with my subscribers, but a recent survey showed me that many people wanted the information in permanent, hard copy form. So that's what I'm doing.

*The key concept here is: I wouldn't have known if I didn't ask!*

The benefit of surveying your customers on their convenience preferences is two-fold. First, your "market research" with existing customers gives you outstanding insight into what potential new customers will want in terms of ease -- no contracts, online payments, instant credit approval, etc.

Second, when your existing customers see you take ACTION and made their experience easier and more pleasant, they'll know that you truly listened to them and care enough to be responsive to their requests.

## **The Mom and Pop Shop**

Before the mega-mart, in the days before supermarkets and shopping malls, at a time when dinosaurs walked the Earth...or maybe it was just a few years ago...most people shopped at "Convenience Stores." Whatever else they wanted, it was clear that consumers wanted convenience -- the ability to buy what they wanted when they wanted it with- out having to work too hard or travel too far.

When the multiplex shopping "experiences" did arrive, they frequently offered a wider selection and lower prices, not to mention a food court, rides, and entertainment. But local businesses continued to thrive because they provided convenience.

*The bottom line: Ease trumps almost everything as a super-closer.*

Today, two-thirds of Americans still shop at convenience stores at least once a week. It doesn't matter that the store only sells two brands of soda. It doesn't matter that the cost will be 30% more supermarket prices.

Make your website the "easy place to shop" and see how easy it is to make more sales to more customers...despite the fact that your competitor offers some advantages you don't.

## **LOK-ED & LOADED INSIGHT**

Convenience is the impulse buyer's best friend...and one of the reasons that the Internet is such a money machine. Nothing is more seductive than the convenience of "Just Click Here to Buy Now"...except perhaps the phrase, "Click Here to Get Your Free Gift Immediately." Either way, it's all about fast, easy, and convenient.

# Forbidden Psychological Tactic #33 - WHAT MAKES YOU SO SPECIAL?

*"If you want to be truly successful invest in yourself to get the knowledge you need to find your unique factor. When you find it and focus on it and persevere your success will blossom."*

**-- Sidney Madwed**

Do you do something that sets you apart from your competition the marketplace? Do you make a better mousetrap? A cheaper mousetrap? A humane mousetrap?

Can your mousetrap be ordered online and delivered instantly via email?

Before making a purchase, a consumer makes comparisons. The unique quality or qualities of your product or service is the major reason that people buy from your site rather than your competitor's. That's why you should load up your site with your most mouthwatering benefits and features.

But beyond that, you need to position these special benefits as "unique" to you...and unique in your marketplace. This is called differentiation...and it works even if you aren't so different!

## **I Said It First!**

Domino's Pizza advertised: "If we don't deliver your pizza within 30 minutes or less, it's free."

### **LOK-ED & LOADED INSIGHT**

Even if you do many things the same way your competitors do, the benefit you point to may be unique to a prospect because your competition doesn't mention it.

People assumed that Domino's had the fastest delivery; and was the only "You ring; we bring" delivery service they guaranteed that if they didn't, your order would be free.

In fact, many of Domino's competitors were also delivering their pizzas in 30 minutes (or less), but they weren't saying anything about it. But Domino's was able to "cash in" on this important benefit simply by mentioning it!

What's great about differentiation, especially in the Domino's example is that the message is totally positive. Domino's never says anything bad about other pizza delivery services, it just focuses on strong points that consumers infer are unique benefits.

## **I Said It Nicely**

Don't bash the competition, just position "Brand X" as inferior to "Brand YOU." Why? Because a potential customer may become skeptical if you start hurling rocks at the competition.

This is also true in politics where voters often see negative campaigning as a "substitute for substance."

The Domino's ad is all substance. It doesn't bash the competition. There's no need to. To connect with pizza lovers, Domino's just highlights its most consumer-magnetic benefit: a pie when it's been promised, or there's no charge.

## **LOK-ED & LOADED INSIGHT**

This translates as "We do what they don't – guarantee your satisfaction."

## **Accentuate *Your* Positive**

Instead of being negative, be positive. Acknowledge that the “other guy” is doing his best with his online offering, but make it clear that you do much better. Explain that your competitor (or competitor’s product) is good enough, but that yours provides superior value.

You can even compliment competitors by “damning them with faint praise” like this:

“A one-man web design company definitely has some advantages, but no single person could begin to provide the full-on creative firepower of the team at WidgetWeb.com.

# Forbidden Psychological Tactic #34 - WHAT'S WRONG WITH YOU???

*"Conceal a flaw, and the world will imagine the worst."*

**-- Marcus Aurelius**

One of the greatest emperors in Roman history, Marcus Aurelius was a man ahead of his time in terms in many ways...not the least of which was his understanding the psychology of the consumer as shown in the quote above.

*He would have made a great online marketer...and you can learn from him.*

Want a way to turn skeptical consumers into true believers? Admit a flaw, own up to a mistake, reveal that you've made an error...and poof -- your website and your offer have instant credibility.

Now for obvious reasons, you probably think it's crazy to advertise your mistakes to the world. You want to look good, so you figure it's better to be mysterious about what goes on "behind closed doors" at your Internet business.

But the fact of the matter is that people love doing business with someone who's honest. And nothing says "Honest Abe" like a marketing message that lets consumers in on a "dirty little secret."

### **The Ordering Department Screwed Up!**

Our customers wanted the Deluxe Widget, but we ordered tons of the Basic Model...and now we've got to unload them FAST to make room for new inventory.

### **We're All Wet!**

We had a flood at our overseas warehouse and need to liquidate (pardon the pun) what's left of our inventory ...at a discount.

### **Doctor, Doctor Sale**

We're lowering prices to raise cash for our president and his wife to get matching Botox treatments.

Let's face it: if you're making a special offer -- a 50%-off sale, a "Buy 1, Get 1 FREE" deal, or a year of free maintenance -- nobody thinks you're doing it just because you're Mr. Good Guy or Ms. Sweetie Pie. In fact, your generosity is likely to make people suspicious.

A special offer can make consumers fear the worst like "Those widgets are probably damaged" or "That widget has passed its expiration date" or if you don't give them a reason for what you're doing. These imaginary worst-case scenarios are deadly and can kill your sale instantly.

