

How To Create Attraction

Website Triggers



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The Psychotactics products are available at special quantity discounts to use as premiums and sales promotions, or for use in corporate training programs. This is part of the entire Psychotactics series which includes audio programs, on-line training, etc.

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2 **Are you losing customers because you don't know how the brain works?**



Your customer's brain is like a conveyor belt. If you don't take the bags off, they go around in his head and that prevents him from buying your product

3 Do you really understand how the marketing brain works? Are you harnessing its immense potential to make your business generate greater revenues? Wouldn't your strategy and tactics be vastly different, if you understood these psychological marketing ideas? You don't understand the simplicity and predictability of the brain, a part of your business could be walking out the door. And you may not even realise it! Here's your opportunity to learn the psychology behind what makes your customer's brain tick. Then you can use this information, to keep them stuck to you like glue!

4 **PsychoTactics™ unravels an age-old mystery** PsychoTactics™ is a thought system that is based on 5000+ years of tried and tested methods. Our brains are hardwired with information, that hasn't changed in all these centuries. Imagine being able to use that same psychology in business. It's so deceptively simple that you will wonder just how you did without this incredible understanding of the human psyche for so long.

Search

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7 **What's the catch?** People often ask me why I give so much valuable information free on my website. My answer is simple. I've learned from some fantastic people, and I could never give back. This is my way of *Giving Forward*. Which is why the information in the Free Tactics section, and the PsychoTactics™ newsletter, will be extremely comprehensive, but always free. I have other products and workshops that you may like to buy to increase your knowledge, but the Free Tactics will always be FREE.

DON'T MISS THE PsychoTactics™ Newsletter

Lagging Behind? Learn the amazing power of the business brain and race ahead!

Subscribe

Free E Book: Scientific Advertising Explore an incredible journey into the universe of precise marketing strategy and branding psychology.

6 **WHY PEOPLE SUBSCRIBE**

"There's only one thing wrong with Sean's ezine...He only publishes it every 4 - 6 weeks. I'd like to get it more often. It's that good."

Point 1: Your Three Second Catch-Phrase

What does it say? Does it create a catch phrase that telegraphs your company?

- Eg: Stress-free small business accounting
- Geek-free computer advice
- Zero-patience for cheap tyres
- Anti-angina personal coaching

Point 2: Does your headline have the combination of problem/ solution and target audience?

If not, you could be using headlines that are not quite as effective in attracting customers.

For a free report:

<http://www.psychotactics.com/psychoheadlines.pdf>

Point 3: Tone of Voice

- Is this technical?
- Is it boring?
- Is there a story here?
- Is there drama?
- How do visuals and captions help?

2 Are you losing customers because you don't know how the brain works?



Your customer's brain is like a conveyor belt. If you take the bags off, go around in his head and that prevents him from buying your product

Do you really understand how the marketing brain works? Are you harnessing its immense potential to make your business generate greater revenues? Wouldn't your strategy and tactics be vastly different, if you understood these psychological marketing ideas?

3 If you don't understand the simplicity and predictability of the brain, a lot of your business could be walking out the door. And you may not even realise it! Here's your opportunity to learn the psychology behind what makes your customer's brain tick. Then you can use this information, to keep them stuck to you like glue!

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People often ask me why I give so much valuable information free on this website. My answer is simple. I've learned from some fantastic people, and I could never give back. This is my way of *Giving Forward*.

Which is why the information in the Free Tactics section, and the PsychoTactics™ newsletter, will be extremely comprehensive, but always free. I have other products and workshops that you may like to buy to increase your knowledge, but the Free Tactics will always be FREE.

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WHY PEOPLE SUBSCRIBE

"There's only one thing wrong with Sean's ezine...He only publishes it every 4 - 6 weeks. I'd like to get it more often. It's that good."

Point 4: What to expect

Why should I even read? The customer needs to quickly know what to expect, or they'll click away to another site.

Point 5: Purpose of Website

To get you to subscribe.

(As if you didn't know that). There are half a dozen places that guide you gently (hah!) to subscribe.

Point 6: Purpose of Website

Ahem, in case you didn't get the earlier point.

Point 7: Killing Objections

Notice how the objections are killed with logic. With a clear understanding that you can buy the Brain Audit (and other products) --and that you should. And how the testimonials back up the thought. The testimonials to the right and bottom, work just as hard to kill the objections. We're sceptical as humans. It's important to kill objections as it reduces the risk factor and increases the trust factor.

Others:

-The cartoon adds to the whimsical touch. Never have a picture without a caption. Ever.

Have you seen pictures in your newspaper without captions? Plus it helps search engines find keywords on your site.

-Black Navigation Box: Simple, clear navigation.

-Subscribe Box: The eye movement ends up here on the top right hand side. What do you see on the right hand side? What I want you to do. :)

If you doubt it, even for a nanosecond, here is just one of hundreds of testimonials from readers like you. This will alleviate your fear about having to browse through yet another website.

