



# CHANGING MINDS

TURNING SKEPTICS INTO BELIEVERS

© 2005-2006 by Sean D'Souza. All rights reserved. Published by Psychotactics Ltd. No part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system without the prior written permission of Psychotactics Ltd.

The Author and publisher have used their best efforts in preparing this book and the document contained herein. However, the author and publisher make no warranties of any kind, express or implied, with regard to the informational content, documentation, or files contained in this book or in any accompanying media files such as CDs or DVD, and specifically disclaim, without limitation, any implied warranties of merchantability and fitness for a particular purpose, with respect to program listings in the book, the techniques described in the book, and/or the use of files. In no event shall the author or publisher be responsible or liable for loss of profit, or any commercial damages, including, but not limited to, special incidental, consequential, or any other damages in connection with or arising out of furnishing, performance, or use of this book, program files, instruction, audio or video connected with this information.

Further, the author and publisher have used their best efforts to proof and confirm the content of the files, but you should proof and confirm information such as dates, measurements, and any other content for yourself. The author and publisher make no warranties of any kind, express or implied, with regard to that content or its accuracy.

The **Brain Audit Kit** is 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 Brain Audit series which includes audio programs, on-line training, etc.

For more information, please write to:  
PsychoTactics Ltd., PO Box 36461,  
Northcote, Auckland, New Zealand  
Phone: 64 9 449 0009  
Email: [sean@psychotactics.com](mailto:sean@psychotactics.com)

# Contents

<b>HOW TO GO FROM FREE TO FEE</b> <i>How do you go from free to fee?</i>	<b>I</b>
<b>REMIND, REMIND, REMIND</b> <i>Why once is never good enough</i>	<b>2</b>
<b>HAMMERS VS. HONEY</b> <i>What's the fine line between disgust and enticement?</i>	<b>3</b>
<b>WHY TIMING IS VITAL IN CONVERSION</b> <i>Wrong place, wrong time: You know what happens next</i>	<b>4</b>
<b>THE ONE-THOUGHT FACTOR</b> <i>Why single-minded focus creates precise customer-action</i>	<b>6</b>
<b>WHEN AUDIO DOESN'T WORK ON WEBSITES</b> <i>Why your audio needs some tweaking to really roar</i>	<b>8</b>
<b>IF THEY CAN'T UNDERSTAND IT, THEY CAN'T BUY IT</b> <i>How to be compelling without going over the top</i>	<b>9</b>
<b>CAN CANDY CHANGE A CUSTOMER'S MIND?</b> <i>Yes, you can create a sugar-rush with customers</i>	<b>10</b>
<b>WHY SEGUES ARE CRITICAL TO IMPROVE YOUR SALES</b> <i>How to smoothen the bump from Education to Sales</i>	<b>11</b>
<b>REMOVING THE MAYBE FACTOR IN YOUR COPY</b> <i>Guessing is hazardous to sales: How to be sure of things</i>	<b>13</b>
<b>HOW COKE SELLS LESS PRODUCT FOR A HIGHER PRICE!</b> <i>Lessons of how pricing really works in a customer's brain</i>	<b>14</b>
<b>GETTING A REPORTER TO CALL (AND INTERVIEW YOU)</b> <i>How to create intense curiosity when dealing with reporters</i>	<b>15</b>
<b>IS THERE TOO MUCH SUGAR IN YOUR TESTIMONIALS?</b> <i>Why sugary testimonials can cause doubt in your customer's mind</i>	<b>17</b>
<b>WHICH TYPE OF ARTICLE GETS BETTER SALES?</b> <i>Does one type of article score over another type?</i>	<b>20</b>
<b>TURNING BOREDOM INTO MONEY</b> <i>How to get instant PR when the press is bored</i>	<b>21</b>
<b>THE HIDDEN POWER OF AUTORESPONDERS</b> <i>Can you really increase consumption with autoresponders?</i>	<b>22</b>

