

How To Create *Attraction*

# Website Triggers



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## ATTRACTION

This is Sean and welcome to the website triggers class. Today we are going to cover a topic that all of you are very interested in, in real life as well as on websites. It is called *Attraction*.

Imagine you are a tourist in a foreign country. You just got off a plane and now you are looking to explore this new country. You want to see the sights, you want to eat the food, you want to do everything. But as soon as you get off the plane, what is the first thing that you want to see? Ask yourself: 'what is the first thing I want to see?' What is the first thing that you want to feel? How do you want to feel?

The first thing that you are answering pretty much in your brain right now is that you want to see a sign that tells you what to do, where to go, something that makes you secure. That's the way you want to feel. You want to feel like, 'hey I've landed at the right airport, this is the right country, I am going to the right place.' And if you are in a hurry to go to the bathroom then at least you know what the right sign is. What you are looking for are signs, you are looking for direction, you are looking for something you can trust and you know, something that is welcoming.

It is not much different on the internet. Except like being in a foreign country, the internet can be a very scary place. Things can go wrong very quickly. You can't tell the good guys from the creeps. Before, you could actually see someone's face and meet them. You can't do that much anymore. So what we've got to do? In real life we go out with someone, we go out on a date, we go out to friends' parties, we can meet people, we can look into their eyes, we can shake their hands, we can listen to their tone of voice, we can do a lot of things. On the internet you can do no such thing. It is a very scary place when you look at it. It is also a very comforting place because we spend all our time everyday and we never meet anyone anymore. That's another way to look at it.

But the most important thing is that you cannot tell the good guys from the creeps. The same applies to your customers. They cannot tell the good guys from the creeps. What are we going to cover today? We are going to cover how you can get that to work for you. How can you be the good guy? How can your customer tell that you are the good guy? The customer is actually looking for signs, pretty much like you and I do when we get to the airport when we go to a foreign country.

What are we going to cover today? First thing is welcome all of you to the Website Triggers class and I'm glad that all of you jumped in. Some of you are from Germany, the US. Germany it is 10.00 in the night so that is a lot of dedication to stay up for another hour and a half which is how long this is going to take. Just remember that what we are going to cover today is just going to be a brief amount of material, not because I don't want to give you or I don't want to fill up the complete hour or hour and a half with information but that's all we can cover in 1 ½ hour. We are not going to waste too much of time. Just remember this website is like cleaning the Golden Gate Bridge. It's like you start cleaning it at one end, you get to the other end and you find that you have to start all

over again. It is an unending job – so anything I tell you needs to apply to every single page. It needs to be looked at 6 months from now. It needs to be looked at twelve months from now. The front page that you will have or rather which you will be looking at which is psychotactics.com which you should have got in your pdf or if you don't have it in your pdf then go to psychotactics.com. That has been changed 16-17 times – little tweaks, little changes, little clean ups, all the time and it is helping conversion, it is helping attraction, it is helping consumption. What I am saying to you is even if you got a 5 page website there is a lot of work to be done. If you've got a 1200 page website like we do then it is even more work.

Let's break up the Triggers teleclass into three parts:

- 1) Attraction
- 2) Conversion
- 3) Consumption

## **ATTRACTION**

Today we are going to cover attraction. Why does attraction stand alone? A lot of people start to confuse the issue. You see a lot of advertising in the press. You see an ad and the ad pretty much tries to convert you at the first go. People try to meet you and try to convert you in the first go. You go to a sales page; they try to convert you in the first go. That's not how human beings work. We actually like to take it step by step. We don't really like to jump into a situation straight away. That's exactly how people feel on your website. They like to be taken step by step - so the three steps attraction, conversion and consumption. And it applies in real life. No matter if you go to buy chips at the super market, you are attracted to the packaging, then you decide I am going to buy it which is conversion and then you decide consumption – I am going to eat it.

You need to sit down and work out on your website what am I doing in terms of attraction. What am I doing in terms of conversion? What am I doing in terms of consumption? And not try and mix the whole lot because it is complete chaos. It applies to the same thing - when you are going out on a date with someone, you first go out you are attracted to them, then the conversion is if they actually say yes to you and then consumption we won't go into.