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"I'm waiting for the catch. I've been waiting for weeks. But I'm beginning to conclude that there isn't one. Sean's website continues to provide me with all the valuable insights and ideas he claims it does. I'm a committed fan."
Rupert Hiller, Advance Communications, Barcelona, Spain

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The purpose of this website

I've spent way too many hours on the Internet. And I'm sick of get rich quick schemes, and information that's mostly fluff. The reason I set up this website was to make sure you get the best possible information on topics such as customer retention, Internet marketing, psychological tactics, advertising, small business ideas, etc.

If you've been bouncing around the Internet and, like me, you're tired of bombastic, crappy (yes, crappy) information, your search will end here. This will be the website that will give you level-headed information. This is where you'll find everything you need to know about the wild and wonderful aspects of marketing. And yes, there's entertainment. Yes the articles are actually...ahem...humorous. :)

Don't think outside the square--Think around corners

Within this website is a gold mine of power-packed information that allows you to look at your business from a radically different viewpoint. You'll find the information to be zany, yet very useful.

I suggest you explore the various sections of this site, and **ONLY THEN**, sign up for the PsychoTactics newsletter. This is published once a month (sometimes more often). The newsletter is FREE, but it's not a hastily put-together document. Each newsletter is extremely comprehensive in its detail. You'll find the information fun to read, simple to implement, and psychologically sound.

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Three reasons why you should subscribe

Reason 1: There are no pop ups. That alone should clue you in.

Reason 2: There are dozens of testimonials for the newsletter. People before you have tested it and found it to be extremely good value.

Reason 3: Only 26 articles are open for public viewing. The rest are hidden from view. You will see the direct link in the newsletter I send

Edward Thorpe
home-grown-biz-advocate

"Your web site is a treasure house for small business ideas. I got so impressed by the free information that I went ahead and bought the Brain Audit book! Did I benefit from it? You bet - many times my investment is an understatement."

Arun Agrawal
www.SEOtop10.com

"Your website and material has launched me on a Power Marketing course with my business. I'm also supplementing your ideas with stuff from Joe Girard and Joe Sugarman. I have already seen impressive results. I'll keep you posted."

Randy
sunshinehomes.com

"Sean's articles hit #1 spot almost like

Point 9: Customer Retention and Internet Marketing

Customer retention is a link that should go to customer retention. This allows the client to go where they want to go, based on the links.

Internet marketing is a link that can go to the Internet articles.

Point 10: Purpose of Website

We're headed close to conversion. You've seen quite a bit as you scroll down, and each point is specifically designed to get you to subscribe before you leave the site.

Here's the logic of three reasons. As you see, there's clear direction, about what you should do. Nothing left to chance. Any wonder why we get so many subscribers signing up?

Others:

-Actually telling you what to do. Actually dissuading you from subscribing.
How's this for a bit of reverse psychology?

10

Three reasons why you should subscribe

Reason 1: There are no pop ups. That alone should clue you in.

Reason 2: There are dozens of testimonials for the newsletter. People before you have tested it and found it to be extremely good value.

Reason 3: Only 26 articles are open for public viewing. The rest are hidden from view. You will get the direct link in the newsletter I send you each month. There's no password. You can't find the hidden pages on your own. So, without the link in the newsletter, you miss out on some very valuable information.

The bonus is, that with your subscription, you get a free, powerful ebook!

What the free e-book is about

Advertising and marketing geniuses such as David Ogilvy and Jay Abraham have confessed that the information (in this e-book) has been instrumental in catapulting them to millions of dollars of fame and fortune. If you take the trouble to sift through its earthy language, and ignore the fact that it's almost 100 years old-you'll find gems more lustrous than you've ever known. I recommend you read it, and read it well.

Finally...

As **Jeffrey Eisenberg, Persuasion Specialist and author says:**

"I'm busy --painfully busy, so I'm stingy with my time. There are only a handful of newsletters I bother to check; Sean D'Souza's is one of those. Sean's gift to his readers is the way he weaves valuable lessons into the fabric of entertaining articles."

Go on, grab yourself a strong coffee, and something to eat. You're going to be on this site for a long, long time, so you might as well get comfortable. To start your journey click on this button below.

See the button click on it. Or click on one of these links.

[Psychological Marketing Strategies](#)

[Branding Strategies](#)

[Sales and Customer Retention Strategies](#)

[Advertising Strategy](#)

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Click

Randy
sunshinehomes.com

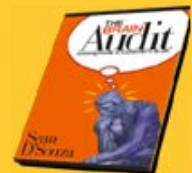
"Sean's articles hit #1 spot almost like clockwork on the MarketingProfs site, thanks to solid marketing psychological concepts written with a humorous bent"

Allen Weiss-Publisher
marketingprofs.com USA

"I've been in marketing and sales for well over 30 years, and there's little that takes me by surprise. The Brain Audit was like a smack on the forehead."