## **The Age of Reason**

People want to have the reason for what you do and they like to have a reason for what they do, too. Doing something for a reason is logical...and consumers love logic (almost as much as emotion).

I know this probably goes against every grain of business sense, but I promise if you give people a good, believable reason why you're doing what you're doing, they'll love you for it. If you open up, they will, too -- with open arms...and open wallets.

## **LOK-ED & LOADED INSIGHT**

Instead of worrying about "spinning" your story, just let people go "behind the scenes" at your company. Whatever the reason you're doing something out of the ordinary, you don't need to sugarcoat it or keep it under wraps. Let your customers in on the secret -- just tell the truth



# Forbidden Psychological Tactic #35 - GET CONSUMERS INTO THE PICTURE

*"You've got to see it to believe it!"*

As the old saying goes, "Seeing is believing" and that's why the term "See for yourself" is so popular in marketing lingo. It's also the reason your copy should put consumers in the picture so they can see themselves.

Your message should be crafted to turn site visitors into "mental users" of your product or service. The words you choose should help them visualize themselves AFTER the sale...enjoying all the benefits of all the features you offer.

Turn on your prospects imagination by telling a compelling story in which they have the starring role. If you paint a picture that's rich in descriptive detail, you'll get the prospects to see themselves in the picture...with your product.

Do that and you're more than halfway towards turning your "mental cases" into real users.

Let me show you how to pull someone into the picture and then hold them there. Imagine that you're an average mom or dad, overworked and stressed out. You're surfing the web looking for a new family car and you find this online offer for the Widget WagonWheeler:

*“When you buy a Widget WagonWheeler, you and your family can take the high road, the low road, or go off-road completely heading up muddy inclines and down slippery slopes.*

*In the summertime, pack up the kids -- and the neighbors' kids, too -- and head to the beach where Wheeler is perfect for beachside barbeques. In the winter, the Wheeler ready to go the distance to your favorite ski resort high in the Rockies.*

*And when Junior and Missy are staying with Grandma and Grandpop, the WagonWheeler is ready for a night on the town for “adults” only.”*

This detailed, vivid, and very appealing story will easily transport any parent out of the “here and now” and whisk them away to the “fantasy island” of a happy, joyous family outing...or a romantic night for two...all thanks to the WagonWheeler.

## **It's All About ME**

Want to make your stories really impossible to ignore? Don't “talk to the hand,” as Fran Drescher says...

*Talk to the ego.*

We all love to talk about ourselves. And we all love to hear about ourselves. It's the reason that phrases with the word "you" in them are so universally appealing.

One of my favorite examples of this is the story of admen Bert and Ernie. Bert says to Ernie, "I'll bet you \$100 that I can get our boss, Mr. Toughsell to read a full page of web copy without even trying." Since Mr. Toughsell was a notorious non-reader, Ernie figured he was a sure winner was already dreaming of an expensive steak dinner paid for by Bert.

Surprise! Bert won the bet by using the words, "This Is About Mr. Toughsell," as the headline at the top of the page. Mr. Toughsell was glued to that page like a fly to flypaper from the first word until the last.

# Forbidden Psychological Tactic #36 - DARE TO BE DIFFERENT

*“Be daring, be different, be impractical, be anything that will assert integrity of purpose and imaginative vision against the play-it-safers, the creatures of the common- place, the slaves of the ordinary.”*

**-- Cecil Beaton**

The old days of dry, stuffy business-to-consumer and business-to-consumer advertising are over! Even traditionally stodgy business sectors like finance and investment have learned the value of “marching to a different drummer” with marketing messages that are outrageous.

You know the drill...in order to even get a consumer to notice your message you’re going to need to grab their attention away from the thousands of advertising messages that compete for their attention every day.

Now “outrageous” can be good...and it can be bad. I’m not talking about splashing fourteen colors of type across your page or having zany pop-ups with wacky animation. When you’re outrageous simply for the sake of being outrageous, you just look foolish.

The kind of “outrageous that I’m talking about is strictly business and very focused in its intent to generate interest. Used wisely, it will make you appear unique, interesting, and worth getting to know better.

In an online world that is frequently powered by “plain vanilla,” outrageous marketing will get you noticed and generate word of mouth. It will differentiate you from your competition just as much as the unique benefits and features you promote.

For Internet marketers, “outrageous” takes three main forms on their websites:

**The Outrageous Headline** -- outrageously interest- ing so you have to read more.

- Plain vanilla headline:* Widget Wax Makes Your Car Shine

- Outrageous headline:* Widget Wax Makes Your Car’s Finish So Shiny That It Can Be Seen By Space Satellites!

**The Outrageous Claim** - outrageously beneficial so you want it, too.

- Plain vanilla claim:* Widget Face Cream Makes You Appear Years Young

- Outrageous headline:* Use Widget Face Cream and Prepare to Be “Carded” The Next Time You Go Out for Drinks

**The Outrageous Offer** - outrageously favorable so you'd be a fool to say no.

- Plain vanilla offer*: Hire John Widget as your consultant and you'll get 10 full hours of physical training for just \$500

- Outrageous offer*: With John Widget, you'll get 10 full hours of his personal one-on-one coaching, round-the-clock access to his online help center,

a complete "kit" for monitoring and managing your progress...AND a body, mind, and spirit makeover that will last a lifetime...all for less than the cost of joining a health club where you're just one more face in a nameless crowd --\$500 complete.

The "old school" approach to marketing was under-promise and over-deliver. Today, however, consumers are shopping at warp speed and they don't have time for the subtleties of this strategy. Under-promise and they'll just surf on by you looking for something better.

In some instances, humor can have outrageous results. If your business is in a niche that is normally traditional and conservative, for example, then doing something even slightly outrageous will make a tremendous splash.

An established online law firm I know invited its list subscribers to visit the site for "free legal advice" at Christmastime. The invitation was sent via email and was quite formal looking with very straightforward language.