<b>HOW TO GET PROMOTIONAL GIFTS FOR PEANUTS</b>	<b>23</b>
<i>Yeah, yeah, we know you're not made of money ;)</i>	
<b>HOW TO GET REFERRALS -- WITH A SYSTEM</b>	<b>24</b>
<i>Exploiting the points of contact--and converting them into dollars</i>	
<b>HOW TO GET CUSTOMERS TO YOUR POINT OF VIEW</b>	<b>26</b>
<i>Gentle persuasion is possible: You just gotta know how</i>	
<b>THE IMPORTANCE OF THIRD CONVERSION</b>	<b>27</b>
<i>Three strikes and they're in: A lesson in conversion</i>	
<b>HOW TO CREATE SHOCK AND AWE WITH TESTIMONIALS</b>	<b>28</b>
<i>The surprising power of a zero-sales pitch</i>	
<b>THE TWIN FACTORS OF CONVERSION</b>	<b>29</b>
<i>Risk doesn't work alone: He's got a partner</i>	
<b>GIVE THE IDEAS, SELL THE SYSTEM</b>	<b>30</b>
<b>WHY YOU SHOULD USE RADIO ONLY FOR LEAD GENERATION</b>	<b>31</b>
<b>HOW TO GET TWICE THE ATTENTION WITH YOUR CLASSIFIED</b>	<b>32</b>

# How To Go From Free to Fee

Imagine you've been offering a free service for several months.

When you first started out, offering a free service seemed like a great idea to attract newer clients. But lately, you've been spending so much time offering free advice and information, that it's the free has come to bit you in the bum. You know if you charge, you'll instantly lose the customers you worked so hard to get in the first place.

## So how do you go from free to fee?

Would you pay for a glass of water. Or a gulp of air? Of course not. What an insane idea. Water and air are free, aren't they? But even as you read these words, you're smiling in your brain. You know exactly what I'm going to say next. That water, when bottled costs \$2 or more. That air when bottled, costs a small fortune.

## Are you bottling your service?

The only difference between the free and fee is packaging. Water and air, when packaged in a...um...package, suddenly go up in value. Ja, ja. So you can easily see how to get products re packaged, but it's not the same for services is it?

## How on earth do you re-package a service?

Imagine you've been giving free advice over the phone. Or writing a free newsletter. How do you re-package that service, so that the very same people who got the service free, will now pay for it?

- 1) You turn the service into a product
- 2) You offer premium services for fee-based members

You can turn the service into a product: At Psychotactics, the articles were (and are) free. But the Brain Audit isn't free. You have to buy the Brain Audit, if you want to read the system on how to turn lukewarm prospects into red-hot clients. Notice what I just wrote? I said the word 'system.' In the articles, the customers get loads of ideas. And in the product, they get the system.

## So, give the ideas; sell the system

A one hour workshop is where you give ideas.  
A day long workshop is where you sell the system.

An email response is where you give ideas.  
An email series is where you sell the system

A one hour consultation is where you give the ideas.  
A month long consultation is where you sell the system.

## And yes, you can always offer premium services instead

Most newspapers are offered free online. But if you want in-depth information, you need to sign in to the premium services. Most libraries will charge you nothing to borrow a book, but if you want a specific book, there's an additional charge. School education in many parts of the world may be free, but hey, you have to pay for the after-class tutoring.

No, you don't have to be stuck on free.

And yes, you can have your fee and eat it too!

# Remind, remind, remind...

One of the main reasons you're reading this piece is because of the most basic and fundamental truth in conversion. And the truth is: Customers buy when they're ready to buy. Not when you're ready to sell.

Here's a simple breakdown of two weeks. And how new members signed up with repeated mailings.

**Mailing No.1: Direct Sales Email asking members to switch over: 45%**

**Mailing No.2: Announcement in newsletter: 25%**

**Mailing No.3: Direct Sales Email with Frequently Asked Questions: 15%**

**Mailing No.4: Announcement in newsletter: 15%**

In less than two weeks, with 4 emails, over 17% of the existing list converted over to the new membership in less than two weeks. This is despite a 400% increase in membership rates.