However, let's go into today's structure on **Attraction**. I am going to speak for about 45 minutes to an hour. The call will last for a maximum of 90 minutes. You should have a pdf file open. What you need to do is go to psychotactics.com, keep the page open front of you and you'll be fine. So let's get straight into today's topic – Attraction. Three main things that we are going to cover under attraction:

- 1) What are the trust triggers? What triggers off trust?
- 2) Distraction and direction
- 3) Technical triggers – what are the technical triggers we need to look at?

## ***TRUST TRIGGERS***

Let's start off at the top. We'll start off with trust figures. Here's what you need to do right now: you need to open your pdf or go to [psychotactics.com](http://psychotactics.com). Either one of those things will get you started straight away. I'll give you a second to do that. Alright imagine you are a tourist in a strange country - you are asking, "Am I in the right place?" The fear needs to be removed - how do we know; how can we go to a website and decide, 'hey are we in the right place?'

Let's look at your pdf and if you look at the top bar it says, '*Psychotactics unlocking the mystery of business brain.*' You will see the number 1 there. The thing you are looking for is signage. In signage we are looking for five things. These are five things that I think are pretty important on your pages:

- a) The three second catch phrase.
- b) Headlines.
- c) Tone of voice.
- d) Testimonials
- e) Objections

**Three second catch phrase** - When we start to look at the top which is Psychotactics unlocking the mystery of the business brain – number 1 there on your pdf. What does it say? Does it create a catch phrase that telegraphs your company?

The first thing that people see when they enter your site is they see your logo and they see your catch phrase. If your logo and your catch phrase are not effective; they are not standing out; they don't telegraph what your company does and they don't do it in a matter of three seconds, already you've started to lose the battle. Because people are looking pretty much like they get off the airport. They are looking for signs. They are looking for the specific sign that makes them comfortable.

What do we need to have in your catch phrase? Your catch phrase should consist of and this is covered in the brain audit in great detail, so I won't go there because many of you already own the brain audit. It needs to have a problem, a solution and a target audience. So 'Unlocking the mystery of the business brain' - it is telling you what exactly we are doing. When you are looking at a catch phrase, if you break it up very carefully into problem, solution and target audience then you can have a line like 'Turning luke warm prospects into red hot clients.' Where luke warm is the problem and red hot is the solution. That's what you are doing. You are targeting people who want to turn luke warm prospects into red hot clients.

Or you can have another one like 'Stress free small business computing' or 'Stress free small business accounting.' It is a problem, solution, target audience but it is immediately telling the audience what you do and it is telling them how you do it and it is telling them how you solve the problem and the solution that you are bringing. You can have

something like ‘deep free computer advice.’ Or you can have say - selling tyres. You can have ‘zero patience for cheap tyres’. Or saying you are doing personal coaching you have ‘anti-angina personal coaching.’ It sounds a little cute but a lot of people respect and respond to specific detail right at the top. Because that is what you are looking for, that is what they are looking for and you must get that message clearly. I mean most people have very vague catch phrases at the top. They have things like, ‘We make things better.’ What things? And who do you make it for? If you are not very clear right at the top, you are starting to lose out on people reading your website anyway. Or at least you are not increasing the factor of attraction.

**Headlines** - The second thing that you need to work on is the headlines. There is already a detailed free report for you at [psychotactics.com/psychoheadlines.pdf](http://psychotactics.com/psychoheadlines.pdf). The core of headlines is again the same. It is problem, solution and a target audience. If you look at your two on pdf right now you will see, ‘Are you losing customers because you don’t know how the brain works.’ The core is hitting at the problem. It is saying, ‘Are you losing customers?’ And that is the target audience and that is also the problem. And it is telling you why.

If you don’t start to work very hard; if your headlines are all wishy-washy; they are sitting on the fence; they are trying to get everyone, then you are going to struggle. To put it briefly you need to have two types of headlines – the first is you can have a headline that targets a demographic which is people who are over 50 or have specific problems like diabetes. Or you can have psychographics. What you see on the psychotactics site is a psychographic – it is the pain of losing customers.