When visitors arrived at the site, however, the tone changed. Here's a sample of the "free advice" that was offered:

*'Tis the season to be jolly...not sued! And though it's nice to welcome friends and family "home for the holi- days," there are risks involved.*

*To keep the ho, ho, ho in your holiday, our legal team has assembled this expert advice. It's our gift to you:*

- False Arrest*

*If you don't want to be known as "the person that sent Santa to jail," remember to turn off your alarm system when you hear footsteps on the roof...just make sure it's really Santa up there!*

- Order to Show Clause*

*Don't promise your children that Santa Clause is coming to town, be prepared to produce him or face the consequences!*

- Avoiding Alienation of Affection*

*A misplaced sprig of mistletoe can lead to more than just a kiss. To keep your guests out of divorce court and yourself from civil liability, consider a nice Christmas Cactus.*

*Whatever happens this holiday season, we're here to help! You can reach us anytime of the day or night -- even at 11:59 on New Year's Eve!*

*And if you have a question now...click here to send us an email.*

The response was overwhelming. Many clients sent email messages simply to compliment the firm on its sense of humor. That let the company know that the outrageous factor was working in terms of attracting attention.

But there was an additional benefit: lots of those messages included requests for appointments and inquiries about "real" services, too!

# Forbidden Psychological Tactic #37 - BE A CHEERLEADER

*"Enthusiasm is the greatest asset in the world. It beats money and power and influence. It is no more or less than faith in action."*

-- Henry Chester

World famous motivator Dale Carnegie -- he's the "power of positive thinking" guy -- tells the story of a speaker who was promoting an idea that was absolutely and utterly ridiculous. Yet, ridiculous as it was, people were excited and at the end of the speech, were eager to "buy in" to what the speaker was selling.

How come? If the idea was absurd, what convinced the audience? According to Carnegie: enthusiasm. The speaker was passionate and enthusiastic about his subject. As a result, more than half the audience never questioned his authority...they just bought his product.

## **Building Credibility with Enthusiasm**

To the consumer, your enthusiasm reflects on your credibility. That's why one of my favorite marketing slogans (or unique positioning statements) is the one used by the Hair Club for Men. In all their ads, company founder Sy Sperling says with passion,

*"I'm not only the Hair Club president...I'm also a client."*

This completely transforms a prospect's response to Sy's "pitch." They don't think of the president's comments about Hair Club as just marketing hype.

Sy's enthusiastic comments are received as a personal testimonial to the product's benefits.

In ancient Greece, smart people thought enthusiasm was a gift from the gods. Anyone who had enthusiasm was imbued with special powers. And in today's world, the same thing is true -- people with enthusiasm have the special power to convince, motivate, and sell, sell...sell.

### **Be Passionate...Be Real...Be Successful AND Happy**

Try to focus your work on products, services, and ideas you truly positive about so that you can communicate that enthusiasm in a genuine and honest way. And instead of taking a "black hat" approach to marketing and trying to "hoodwink" someone into buying what you have to sell, focus your efforts on people who are very likely to enjoy a real benefit from what you offer.

At the end of the day you'll FEEL BETTER selling something you believe in to someone who will believe in it, too, once they use it.

## **LOK-ED & LOADED INSIGHT**

If Daniel Webster had been in online marketing rather than the dictionary business; he'd have said that enthusiasm is the process of transferring your positive feelings about your product/service to your site visitors. If you can get your prospects to join you in a positive, enthusiastic mindset...they'll be eager to buy.

# Forbidden Psychological Tactic #38 - URGENCY TRUMPS PROCRASTINATION

*“Procrastination is the grave in which opportunity is buried.”*

- Unknown

Don't let human nature kill your sale! What aspect of human nature am I talking about? It's our natural tendency to procrastinate and put things off.

Every time I think of creating a sense of urgency, I am reminded of my childhood - namely the ice cream truck and the popcorn wagon. Those guys knew how to create urgency!

When I heard that music getting closer, the ice cream truck was on its way. Same thing when I heard the bells ringing on the popcorn wagon. I KNEW I had to get there FAST with my fist full of change or I'd miss out!

That's the kind of urgency I'm talking about. You need to create that same thing with your website offer.

**Do It NOW**

Urgency gives the reader a reason to act now instead of later. Urgency turns up the heat under desire. Without it, desire will cool down to interest and interest will quickly turn to apathy and disinterest.

We put off taking action even for things we want for a variety of reasons. If you don't get immediate action from your target group, there is a good chance they won't come back. Out of sight, out of mind.

It's up to you to help your prospects and customers overcome their tendency to procrastinate and take immediate action to get what you are offering. You do that by with a "ticking clock" and a powerful Sense of Urgency.

The most common method of creating a sense of urgency is to have an expiration date on an offer a "special deal" or discount. If they respond by the expiration date they get the special offer. However, there are several other ways to create a sense of urgency.

Here are a few of them:

- Price Increase - give the recipients of your direct mail postcard the opportunity to purchase before prices go up.

- Bonus Offer - instead of offer a discount include a bonus for responding before a certain date.

- Limited Supplies - the customer needs to respond quickly or they might miss out on the opportunity.

A sense of urgency fires up a prospect so that they're ready to respond to your "call to action."

It's important to ensure your online message includes both of these elements. For example:

*"Contact Us Before May 15th to take Advantage of Our Special Offer!"*

*"Click Here to Order Before Midnight and The 6 Bonuses Are Yours"*

*"Order Before December 31st To Lock-In Lower Prices"*

A "call to action" does exactly what the name implies: it urges your prospect to "do it" and an urgent call to action says "Do it...NOW."

A fundamental truth in sales and marketing is: If you don't ask for the reader to respond...they won't. A corollary of this idea is:

*If you don't ask the reader to respond immediately, they won't...and you may never get another chance to ask.*

### **LOK-ED & LOADED INSIGHT**

Consumers aren't stupid. Chances are they'll visit your website several times before making a purchase. If they see the same "Order before midnight" message over and over again, you are not creating a sense of urgency...just a sense that you're a liar!

# Forbidden Psychological Tactic #39 - GUILT TRIP

*"Guilt: the gift that keeps on giving"*

**-- Erma Bombeck**

I'm not sure what satirist Erma Bombeck had in mind when she made the above statement, but she might easily have been talking about guilt as a gift to marketers.

"Guilt," like Esperanto, is an "international language" and one of the most common negative emotions across cultures. Consumer guilt, defined by market research scientists as an emotional state involving penitence, remorse, self-blame, and self-punishment, is equally global.