*And no one unsubscribed. Or complained.*

The key to understanding conversion is the concept of follow-up. If you play scaredy-cat and don't follow up with your clients, you're doing them a big disfavor. Clients are busy. And often go through a brain-exercise called mental digestion. Just like the way you digest your food, clients digest the concept of buying into something. They mull over it for a while before taking a decision. Your job is to give your clients enough opportunities to go from wishy-washy-maybes to a concrete YES.

And the only way you can do get across to a client is through a mixture of editorial and direct sales. Editorial increases the trust factor. Direct sales pushes the client to make a decision right away, without the distraction of editorial.

## Action:

1) Plan out your sequence of follow ups. You don't have to have the copy ready quite yet. Just work out HOW you'll follow up and how often. It will take you exactly fifteen minutes to scribble a plan on paper.

2) Then stick to the plan. Will there be unsubscribes? Will your message be trashed? You bet it will be. However, remember there will also be buyers. Concentrate on the people who buy, **and who complain**, and **don't worry about the unsubscribes**. Follow this simple action plan and you'll get comprehensively better conversions in the future.

# Hammers vs. Honey

Does curiosity cause your product/service to sell more? If you tease customers, will they be driven to buy more? Or will they turn away in disgust? What's the fine line between disgust and enticement? Read how you can goof up big time. And learn from my 'How to disgust the customer story'.

## First, the frustration

Just this morning I downloaded a program. The downloads page said I could use the full version of the program for 30 days and evaluate if it worked for me. "Goody," I said to myself. About 25 MB later, I was itching to view the features of the program and clicked on the icon.

No matter what I did, the program wouldn't let me use the features. The program kept reverting back to 'Buy Now' to use these features and would take me back to the website. "Ah, a glitch," I thought and tried to use the features as many as six or seven times.

Each time, I'd be taken to the company website to buy the program.

In disgust, I uninstalled the program from my hard drive.

## Practice what you preach

I want you to take very close notice at what I just wrote. Because on the front page of this very website, before you log in as a member, are a whole bunch of links on the left hand side. As you click on the links, it brings up a series of articles. You click on the articles, and it tells you...Sorry buddy, you can't see these articles till you sign up. Me. I created those pages that restrict the customer from having a peek inside the member's section of the website.

I spent hours trying to disgust the customer. And guess what, I succeeded! And then, just for good measure, I did it again with the Premium Members Section.

## C'mon surely there's a better plan...

A better plan would be to entice the customer. To give 2-3 choice articles away and then mention the rest of the articles are restricted for members only. And the non-Premium Members could get a short 5 minute audio clip to taste and sample the Premium content.

But no, I chose to disgust the customer instead.

Would the customer's curiosity overcome their disgust and get them to sign up anyway? Yes, it might. But there's a bigger chance of the customer becoming frustrated instead.

You have the choice to use a hammer or to use honey when your making a sale. Use honey!

# Why Timing is Vital In Conversion

When you go on a date, when do you initiate the first kiss? Immediately? Twenty minutes later? Or after the movie and the dinner? And what if I told you, you may have waited too long? Sometimes, waiting till the last possible minute is what hampers conversion. Find out what kootchie-kootchie-kissy-wissies have got to do with your business.

## Sometimes you can wait too long

Charlie was at a speech I gave last week and he was a bit late getting to the venue, so I didn't have a chance to meet him before I spoke. Charlie was interested in buying some of the products we had on sale. Yet inexplicably, Charlie left the venue ten minutes before I could make my 'close.' I don't know if I'll ever see Charlie again. In effect, I've lost a prospective customer.

## Or have I?

Because I've got Charlie's business card. He even gave me permission to send him a newsletter. But waitaminit...didn't Charles leave the room before I finished speaking? How on earth would I get his contact details if I'd never met him before?