You can have a psychographic or a demographic or both. But the core is you have to have that headline that starts to get attention. And you can get this in the headline pdf. The first thing we saw was the catch phrase – that is the first thing that people are looking at. The second thing people are looking at is the headline. If they get past this, they are pretty much going to read the rest of the page. This is whether they are on a sales page or an index page or any page at all. This is exactly what they are looking for, step by step.

**Tone of Voice** - The third thing that they are looking for is tone of voice. Now you may not realize this and we did not realize this for a very long time, but tone of voice is what attracts customers just like you. When we started out our business, we actually targeted every kind of business. We targeted small businesses, we targeted big businesses, we targeted medium size businesses, we targeted anyone who would pay us money. It is pretty vital. When you are starting out, it is pretty vital to have as much cash flow as you can. But as soon as you start to settle in, you need to then target on a specific audience, on a specific kind of person and your tone of voice needs to reflect that.

For instance, on the psychotactics site you will find words like waka waka and cheobaga and squillion. The tone of voice is quick, racy, funny, irreverent ... And people say to me, ‘my clients would never use that, would never respond to something like that.’ I say to them well, ‘you have to not choose the psychotactic’s tone of voice, you have to choose your tone of voice.’ Is it technical? Is there a story there? Is there drama? What

are you going to do to make me attracted to you by the tone of voice? Because if you are very technical speaking person you will attract technical speaking people to you. You will not attract someone like me who wants the big picture. They don't want all the nitty, gritty details - they want the big picture. You are not going to attract people like me, no matter how much you try. So be technical; be yourself; talk to your target audience. Here's how you know that your target audience is listening – give them to read your site; get them to give you feedback and you will start to see that either they will like it or they won't like it and they will tell you why they like it and why they don't like it. Don't listen to me, don't listen to anyone else. Listen to your customers; ask them, 'how can I improve the site?'

When we set up the Psychotactics site that's exactly what we did. Four years ago it was called millionbucks.co.nz. We changed over to Psychotactics. We wrote to all our customers, to all our subscribers that we had and we weren't selling anything at that point in time. And we asked them, 'how would you like the site to be built?' And we built the basic template and we put it up. And they came back and said, 'you should change that font; you should do this; you should put this colour.'

The Psychotactics site that you see today is based on the fact that customers built it. Your site should not be built by you or your web designer. It should be built by your customer. The tone of voice should reflect what the customer wants to hear. Those customers want to hear that tone of voice; they wanted that irreverence. They were bored and sick and tired of people preaching down to them. First thing – three second catch phrase, headlines, tone of voice. Now testimonials.

**Testimonials** - The fourth thing that you see are testimonials. If you got to number 6 you will start to see testimonials – why people subscribe. If you go to number 8 there are testimonials there. If you go to number 11, there are testimonials there. You will find that testimonials seem to be all over the place. If you don't have testimonials on the site it means that probably no one's been looking at your site. The site has been going for probably 15 seconds. People are looking to find other people just like them and if you don't have testimonials at some level you are going to lose out.

There is a specific way in which you need to put the testimonials and here's what you need to do. You really need to look at the site. Look at the Psychotactics site and see – deconstruct those testimonials. How are they put together? Nothing is random and it shouldn't be random in your site as well. Testimonials should be skeptical at some level because people are sick and tired of sugary, sweet testimonials all the time. They must have a before and after component. Deconstruct the testimonials on the site and see how it works for you. And get testimonials from your customers that are skeptical to start with. Where they did not believe you could get things done and you did. That makes all the difference.

On this page and I am going to it in a little detail the testimonials are specifically designed to do one thing and one thing alone and we'll get to that as soon as we get to the next part which is distraction and direction. You've got to have your three second catch

phrase, your headlines, your tone of voice and your testimonials. If you notice on 8 as you go down to ‘what’s the catch’ – what do you think what’s the catch is doing? It is actually working out your objections in advance. Why should you subscribe? You go on the internet – there are millions of places where you can just subscribe. But why should you subscribe to another site? Why is this person giving away so much information? People always want to know what the catch is. Obviously you can just copy it and just write what’s the catch in your site as some people have done to their detriment because they find other people say, ‘hey you have just copied that from the Psychotactics site.’ So use your own tone of voice here. Now we come back to your own tone of voice.