People feel guilty when they become aware that they have broken a rule and violated their own standards or beliefs. They also feel guilty when they have failed to accept or carry out their responsibility.

While consumers are feeling guilty, marketers are feeling elated. Why? Because the guilt-inducing transgression can be "enlisted" to help make a sale!

*Doesn't your child's safety demand the best?*

*Get WidgetKinderGuards for your windows today!*

If you're a parent, the above statement from WidgetKinderGuards.com leans on your "buy" button like a ton of bricks. The clear implication is that if you don't purchase KinderGuards, it's your fault that your offspring will have to settle for "second best" in home safety and risk life and limb falling out an unprotected window.

Talk about guilt!

A consumer can feel guilty about others, themselves, or even the state of the world. Guilt is an especially effective tool in the non-profit sector where solicitations rely heavily on the prospective donor's compassion for others to generate income. Great prompts that help bring guilt to the surface include:

*Didn't you promise yourself you'd be an (X) by now? Isn't it time you stopped lying to yourself about...? What are you doing to save the planet?*

### **Go Negative in a Positive Way**

"Guilt" is a negative appeal. Other negative appeals include:

- Anger - Are you sick and tired of...?
- Fear - Are you frightened that...?
- Insecurity - Are you afraid to...?
- Envy - Why does everyone else always seem to...?
- Regret - Would you change (x) if you could....?
- Shame - Are you too embarrassed to...?

Here's the tricky part. Negative appeals generate negative emotions. If you make your prospect feel too uncomfortable, he won't look to you for a way to make them feel better. Instead a consumer will choose "quick relief" and click away from your site and the source of their discomfort.

So although you'll make statements that may arouse feelings of guilt, you will never explicitly tell people to buy out of guilt. Instead, what you'll do is offer a "preemptive strike." You'll position your product or service as an opportunity to avoid guilt.

Your "guilt appeals" need to be just as creatively conceived and worded as every other aspect of your online marketing message...or they'll blow up in your face. In an era of

market-savvy consumers, it's important to avoid well-known guilt tricks that your prospects will recognize as overtly manipulative.

Stimulate guilt to get a strong emotional response from your prospects, and then appeal to their better nature by telling them to buy because it's the right thing to do.

### **LOK-ED & LOADED INSIGHT**

In some instances, guilt will serve as a deterrent to making a purchase. But don't worry, you can still use guilt to your advantage. Rather than stirring up guilt, your copy can alleviate guilt. For example: "A working mom needs time for herself if she wants to give her best to her family...A visit to WidgetDaySpa is time well spent...Book your appointment online AND receive a mom-friendly discount."

# Forbidden Psychological Tactic #40 - FAMILIARITY

*“Familiarity breeds contempt.”*

**-- Aesop**

*“In politics, familiarity doesn’t breed contempt. It breeds votes.”*

**-- Paul Lazarsfeld**

Just like in the political arena where American once cast their vote for a monkey because his name was one they had heard often, being a familiar “face” on the web is a positive, not a negative for your business. “I know you” translates into “I trust you”...the three most beautiful words that a marketer can hear.

As many new companies find out -- sometimes too late to save themselves from self-destruction -- the Internet is not a “level playing field.” No matter how good a product or service might be, people are much more likely to buy Coca-Cola than Widget Cola, a brand name that they’ve never heard before.

Even if they aren’t familiar with the exact product, consumers will still buy what’s familiar. Let’s do a little test (no grades!) that will demonstrate this:

Imagine someone shows you 3 identical white boxes and tells you that you must choose one for your company...and that your superior will evaluate your choice:

- White Box #1 has a *generic* “no name” label.
- White Box #2 has a label that says “*Widget-made*”
- White Box #3 has a *Sony* label

Okay...make your selection.

Did you choose Sony? Of course you did! Because even though you know nothing else about your purchase...you’re familiar with the brand name Sony.

**LOK-ED & LOADED INSIGHT**

Would it matter if you knew the product inside was something other than electronics? Probably not. The Sony brand is well established which makes you confident that if you're dissatisfied, Sony will "make good" with a refund or exchange if needed.

## Brand New, Brand You

If you are a startup company trying to promote a new, or superior product, you're definitely at a disadvantage...at first. To turn things around, you'll need to "burrow" your brand into your prospects' minds until they're familiar and comfortable with you as an "old friend."

One way to accomplish this is to model your web- site on the archetypes of the industry in which you are competing.

Archetypes are the "originals" that took the "big boys" millions of dollars and thousands of hours to create. The good news for you is that you don't need to invent or reinvent the wheel...or the archetype. You can just take advantage of it.

Don't be a copycat! Your goal is to be similar enough to your "big league" competitors to make you familiar to consumers, but different enough to "brand" your site as new, unique, special, and better.

## **Don't Let Familiarity Breed Contempt in YOU**

You must present information repeatedly and in the same way in order to gain recognition and familiarity. Running an ad once is rarely effective. It will take the average consumer 7 exposures to your message to sink in...and a lot more contact to develop trust and familiarity.

The problem is that many marketers don't "stay the course." They get tired of seeing the same thing over and over themselves and decide that the repetition is boring to the consumer.

They change the look and content of their sites without realizing that the consumer isn't bored at all. In fact, they were just starting to get comfortable with the message and familiar with its content when the change-happy marketer threw a monkey wrench into things by making unnecessary alterations.

### **In Brands We Trust...Even When We Shouldn't**

Brand familiarity engenders trust even if the product is known to be of poor quality! The reason: their names are well known.

This is especially true in the automotive industry. Cars that receive poor ratings continue to sell well, year after year, primarily because consumers are familiar with the brand name.

**LOK-ED & LOADED INSIGHT**

To some people a sense of familiarity is a stronger buying factor than common sense. That's because most people trust "the devil they know" more than the devil they don't know...even if he's making a heavenly offer.