The beauty of timing

In the middle of your speech, you should have a point where you get all the people in the room to get out their business cards. At first, it seems like getting them to remove their business cards is part of the event ( and you should make it seem like part of the event). Then, before they put their business cards away, offer a little gift.( I offer a report that ties in to what I'm speaking about). And you should ask them to give you their business card, in exchange for permission to send them the report and get on your mailing list.

## Notice I said middle of the speech

Not at the beginning. Not at the end. But in the middle. Why middle? Because you've had enough time to make an impression by the time you get to the middle. The beginning is way too early. A card given to you at the top, is often just a courtesy. It's not an opt-in.

And at the end, your audience may be have their next appointment on their mind. They may want to opt-in, but have to make their getaway in a hurry. But in the middle, everyone is focused on you, you, you. And they know enough about what you're about to make a rational decision. That's when you must ask for the business cards.

## Analyse your purpose

Most of us have a purpose why we're doing what we're doing. So let's assume you're speaking to an eager audience. Your purpose could be:

- 1) To make sure some of the audience buy into products or consulting or concept (The Permission for the kiss )
- 2) To make sure almost all of the audience gets onto your mailing list...somehow (The Phone No. Etc.)
- 3) To create a favourable impression (The way you dress, the way you speak etc.).

You've already created your impression. And if you follow the steps above, you not only get their contact details, but also the permission to sell to the audience either now, or in the future.

## Don't forget the seamlessness factor

The business cards were already out. If you play this game right, you will have created a scenario to make sure the card is removed from their wallet. It's now seamless for the audience to hand over the card to the person collecting the cards.

Getting this permission is not only when you're speaking to an audience-it's also applies when you're speaking to someone one on one. When you meet a potential client, they give you their



business card anyway. Yeah, but it's only a card. They don't give you their permission to get on your mailing list. In effect, you get their 'phone number' but don't have the permission to call them up as often as you'd like to do so. While I've been raving on getting the card for so long, what we really want is the permission.

## **Permission requires timing**

On a real date, you can gently squeeze the arm of the person sitting next to you. If they turn to you and give you that soft, longing gaze or squeeze back, you've got permission. The kiss can follow shortly. If you wait till the date is nearly over, you may run into dozens of Murphy-Law-scenarios. You may never get the permission to know whether a second date is worth the trouble.

## **As they said: Strike when the iron is hot**

Create a scenario where you can get the audience to respond to your call. You've made your impression. It's time to ask the audience to respond. And you plonk this response mechanism, right in the middle of your speech, your meeting or your website.

## **Example, example...**

**At a speech:** I've described above how to have a section in your speech where you get the audience to not just give you their cards, but also their permission.

**Meeting:** If you're meeting with a client, offer something in the middle of your presentation or meeting. Make a big deal of removing their cards and jotting down what you promised. You've now got their approval and you've underlined the permission factor with your little act of jotting it down.

**Website:** You create several 'Click Here to Subscribe' or 'Click Here to Learn More' buttons. These buttons go right to a page where you get the person's permission.

**Advertisement:** You create a little box in the middle of your copy that asks the person to send in a cutting or go to your website to get a free gift or more information.

# The One-Thought Factor

Always the bridesmaid. Never the bride.

Not that I wanted to be a bride (Heaven forbid!)

I just wanted to win the darned cartoon contest.

You see, I used to be a cartoonist. And no matter how many competitions I entered, I'd always end up in second or third place.

## If I made it to the top three at all...

"Surely," I thought. "Surely there must be a way to win the cartoon competitions time after time."

And so I studied the winners.

## The winning cartoon wasn't funnier

You'd think the funniest cartoon would win. Or the best drawn one would get the judge's attention.

Yet while all of the rib-tickling, great art made a difference, these factors alone didn't clinch the big prizes.

But when used in combination with one more factor, the laughs plus the art, created winners after winners.

## What on earth could that differential factor be?

The answer: One thought. The one thing. TOT.