But answer the customers’ objections. The objections are, and in 8 you can see he says, ‘I’m waiting for the catch; I’ve been waiting for weeks but I am beginning to conclude that there isn’t one. Website continues to provide me with all the valuable insights and ideas’. And that’s a pretty much before–after testimonial. It is also killing the objection. If you don’t start to have testimonials; you don’t start to have objections being filled on the page, you’ll start to see more and more objections being filled if you start to deconstruct that page.

I just want to you to remember one thing. We are constructing right now. We are saying we need the catch phrase; we need the headlines; we need tone of voice; we need testimonials; we need objections but remember that deconstruction is probably as important if not more important than construction. So you must spend a lot of time going to the sites that you really like; going to the tone of voice that you really like and deconstructing their pages – seeing what it is that they do. Where do you feel like buying; where do you feel like subscribing; what is it exactly that they do. I would suggest that you spend lot of time in the Psychotactics site deconstructing because you will learn a lot without me telling you anything.

There are lots of cross triggers but were are only on Part 1 out of part 3 which is cross triggers and I’ve just told them the top five that are important which is the three second catch phrase, the headline, the tone of voice, the testimonial and the objections. Why am I repeating it? Because you learn through repetition.

### ***DISTRACTION AND DIRECTION***

With that we go to the second part which is Distraction and Direction. Distraction and direction - when you look at those factors the first thing you’ve got to see on your website are the number of elements that exist on the website. What are elements? When you look at someone walking down the street, you pretty much see head, body, legs – you see kind of elements. You see three things. When you look at a business card you tend to see the logo, you tend to see the address, you tend to see something else. There are elements. When elements are put together - and there is a whole article on this - if two or three elements are in close proximity to each other then they form one element. This is getting very confusing when you try to explain it over the phone but I will give you a link to those details.

Here's what you really need to do when you are looking at your website, your business card or any graphic kind of design because that's how a customer is looking at you. They are looking at you from a graphical point of view. You need to do a Helen Hunt thing. You need to just squint your eyes and look at your website or look at your business card or anything through Helen Hunt's eyes. And you will start to see very specific elements. So if you squint your eyes and start to see you will see that there are a lot of elements. In fact they are pretty much marked out. Most websites have between 5 to 7 elements. They will have:

- 1) Psychotactics logo
- 2) The links
- 3) The Headline – 'are you losing customers?'

The Graphic and the Caption and all of that stuff under which is the search

You are starting to see a whole lot of elements as you go to the page. Your job is to reduce the distraction level. If you've got too many colours on the page; too many fonts on the page; too many elements on the page your customer is not going to know where to look. We will talk about it very quickly in a few seconds which is: how you have to get your customer to specifically go the way. Your customer thinks they are going the way they are and for most of the time they are. The main thing is that you need to drive the customer in the direction that you want them to go because you know what is best for them. Going back to elements - remember each font, each colour, each gap of white space, if you put too much of white space in between, too much of colour in between – each one is drawing the customer's attention at some point in time. You will see this as you go on different sites. You will see the sites that you cannot tell where to go, what to do and you get totally confused.

The Psychotactics website is designed for one reason and one reason only – especially the front page. When you look at it, it is only very purposeful of getting the eye to look and that is to get you to subscribe. But before we get to the subscribe we've left the distraction in terms of too many fonts, too many colours, too many elements. How would you have purposeful distraction which is: you are directing the eye to do certain things. When I say purposeful distraction it actually means that I am directing you.

When you look at number 2 which is the headline are you losing customers because you don't know how the brain works. That is purposeful distraction. The headline is in Bold; it is in red which is different from the rest of the colours; it is in Georgia which is a different font from the rest of the text which is in Verdana. When you contrast colours, when you contrast fonts, when you start to create contrasts immediately you are starting to get people to notice there is a difference. When we are talking about attraction most of us think, 'Oh how can we have emotional triggers and how can we have physical triggers?' Effectively all of these little things start to add up. Because I am looking at the page- I am not looking at it like, 'Hey where can I find a trigger?' I am actually looking at it the way you look at it which is I am reading this text. This text is important. It seems to be in red, it seems to be bolder than the rest – I think it might be important.