# Forbidden Psychological Tactic #41 - HERE + NOW = WOW!

*"To an American ...gratification, instant and lavish, is a birthright."*

-- Bill Bryson, 20th Century author

*"Instant gratification is not soon enough."*

- Meryl Streep

Blame it on the see-it/buy-it Hollywood lifestyle that spawned Meryl and Carrie. Blame it on 60-second sound bites, instant drink mixes, scratch-and-win lottery tickets, and microwave ovens. Blame it on 1950's TV dinners. Blame it on technology, or the Internet, or even MTV.

Whatever the cause, the effect is clear: in a lightening-fast world where everything else is happening at a breakneck pace, consumers expect gratification at the same speed -- instantly.

If instant gratification is what consumers want, then instant gratification is certainly what you want to deliver. And the Internet, with its nano-second response time is the perfect place to do it. Although it wasn't designed that way, the web is the best sales venue possible for satisfying today's impatient consumers.

Want to see a sports car that's "tricked out" with options and extras? You don't have to go to the dealer...just click a button on the 'net. Want to create your own wedding invitations? You can do that online and see the results in an instant.

Want to get approval of a loan, check current stock prices, see what movies are playing and find out if tickets are available? You can do it all online...where things happen fast.

Here's the double-whammy: want to buy something now? The Internet allows you to simply click a button and pay with your credit or debit card. That appeals to impulse buying and instant gratification...not to mention ease. (Make it a triple-whammy!)

## **LOK-ED & LOADED INSIGHT**

The more payment options you can offer on your website, the better. Credit cards feed instant gratification by allowing consumers to satisfy their desires instantly and before they have the money to pay for what they want, if necessary.

Your website can tap into this "need for speed" in three completely different ways.

## **I Need It Now**

There's nothing like an emergency to ratchet up the need for instant gratification. Relieving (or avoiding) pain is the #1 reason that people take action. So your marketing copy should deliver the message, "Stop suffering now."

For example, a Florida homeowner whose roof blew off in Hurricane Widget doesn't want to wait to have it fixed. More than price and more than quality, when he goes online and searches for "roof repair," he's looking for a company that can help him right away.

Which website offering do you think will grab his attention:

*Molasses Roof Repair - Call 555-1212 anytime*

*Widget Speedy Roof - Call 555-1212 for same-day service 365 days a year*

The sub-text of the first message is "We're accessible anytime." It promises instant accessibility, but not instant gratification, although, in fact, Molasses Roof does send out its service people the same day a client calls in.

The sub-text of the second message is much more effective. The consumer translates “Same day service” as “You’ll get relief today.”

In the example below, instant gratification comes from the consumer’s ability to download a product from the Internet and get relief without having to leave home or wait long:

*Order “Dr. Widget’s Insomniac’s E-book” online this evening and you’ll have a good night’s sleep tonight.*

### **I Want It Now**

People will buy a product that can be delivered instantly over a product that will take time to deliver. This is why downloadable e-books are such a hit. Click a button, enter your credit card number and in a matter of seconds, you’ve got what you ordered. There’s no worry and no waiting.

*Widget Self-Tanner will instantly transform you from humdrum to hot, hot, hot without spending hours on the beach*

In the offer above, instant gratification is delivered by product benefits that a consumer can begin to enjoy immediately.

## **I Deserve It Now**

The days of loyalty programs, discount campaigns, and points systems are over. Once extremely effective in rewarding customers for their loyalty and patronage, they've fallen out of favor with online marketers because they force consumers to wait for their rewards.

Consumers don't want to prove themselves worthy...they already think they are worthy...and deserving of recognition and rewards today, not tomorrow. That's why websites like Drugstore.com use "instant" discount coupons that can be redeemed immediately.

It's also the reason that many websites have re- designed their "points" programs to allow consumers to cash-in fewer points for rewards. They're following the lead of airlines that have significantly reduced the points needed for upgrades and free tickets so that consumers can get small rewards more often.

# **Forbidden Psychological Tactic #42 - WHAT'S NEW? (OR NEW AND IMPROVED?)**

*"For most folks, no news is good news; for the press, good news is not news."*

**-- Gloria Borger**

Every time you add information or do something new on your website, you create a new opportunity to get more sales.

For example, adding a weekly "news release" to your web site gives existing customers, prospects who haven't bought yet, and new prospects, excellent reasons to visit your site often. Once they're there, and feeling grateful to you for providing free information, you can use the opportunity to sell them something.

## **Everything Old is New Again**

It would be a shame to waste time and effort on researching a great report or creating a list of invaluable online resources for a web page that will be taken down after just a few weeks. Someone who has never read your article on "Installing A Widget in 3 Steps" doesn't care when it was written.

*It's "news" to them, and valuable news at that!*

One of the most consumer-magnetic assets on your website can be an information archive. Visitors will return again and again to access articles that are educational and meaningful...or fun and entertaining.

WidgetBridalFavors.com watched its traffic statistics shoot through the roof when the site added a feature that had nothing specifically to do with sales. A "Beefing Brides" message board generated a flood of visitors who wanted to post funny stories of pre-wedding mishaps.

The number of visitors to the site wasn't the only thing that increased. Widget loaded up the forum page with lots of product links, ads, and special offers to take advantage of all that extra traffic.

### **When The News is A New Product**

Maybe you don't want to be in the news business or perhaps your product/service doesn't lend itself to "funny pages." Don't worry, simply adding a new product or service to the list of those you already offer frequently produces a big increase in sales of your new AND your old products, too.

**LOK-ED & LOADED INSIGHT**

Announcing a new addition to your product/service line can increase your sales in three different ways. It appeals to new customers who were not interested in your current offerings and draws them back to your site. It generates repeat sales from existing customers who like what you've sold them in the past and will come back to buy "what's new." And it enables you to get bigger sales by "bundling" items into special package offers.

# Forbidden Psychological Tactic #43 - Sex Sells

*"I don't know the question, but sex is definitely the answer."*

**-- Woody Allen**

Want to know if sex still sells in the 21st Century? Just think about the million dollars worth of free publicity and increased business that Paris Hilton's ad for Carl's Jr. generated. The 21st Century "sex kitten" was eating a burger while hosing down a car...and herself.

*Hot...hot...hot...as well as incredibly effective.*

The barely clad model on the annual Sports Illustrated Swimsuit edition generates sales to 59 million readers, compared with 21 million readers for the average SI cover with a fully clad male athlete. The Cosmo "Sex Poll" issue sold 2.3 million copies compared with its average 1.7 million copies.