William Morgan
HATIS Inc, USA

Find out more about this marketing ebook.



The Brain Audit

Point 10: Conversion

We're headed close to conversion. You've seen quite a bit as you scroll down, and each point is specifically designed to get you to subscribe before you leave the site.

Here's the logic of three reasons. As you see, there's clear direction, about what you should do. Nothing left to chance. Any wonder why we get so many subscribers signing up?

Point 11: Testimonials

Bringing the big guns out, and bringing in testimonials from authors and other persuasion specialists. See how the objection of 'not having time' is killed.

Point 12: Click

For those who've missed all the other signs. This takes them to the articles where you're asked to do...what else...sign up?

There's clear purpose. The conversion factor is here only to get customers to sign up. The Brain Audit you see on the right, is only meant as a courtesy for a returning visitor in case they want to buy the Brain Audit and don't want to go through the normal navigation.

"I'm busy --painfully busy, so I'm stingy with my time. There are only a handful of newsletters I bother to check; Sean D'Souza's is one of those. Sean's gift to his readers is the way he weaves valuable lessons into the fabric of entertaining articles."

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Click



Sean D'Souza- Brain Auditor :)

P.S. You may find words on the site that seem to be spelled **differently**. These would include words such as colour, honour, favour, realise-which you'd spell as color, honor, favor and realize.

It's just that this is a New Zealand based site, and I grew up with the British system of spelling, which is a little different. Well, vive la difference...And if you still think it's a mistake, please **don't hesitate to email me**. No mistake is too small to fix. In fact, we even offer a reward of \$50 or more (in product) for the best blooper of the month! (Please note: The reward isn't for every bug. It's meant for the single best bug of the month, or 12 each year).

Happy hunting!

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www.brainaudit.com, www.psychotactics.com, www.5000bc.com are all properties of PsychoTactics Limited.

on the forehead.

William Morgan
HATIS Inc, USA

Find out more about this
marketing ebook.



The Brain Audit

HOME - FREE BOOK - FREE ARTICLES - CLIENT RESULTS - ABOUT US - WORKSHOPS - PRODUCTS - FUN STUFF - SMALL BUSINESS IDEAS - © 2003 PsychoTactics™

Notes: Signature

A signature helps. It gives credentials to the site. Um...don't use your real signature, unless you like forgers.

Point 11: Brain Auditor

A title helps. Create branding quickly.

Point 12: Reward

Giving clients control and the chance to complain. It also provides us with feedback and encourages complaints. Why encourage complaints?

Hmmm...good question.

Read <http://www.psychotactics.com/artsilent-customer>

Other Resources



Is it really hard to create saleable information products?

What if you don't consider yourself a writer? Can you still create an information product that sells? And can that information product then help you get increased revenue and time? The answer lies in your ability to believe in yourself. Most of the clients I deal with don't believe they can create an info-product. And then having created a single info-product believe that they've put all they know into that product. And that they have nothing else to give.

And from experience we know that those who follow this course, and what it teaches, can create not one, but tens, even hundreds of info-products. Which of course leads to another problem? How do you get customers to buy? How do you create a distribution channel? How you do all of this without the hype and the hoopla. How? Find out at: <http://www.psychotactics.com/>



There's one big problem with a website.

And that problem is that a website is invisible among thousands and squillions of other websites. So is it then possible to somehow have a strategy. A strategy that doesn't depend on tens of thousands of prospects. A strategy that doesn't depend on tons of advertising and all those joint ventures? And is it possible to make your website so powerful that it has followers?

That it's not a bunch of bytes online, but actually a place where customers congregate. Sounds crazy doesn't it? Well, find out for yourself the difference between just having a website, and having a website strategy that makes your business robust; makes your clients happy, and makes you a more prosperous, and far more relaxed business owner. Find out at:

<http://www.psychotactics.com/>

Psychotactics



Article Writing

Why Article Writing Creates Expertise

Every business has not one, but about five hundred competitors. And no matter how unique your business is today, you will have competition lurking just around the corner. This leads us to a dilemma. How you separate yourself from the herd? How do you get customers to come to you, instead of you always having to pitch to them?

The key is the ability to get a message across to your audience in a manner that's non-threatening, educational, and entertaining at the same time. And let's face it, you're probably intimidated that you're never going to be able to do that ever. Because every time you've sat down to write, it's been one heck of a struggle. You know that article-writing is crucial, but you've tried it, and it's been frustrating and demoralising. And you don't know of a way out. Well... hint, hint (Go on take the hint and click). And judge for yourself.

<http://www.psychotactics.com/>

If you find anything that bugs you, please click on the bug above to send me an email. Nothing is too small or too big. And if I can, I'll be sure to fix it.

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