Headlines – I’ve seen headlines that are so weak because they look exactly like the rest of the text. They don’t contrast in terms of the colour – if the text is in black the headline is in black; the text is in Verdana the headline is in Verdana. That doesn’t mean that you can’t have the headline in Verdana – just have it bigger and bolder, so it gets my attention, so I know it is a headline.

Second thing is the sub headlines. You look at the sub headlines. The sub headlines are number 4 or number 7. When you look at them, it says, ‘Psychotactics unravels an age old mystery.’ That is a sub headline. That tells you that you have actually moved on from the first part to the second part. It is specifically forming a bridge between the first and second part.

The second thing is also doing. When you are reading online there is a lot of eyestrain. It is reducing the amount of eyestrain by saying, ‘Hey you only have to read a couple of paragraphs and then I’ll stop you and then you can read the next and the next and the next.’ The reason why people say, ‘Oh, people don’t read long sales letters.’ That’s all rubbish. People will read anything as long as they are interested and as long as you give them a break. If you take a school boy through six hours of training he is going to fall asleep after the first hour. But if you keep putting in the breaks they can go through 6 hours of training as you did in school.

It is the same thing with copy. If you are going to put in breaks; if you are going to put in visual breaks; if you are going to put in bridges which are covered with articles like connectors and disconnectors and free Psychotactics articles, you will start to learn how you can keep the customer’s attention consistently and visually. You can also keep their attention by showing them that as they are looking at the page that there is difference between paragraph 1 and paragraph 2 and how they connect. So, what does purposeful distraction do? It reduces eyestrain, it calls to attention, it provides a bridge.

***Direction*** – When you create your page the first thing you need to ask yourself is what do I want the customer to do. Most people never do this. They never stop and say, ‘What do I want the customer to do?’ They say, ‘whatever the customer wants to do’, which is anything. So click on any link; go to products; go to workshop; go anywhere; do anything. If you look at this page you will start to see how purposeful it is. You will start to see how purposeful it is. In fact you will start to see how many areas it does the very same thing.

What would be the purpose of this page? I don’t think it needs a genius to give you the answer. The purpose of this page is to get you to subscribe. Let’s look at the number of places where it tells you to subscribe. It tells you right at the top, number 5, when you look at the top right hand side where it says, ‘subscribe’. Then it says why people subscribe. Every single testimonial is not about any product; it is about ‘subscribe’ – subscribe, subscribe, subscribe. You go to number 10 which is 3 reasons why you should subscribe and that’s about subscribe. What the free e-book is about which is just after 10 and between number 11 and you find that it is about subscribe. You go to number 11, you find that it is about somebody else – some expert in the business which is from my friend

Jeffrey Eisenberg. He tells you that he not only subscribes but he reads the article. He says, “I am stingy with time. I’ve got very little time but I read the Psychotactics newsletter.”

The next button, number 12 - it says, ‘see the button, click.’ It tells you to subscribe. If you are getting a client to do something then jolly well get them to do it right. Direct them in a very specific, targeted way so that they do exactly what you want them to do. What you want them to do is you want them to take a specific action on that page. We are moving slightly into conversion area here. All those subscribe testimonials; all the objections; all those buttons and all the clicks and three reasons why you should subscribe – they are all attractors that are leading you towards conversion. We won’t go into conversion. I just wanted you to know that all this practice of breaking down of objections and they are creating more testimonials, they are creating more trust which is exactly what you are looking for when you get to your website. You are looking to get people to trust you. You need to get them to subscribe.