Sex sells. And in addition to selling and generating that much-needed attention, sex and sexual images leave a lasting impression on the human mind.

This was demonstrated with startling clarity in a recent research study. The study found that billboards using sex appeal were remembered 91% by participants compared to those without sexual appeal.

Consumers pay attention to things that have implications or consequences for their lives, especially if they appeal to their values and goals -- like an active sex life. Consumers may not consciously be thinking "sex," but unconsciously...

### **People Who Love People**

Consumers also pay attention to people who look, act, or seem like them, thinking that they share the same interests and problems and because those people "Might know something that's of value to me" ...like how to have more and better sex!

Online marketing messages need to attract attention quickly. So it's common to see the use of visuals of attractive people wearing provocative clothing or behaving sexually to generate attention and interest especially, but not exclusively from the male of the species.

Sex sells...and contrary to what you may think, it sells just as well to men AND women. It is, after all, a basic human instinct, not just "His" or "Hers."

### **Selling Sex**

Sex is the second strongest of our instincts, right behind self-preservation. During the past six years, over 1.3 million sites served up about 260 million pages of erotic content, according to a study released in September from the web-filtering company N2H2.

We like to think of ourselves as highly evolved creatures, light-years away from the creatures that slipped onto land from the primordial ooze. But no matter how “civilized” we’ve are, our basic instincts -- like sex -- are still powering how we think, act...and buy.

### **LOK-ED & LOADED INSIGHT**

Sex sells, even when you’re not selling sex. The sexually charged images in online advertising lead a consumer to believe that by purchasing the products, they will look like the beautiful people in the ads, have fun like the people in the ads, and have sex like the people in the ads.

### **SEE the Beautiful People...BE the Beautiful People**

The main reason advertisers utilize sex appeal is so that other people will think the consumer of the product is more attractive or desirable. Therefore, attractive models are used to gain attention from the consumer even if there’s nothing “sexy” about the product.

### **Different Strokes for Different Folks**

Advertisers use different strategies for each gender. A study conducted at Washington State University showed that a woman's body attracts a man's attention because men associate getting the woman with buying the product. Men view the world by using their instinct rather than intellect.

Women, however, use intellect and romance — not just anatomy — as a means of relating to men. That's why ads targeting women are less explicit and will focus on romance rather than the sex act.

### **Warning Flag**

Will sex sell for you? That depends on a several things: your product/service, how you use "sex," and the mindset of your target audience. The rules of the marketplace may not apply to your specific market.

At its best, sex in advertising creates excitement and desire for a product. At its worst, it can create a scandal, even resulting in a boycott. There was definitely a backlash response to the Paris Hilton/Carl's Jr. campaign.

There are even some indicators that a shift towards a more conservative view of sex in general. In 2004, five of the "top ten" box office moneymakers at the movies were PG. In fact, of the top 25, only four were rated R.

## **LOK-ED & LOADED INSIGHT**

The only way to know for sure if you can use “sex” to sell your product or service online is to try it! Testing different images and different copy concepts that have different levels of sexiness is the only way you can be sure.

# **Forbidden Psychological Tactic #44 - AYER YOUR OFFER...AND DON'T FORGET THE ICING ON THE LAYER CAKE**

*"Onions have layers, ogres have layers."*

**-- Shrek**

If Shrek had any experience in Internet marketing, he'd know that the most successful online sales copy also has layers. At the heart of the message is the "core" offer, of course, the nuts and bolts/benefits and features of what's being sold.

But a smart marketer surrounds the core with layer upon layer of extras...icing the 'cake' until a consumer can't wait to eat it up. Then when they think it's as good as it gets, hit them with "But wait...there's more!" (BWTM)

Chefs talking about "layering" flavors in a recipe...adding tastes to enhance the dish without overwhelming it. If you're eating chicken soup, you want the chicken flavor to dominate, but the other ingredients create a richer, more satisfying experience.

*The same thing is true with the "recipe" for your marketing message.*

## **Dressing Up Your Offer In Layers**

Layering includes all aspects of your offer. BWTM is a phrase that can introduce bonuses, free gifts, delivery options, and even your guarantee. Each layer should stand on its own as an incredible incentive. Then when you combine all the layers, you've got an offer that's just "too good to pass up."

An important aspect of layering is that it gives consumers an opportunity to savor each aspect of your offer. Instead of overwhelming visitors with the "whole enchilada" of your offer in a single paragraph (and giving them mental heartburn in the process), you can "feed" them the information slowly in small, easily digested bits and bites.

## **Tasty Layers**

If you sell a product, you can layer in professional services. For example, include a six-month maintenance package with the purchase of an air conditioning unit. Or make arrangements with a local cooking school and offer a coupon for a free cooking class with the purchase of a convection oven.

If you sell a service, consider layering in free products. For example, an online tax consultant might offer free software or an e-book on legal tax deductions. A 'net-based astrologer could offer a birthstone or special amulet.

Focus on adding extras that will genuinely enhance your customer's overall enjoyment of the transaction as well as your product or service. Sticking with the cooking analogy, your layers should complement the "flavor" of your offer the way a good red wine compliments a slab of prime rib and a good white brings out the best in a piece of Alaskan salmon.

Even the presentation of your key benefits should be individually layered and reiterated throughout your website. Introducing each benefit one by one highlights it briefly and then allows it to become part of the "big picture" of your offer.

Do you know the kid's game that begins, "I'm going to Grandma's house and I'm bringing an apple"? Then the second person says, "I'm going to Grandma's and I'm bringing an apple and a trombone." The game continues with each subsequent player repeating the list before adding a new item. It's amazing how the repetition anchors each item in your head allowing you to remember a great deal in a short span of time.

What's also amazing is that the power of repetition can create a long-term memory that lingers for quite a while after the game is over. Imagine harnessing that power to "stick" your layered offer into your prospect's brain?

## **LOK-ED & LOADED INSIGHT**

Next to driving the right "targeted" traffic to your website, nothing will have a greater impact on your response rate than the way you structure your offer.