First thing you need to understand is don’t be too quick to move from attraction to conversion. We’ve spent pretty much, probably 1500 words, attracting people to the website, giving them the reason, telling them why they should do it; how they should it, what’s the catch, what’s it all about, why other people are interested – all of that. That’s all the attraction phase. We’ve made sure the headlines are clean – we’ve put in a little cartoon; we’ve put in a little caption. We’ve created consideration with font size being too small for you. Most of us don’t have this problem but for those who do have this problem they write in and say, “WOW. I’ve never been to a website where they have actually told me how to increase my font size.” And you think every one should know it but they don’t. There are little things like this – consideration, tone of voice that make all the difference between someone subscribing, someone buying your product, someone not buying your product.

Before we move to the third part which is technical triggers, what we have covered so far are trust triggers. We’ve seen distraction; we’ve seen direction. Distraction basically distracts. It drives you up the wall. You don’t what to look at, where to look at. Direction - if you just have a website, it kind of drives everyone into every direction. You are not really achieving anything. You are just trying to be all things to all people and it is a complete waste of time which is why you don’t attract or don’t go to the next stage which is conversion.

I told you this is going to be 95% information and I have been going at a hundreds miles an hour hardly being able to take a breath. But I am going to take a small breath now. However it is time to move on to the third part now. And the third part today is we’ve finished the trust, we’ve finished the distraction, direction. We’ve moving onto technical triggers.

## ***TECHNICAL TRIGGERS***

What are technical triggers? When we look at attraction we just look at how is my copy going to be like? Or how is my visual going to be like which some of us may not even have considered. There are also technical issues. One of the technical issues is ***eye movement***. Not many of you might have spent a lot of time understanding eye movement. But all of us when we go to a website actually move our eyes from one end to another in a very specific pattern that has been measured time and time again. There are websites on eye movement - you can go into Google and check them out. But essentially here's the whole gist of it.

The whole gist of the eye movement is: if you go to your pdf you will see that that's what people see first – 'Psychotactics - unlocking the mystery of the business brain.' They bounce around in what seems to be a random movement but it is actually pretty organized. But that is not the most important. What is the most important is where they start and where they finish.

And where do they start? They start off with your logo right at the top. That's what everyone does - left hand corner. Then what's it all about? And then they go to number 5 which is the top right hand corner of every website. Now if you wanted someone to do something, where would you put it? It is such a stupid question isn't it? If everyone is going to end up in the top right hand corner, where would you put your factor of conversion, where would you get them to do what you wanted them to do? On the top right hand corner. When you look at the top right hand corner of the Psychotactics site, what do you see? You see, 'Subscribe.' What do you want them to do? Subscribe. Effectively you are helping your audience achieve what they want to achieve and helping yourself achieve what you want to achieve by using a little technical knowledge that has come through research in eye movement and what people do on websites.

The second thing is the ***navigation***. Now, 'Don't Make Me Think' by Steve Krug – that's a great book, read it. It's about navigation. It's about how to make your website easy to navigate. It should be pretty simple. When you look at the Psychotactics website – you look at the Nav bar at the top. It is free articles, client results, about us, web shops, products, fun stuff, members, tell a friend, resources. It doesn't take a lot to work it out. The more complex the navigation, the more I have to work it out, the more elements, the more distractions, the less direction – what were taking about is exactly what we have already talked about. You just need to reduce the number of elements, make sure that people know where to go and how to go. When people come to the Psychotactics website I really don't want them to go to 'client results', I don't want them to go to 'about us'; I don't want them to go to 'workshops'. That's of least interest. In fact I specifically want them to the articles. If you look at number 9 it says, 'the purpose of this website.' Within the 'purpose of this website' you can actually put in what are called navigational links within the text. So if you were to zoom in and you will see this in the pdf that I send you later, you will see topics such as customer retention, internet marketing, psychological tactics, advertising – all of those could be links.

They should be links. They are not links on my website and I will fix it right after this call. But when people are looking through your website you don't specifically know what they are looking for. For instance, I learnt this through Jeffrey Eisenberg and he did the leodiamond.com. When people go to the Leodiamond.com effectively it is either a guy going there or a girl going there and they want to buy diamonds or they want someone else to buy them diamonds. It is like if it is a guy going there it has got a link on how to buy diamonds; what are the 4 c's; what sizes, prices?

They might be the top links but essentially as you are reading the copy there are links within the copy. I'll say that again: there are links within the copy. Google is also searching for these links because as soon as you say 'price of diamonds' then Google is indexing price of diamonds and seeing whether it actually goes to a page called price of diamonds. When you got to that page and it has got a title tag and key words and price of diamonds - effectively Google is also following that link as well as your customers following that link.

These are technical issues that we did not know about when we started out. And as I said it is harder to turn a 1200 page site around than it is to turn a 5 page or 50 page site around. If you've got a 5 or 50 page this is what you should be working on right now which is putting links within your text so that you are driving customers again. I am not looking to get people to buy a product; I am not looking to get them to see 'about us' or anything. So all the links that I have, all the live links that I have in the text are only going to go to articles. So if they are interested in internet marketing then they click on the internet marketing link which takes them to internet marketing articles. If they are looking at advertising they go click on the advertising link which is within the text which is your box in 9. You will start to see that they will go to the articles. That is all that I am interested in. I am not interested in getting them to do anything else. You should have the same focus, the same direction because that will help your customer decide, 'Oh this great and I want to go ahead from here and I want to subscribe.'

If your goal is to get them to buy and if it is to get them to buy off the first page then good luck to you. It is not what I would recommend but there are clients of mine who have done that and they have done that very successfully, where off the first page they pretty much go from attraction, identifying the customer right down to their whole price list on the front page as well as how to contact them including guarantee that will give them 1200% return - everything on the front page. It works very well for them. So I am not knocking the factor.

Again it depends on who your target audience is. What do they want? If I am dealing with CEOs and the CEO only wants to see one page, he only wants to see five results, two case studies and he probably wants to send in a question or fill in a form or basically call you. That's the purpose of your page. It depends on what you are doing. I mean when people say, 'Should I do my page like the Psychotactics page?' the answer is, 'No! You shouldn't.' You should do the page based on your target audience; you should test it with your target audience and you should see what is it exactly that you want them to do. And that is the only answer to that question.

Let me get back. Eye movement, navigation and navigation links within text - if you don't have them I suggest you start putting them in. A good site to look at is the leodiamond.com. It will show you how to do that. It's not a site that shows you how to do it; it shows you how they have done it and it is a very effective example.

Technical factors such as eye movement, navigation, navigational links within the text – they are all also looked at by search engines as I said. Part of your attraction and this is what a lot of people miss out are your key words, your title tags. I know this sounds like SEO 101 which is search engine 101. But look at your title tags – do your title tags say, 'welcome' Title tags are the blue things right at the top of your browser. And you can put in title tags you can put in title tags based on the key words on your website.

What are the key words? The key words are like 'psychological tactics' or things like 'small business' or whatever your key words are, 'scientific advertising.' You have to determine what your key words are and optimize your website. It is not a lot of work. For starters change the title tag; for starters put in some key words – don't overdo it. Write it in a tone of voice that people can understand, that people at Google can look at and go this is not a person who is trying to scam us.

Look at the whole attraction thing from your trust factor – look at it from distraction, look at it from direction, look at it from eye movement, look at it from navigation, look at it from different angles. Just print out your web site and look at it on a piece of paper and you will start to find that there are lots of things that you can do through the deconstruction of your page. If you can tell this is pretty much important and a lot of you might not even have thought about it and some of you might have half done it and not done it and now is the time to do it. This is just a drop in the ocean of what constitutes attraction. It is important not just to learn the comprehensive triggers in attraction, conversion and consumption but also to learn the process, the strategy behind the scenes.

Now obviously that is too much to explain because that takes a whole day to explain but there is a whole set of strategies that effectively takes the customer from one level to another level to another level. What most of us concentrate on is the single date. We go, 'Let's go out with this person; let's get this customer; let's sell them one thing'. It would be nice if they bought something else but too bad if they didn't.

The first sale is the most expensive sale of all. Whether you are selling consulting or you are selling workshops or you are selling products or whatever you are selling. The first sale is the most expensive; it takes the most time, the most effort, the most trust, the most everything. So why wouldn't you get that customer? Someone is interested in gardening - you think they are interested in one book, one workshop? Someone is interested in fishing – you think they are interested in one thing? They are interested in the whole enchilada. You've got to learn and take the time out to learn specifically how to go through the sequence which is the step by step, moving from attraction to conversion, moving from conversion to consumption and then repeating the whole sequence all over

again for every single product, every single service, every single training programme that you have.