By carefully layering in extra irresistible incentives throughout your online message, you can whip your prospect into a buying frenzy that will be frantically looking for the “Click Here to Buy NOW” button before you even try and close the sale!

Can layering backfire? Sometimes. Like a banana split made with too much syrup, whipped cream, cherries, and hot fudge, an offer can be so richly layered that it's indigestible. A consumer can't appreciate all the flavor and “nuance” of what you're selling.

Your challenge is to provide as much layered information as possible in the most easily accessible way you can. If you layer on too much information, you run the risk of overwhelming the consumer and obscuring your offer.

When you're layering, try to say more with less. One way to accomplish this and combat consumer “information overload” is with short sentences, lists, bulletpoints, etc.

# Forbidden Psychological Tactic #45 - THAT'S AN ORDER (EMBEDDED COMMANDS)

*"Your wish is my command."*

Embedded commands are an online marketer's army of "resistance fighters." They are designed to create positive reader expectancies, while reducing the natural resistance a reader has your sales message. They allow you to speak directly to your prospect's unconscious mind, overcoming objections and breaking down sales barriers in a completely covert way.

Embedded commands are hidden suggestions that fit carefully into your copy without calling attention to their existence. They are a sophisticated and extremely powerful psychological technique for communicating with readers on a subliminal level.

## **I Didn't Know!**

Like post-hypnotic suggestions, subliminal commands bypass the "scrutiny" of the conscious mind, making their way unchallenged into your prospect's unconscious memory. Nestled there, you can call on them to influence behavior without the reader being aware of your manipulation.

The subconscious is looking for patterns. And you can establish a pattern with just one or two commands. That means that embedded commands are most effective when they're

used in massive quantities. You repeat and repeat them throughout your sales message, and with each repetition they're "dug in" more deeply to your prospect's unconscious mind.

Then, when it's time to close the sale, you just help those embedded commands come to the surface. And the amazing thing is your prospect won't know that you're pulling the strings! The urge to buy now will seem like a completely self-generated idea.

## **How They Work**

Ultimately, embedded commands are used to get prospects marching in "lock step" towards the sale. They help the reader come to a faster decision and motivate that reader to respond to your call-to-action.

Embedded commands are composed of small segments of larger statements -- words or lines in a paragraph, for example which are marked out for the attention of the reader's unconscious mind (exactly like the phrase you just read!)

Some of the forms these subliminal persuaders might take on your web page could be visual. They pull a prospect's eye to them and make the words that they highlight more powerful.

For example:

- Use of italics

•Underlined words

•Hidden suggestions in a “quote”

•CAPITAL LETTERS

Other embedded commands rely on **language** to do their work.

•Hidden questions

•Implications

•Presuppositions

•Implied cause and effect statements

•Word associations

•Use of ambiguity

•Use of partial remarks

To really understand how embedded commands work, you must first realize that when people are reading your web page, they don't think of it as words on a page, they think of it as "you" talking to them. As your prospect is reading along, his/her mind is fully engaged, thinking about what you're writing and participating in a mental dialogue with you even though you're not there.

As prospects read your copy, they're also asking mental questions as though they were actually talking to you. This means you are in their brains where you can re-direct their thinking towards the outcome you want -- a sale.

## **LOK-ED & LOADED INSIGHT**

If you're having trouble "crafting" your commands, Bonus #3 is a "special report" filled with a dozen different "embeds" you can tuck into your message so you can turn contrary prospects into obedient buyers at will.

# **Forbidden Psychological Tactic #46 - BUILDING SUCCESS ON COMMON GROUND**

*"Our Similarities bring us to a common ground; Our Differences allow us to be fascinated by each other."*

**-- Tom Robbins**

You'd think that all it takes for online success is a product/service that truly does a good job providing a solution to a consumer problem. Well...that's almost all that's necessary.

But there's one more element you need to add to guarantee your success, and that's rapport. To establish rapport, to show that you're on "common ground", you need to talk to consumers in the same language they use when they talk to each other.

As you already know, consumers like to do business with people like themselves in the hopes that their needs and desires will be mirrored and met. When you find the common ground between yourself and your prospect, you create rapport and the all-important ambience that says, "I understand you."

**No One Wants to Be Misunderstood**

Each of us speaks the “languages” of a thousand tiny sub-cultures related to what we do for a living, where we reside, our religion, our hobbies and our passions. Auto mechanics speak “auto-talk” and use words like “piston-ing” and “high octane” in their regular conversation. Systems analysts use the jargon of technology even if they’re not talking about computers.

Frenchmen think in French, Spaniards in Spanish, and America’s “urban youth” think in language that their parents swear is anything but English. We all speak and think with the words and expressions that define who we are and where we’re grounded.

The wording of your message should make your prospect say, “We speak the same language!” This potent realization means that you’ve connected on an important level and identified yourself as “friend” not “foe.”

## **LOK-ED & LOADED INSIGHT**

If you haven’t already done so, you should identify and use buzzwords to position yourself as “one of them,” instead of being an outsider who’s trying to peddle something. Buzzwords are found on your competitors’ sites, in trade publications, and anywhere they’re talking about your product or service.

**Thank You For Being A Friend**

People trust their friends and are suspicious of people who are trying to sell them things. Business “friends” form a friendly, relationship based on mutual trust and common interest. Business friends have “rapport.” If you can position your site as a buyer’s “information center” rather than a “sales office,” you’ll be offering “advice” not a “hard sell.”

Establishing rapport requires sensitivity. A brief joke can do more for buyer rapport than 10 pages of sales copy, unless the buyer is a serious sort who finds humor a “time waster” and piles of information a “must” for his buying decision.

So just how do you establish rapport with your soon-to-be new “friend?” First you need to “get to know” your prospect. Ask yourself a couple of questions about the kind of people who are visiting your site. Or better yet, ask them yourself in an online survey.

Many marketers avoid online surveys because they think consumers will be turned-off. The opposite is true. Given the opportunity, prospects that visit your site would LOVE to tell you their stories. And that’s because most people share a favorite topic of conversation: themselves!

(If you skipped the chapter on surveys, now’s a perfect time to go back and give it a read!)