And that's exactly what you do at Psychotactics. For those of you who have bought the Brain Audit; for those of you who are just subscribers you have bought into the brain audit you know that the next step is 5000BC. For those of you who are 5000BC know that there is another book called Brain audit applications. For those of you who own that they know that the next step is the protégé. Those who know about the protégé, they know that the next step is web site master class. You find that the same people who started about probably a year or two years ago - some people have actually linked back to a class maybe two years ago.

I'll give you an example – I'll just take his name, no one knows, it is a common name. His name was Mark. Mark started out. He was a subscriber. He stayed a subscriber for pretty much a year, didn't buy anything, read all the articles, commented, he wrote to me sometimes, I wrote back. About a year and a half he decided to buy the first product. He bought the Brain Audit. Within three months he bought 5000BC. He bought 5000BC; he joined the copy writing course. He finished the copy writing course, he hardly he did not even finish the copywriting course it is still in progress, he joined the protégé programme. He's now coming to the Master class. The point is that you can actually get a customer to move from one end to the other end and often the first step is the hardest step. The first sign up. The first step from subscribe to Brain Audit is the hardest step for us to get a customer to do. The subscribe is easy because there is no risk at all. The first time a customer goes and gets out their credit card and pays for something that you are selling - that's the hardest part. If you then stop at that point you made a big mistake. How to unwind or stop making those mistakes and take them to the sequence logically so that the customer actually asks you to take them to the next step. It is like university. It is like Kindergarten. Nobody puts their kids in kindergarten and then says, "Ok after one year you can sit at home." That is exactly what we do with customers.

With that I'll summarize after this. Let me just wrap up what we have done today. The things that we've done today were the trust triggers; we covered the signage the three second catch phrase; we talked about head lines, how they look different, how they need to be effective. We looked at tone of voice, we looked at how - you have to have a tone of voice pretty much like I've got on the call, pretty much you've got on your website. The tone of voice has got to be you rather than someone else. I would suggest that you learn how to do that. Testimonials – if you can have testimonials have them and structure them well. Objections - kill as many objections as you can.

That takes us to the second part which is distraction and direction. In distraction you have certain elements, certain fonts, certain colours - they all distract. What you need to do is they all have purposeful distraction which is headlines in bold, fonts, different from body text, sub headlines in different colours etc. What you are trying to do is reduce eye strain, call to attention; you are trying to provide a bridge. Essentially what you are looking at is direction – to make sure that the clients go in the direction that you want them to.

That would take you to technical triggers which was the third part where we looked at eye movement – we saw where they started, where they ended. Why you need to do that? Why you need to get them to the ending point if they are on the top half of the page. The bottom half of the page can get them something visual that they can see and they can click through.

Navigation – you’ve seen navigation. It needs to be simple. You can have navigation; you should have navigation links within the text itself and you also need to attract search engines with your terms and title tags, key words etc.

It was good speaking to all of you today. Thanks again and goodbye.

Hi this is Sean again and I have some really good information as you come to the end of this audio. You have just listened to Part 1 of the Website Trigger series on Attraction. Website triggers encapsulate more than just attraction. There’s conversion and consumption that needs to be taken into consideration too. If you thought that this attraction was really useful, wait till you get the audios and the notes of conversion and consumption. Come to think of it why wait? On your pdf you will find a link to part 2 and part 3 of the Website Trigger series. This will show you more and explain to you in greater detail how to get more conversion on your website; how to get more consumption on your website; how to get people coming back time and time again. And to get it you need to go to [www.psychotactics .com/websitetriggers.htm](http://www.psychotactics.com/websitetriggers.htm).

If you have any questions or are not sure about something, be sure to drop me a note: [sean@psychotactics.com](mailto:sean@psychotactics.com). Thanks again and looking forward to having you on part 2 and part 3. Bye bye.

# 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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