Your survey questions can be about specific things that apply to your product/service, or general lifestyle questions:

- Are you a homeowner?
- Are you serious or light-hearted?
- Are you someone who watches MTV, VH1, or the Lawrence Welk Hour?
- Are you a night owl or an early bird?
- Do you consider yourself high-energy or laid back
- Are you demanding or easy-going?

In addition to your questions, you should always include a section for “free-styling.” This gives your prospects an opportunity to express themselves in their own words -- their own buzzwords -- on any topic that’s of interest to them...like themselves!

### **LOK-ED & LOADED INSIGHT**

People do, indeed, love to talk about themselves and they reveal quite a bit when they do. Their responses to your questions will provide insight into their mood, personality, and conversational style.

Researchers have identified four major communication styles that most people are comfortable with when expressing themselves.

I've saved the best for last...the biggest, boldest, most unstoppable tactic to turn your website into a sales juggernaut and make it so much easier to turn change every visitor from a prospect into a buyer...

# **Forbidden Psychological Tactic #47 - FOR MORE SALES...STOP SELLING!**

**“Don’t sell ‘em, tell ‘em.”**

The ABC approach to sales -- Always Be Closing -- was the way traditional marketers tried to convince a prospect to buy. The theory was that the more you hammered tried to make the sale, the more often you’d succeed.

The theory, as it turns out, was dead wrong.

Today’s online marketers are throwing the traditional ABC sales mindset out the door and replacing it with a new acronym: ABCF for Always Be Customer-Focused.

Customer-Focused Selling (CFS) is not just an adaptation of existing selling techniques to focus more on the customer. Instead, it’s a whole new approach that can barely even be called “selling.”

Research shows that you make more sales by initiating a mental dialogue with a prospect than by presenting them a sales pitch “monologue.” Instead of fixating on closing as your central objective...focus on whether what you have to offer is a good fit for your potential client. If your offer is a good one,

*Your client will “close” himself!*

## **Talk Less, Sell More**

The best marketers aren't the best talkers... although many of them could charm the pants right off you...they're the best listeners. They know how to hear what prospects are really saying and what they're not saying.

Master online marketers are tuned in to all the nasty little mental objections that stop a prospect from becoming a buyer. And they know how to ask just the right questions and provide just the right answers (at just the right time) to move the “conversation” along...i.e., one step closer to “the sale.”

## **Every Customer Is Different**

Customer-Focused Selling means helping your customer the value for them. To achieve that goal, you need to be focused on clearly demonstrating as many benefits as possible that address your customers' objectives...not yours.

Today more than ever, each customer has very unique concerns, and you can't sell until you find out what those concerns are! Let's say you're a widget wholesaler trying to sell to a retailer. You might assume that all he cares about is how many of your widgets his customers will buy...and you'd be wrong.

Your retail client has a variety of concerns and demands that are unique to his situation. He needs to know how the product will affect his overall product mix; how your payment plan impacts his budget; the shelf-life of your widgets, and even whether you can provide a reliable re-stocking schedule.

*Those are the things you need to tell him!*

Online buyers are on information overload, faced with so many facts, claims, and statistics that they feel like “experts” on almost any subject. They are sick of slick, high-tech presentations that are flashy, but without substance and they don’t want to see a “dog and pony show” about how great your company is or how wonderful your product/ service is.

They want to have their needs met...period. So what you can offer is a presentation that addresses their concerns and issues--and ONLY their concerns and issues.

If you can provide something more, that’s great. But you must first address their primary concerns.

**LOK-ED & LOADED INSIGHT**

Stop trying to “close the sale” and you will discover that you don’t have to take responsibility for moving the sales process forward. If you simply focus your two-way marketing “conversation” on the solutions you provide...and if you don’t jump the gun by trying to move the sales process forward, you will find that potential clients will actually bring you into their buying process, thinking of you as a trusted advisor and not an untrustworthy sales “shark.”

## **Be A “Solution Provider” Not A Salesman**

Think of yourself as an “insider.” Present yourself as a knowledgeable consultant whose job is to help a prospect with the tools (the products or services) that are available on your site.

Customer-Focused Selling means NOT shining the spotlight on your great products or wonderful services. It means, instead, focusing entirely on your prospect’s needs.

Think of your marketing message in terms of how it can help customers find solutions that will help them achieve their objective -- to ease pain, work less, look better, etc. -- not in terms of how it can make YOU look better.

That’s the way to get rich whatever kind of widget you sell on your site!

## **CONCLUSION**

*Congratulations!*

You've done it. You've earned your "belt" in *Forbidden Psychological Tactics for Website Conversion*...and it's going to spell the difference between being a successful marketer and a made- in-the-shade entrepreneur who could retire tomorrow...but just can't resist making more money.

Now don't get cocky. You're not a black belt yet...and neither am I. Although I am certainly a master in my field, one of the most successful, highly paid professionals out there, like the greatest achievers in any field, I know that there's always more to learn.

Best wishes for success online and offline in whatever you do.

# Special Unannounced Bonuses!

Thank you for investing in this eBook.

I love to hear from my reader.

If my book has in any way helped you, then I am glad I wrote it.

Your feedback is important to me. I value and appreciate receiving your compliments or suggestions.

Please email your positive feedback to: [feedback@danlok.com](mailto:feedback@danlok.com)

When you get in touch with me, you'll have instant access to 3 special bonus gifts that will help you implement the strategies in this ebook more effectively.

**FREE Bonus #1: 177 Emotional Provoking Words That Can Trigger Your Prospects' Emotions And Persuade Them To Buy Your Product** - A massive collection of "magic" words that will grab your prospect's attention and persuade them to buy what you sell NOW! (A \$29.00 value)

**FREE Bonus #2:** The ***26-Point Forbidden Psychological Tactics Master Checklist*** - Don't even think about running an ad or sales letter until you put it through this checklist. This incredible checklist has been called "killer application of psychological tactics." Use it to pre-test the persuasive quotient of your sales messages. (A \$19.00 value)

**FREE Bonus #3:** ***How to Insert Embedded Commands into Your Sentences to Compel People to Act Now!*** - These are so sneaky... your prospects will never see them coming! But your bottom line will make it clear that they really, really work. (A \$29.00 value)

Again, please email your positive feedback to: [feedback@danlok.com](mailto:feedback@danlok.com)