You see, I thought, like most others did, that if I drew many cartoons on the same page, the judges would see the wealth of my skills. They'd appreciate my talent and I'd race home with my coveted first prize.

Yet when I did just one cartoon; spent all my time working on that one illustration, I'd end up with winner after winner after winner.

## Why did this one-thought factor work so much better?

The one-thought factor allowed the judges to concentrate on just one idea. If the idea had a great joke; if it had great illustration style, the one thought would cause the judges to immediately short list the cartoon and eventually bestow winner-status on it.

## And it wasn't better for just the judges

It was better for me as well. I could take the allocated time and think about the concept for at least half an hour. Having just one thought, allowed me to scribble down roughs. To plan the artwork. To refine the punch line. And to knock the competition out of the water.

## Are you ready to knock the competition out?

If you are, let's get down to the one thought. What's the one thought on your website? What's the one thought in your sales pitch? What's the one thought that makes your customers sit up and take notice?

So before you start your marketing activity, just ask yourself one question. What do I want the customer to do as a result of what I've just said? What's the next step?

Then make it easy for the customer to take that next step. Remove all the possible risk. All the nasty hurdles.

And watch as your customer chooses you over the competition, simply because the customer instantly understands the biggest reason why they should do business with you.

Like the judges, the customer totally gets the picture. And you get to walk away with the trophy, time after time.

Like I did.

### **Personal Experience:**

When I write an article, I always boil down the article to one word. Or one phrase. If you look at all the articles on 5000bc, you'll find they boil down to single phrases such as 'choice' or 'stop-doing list' etc.

I start with one word/phrase and work my way upwards. This way when you read the article, only one thought comes through.

# When Audio Doesn't Work on Websites

Sound. You think using sound would result in far great conversion on websites, right? It's logical. We live in a world of sound and we communicate largely through sound. Then why is it that most sound buttons never get a hearing, despite the potential?

## Sound itself is not to blame

No way. Sound works amazing well as a medium, even when you're dealing with non-audio learners (You just have to keep the sound clips shorter). It's what you say that lets you down. If you were to transcribe some of the audio out there, it would read like this:

"Hi, my name is XYZ. And I'm so glad you decided to visit my website. On this website you'll find lots of information, articles and yada, yada, yada..." And the voice goes on.

## Now compare the message above with the following sound message:

"In exactly three seconds from now, you're going to learn how to captivate your customer's attention. Have you ever stood up before an audience and wondered how to get their attention in a matter of minutes? Have you struggled to get the copy on your website just right? Well, here's a three simple tips to drive customers like iron filings to a magnet." (And then you give them the three tips)

## You're onto it, right? You got the WIIFM part, didn't ya?

What's in it for me or WIIFM. The oldest, most dragged out marketing fundamental. You'd think you and me, we'd have understood this concept by now. But no. We don't. When it comes to leaving a professional sound bite, we resort to "I, I, I."

And that ladies and gentleman is why sound doesn't work on websites.

**Example, Example:** You haven't seen these 'sound mines' around this site yet, but you soon will. Tiny bits of audio that inspire, educate and clarify. And then what you need to do is copy, copy, copy...er...imitate.

And watch how customers click on the sound file. Then watch your branding and your credibility grow instantly.

# If They Can't Understand It, They Can't Buy It

Don't you watch TV or read an ad in the newspaper and wonder: What were they thinking when they wrote the ad? Creativity and trying to be clever will cost you money in the bank.

Cleverness ain't so clever after all

To make sure your customer gets it the first time around, here's a system that you'll find quite useful.

**Step One:** State the high concept - What are you trying to say?

Break down your message into components. Let's say you want to talk about how your customer needs the perfect health insurance. And the fact that the health insurance he has, may not be adequate.

**Step Two:** You've got certain terms that are vital to get the customer's attention.

a) *Health Insurance*

b) *It's not perfect, possibly even inadequate*

c) *You have a the solution for this 'Mickey Mouse' health insurance*

**Step Three:** Here's what a headline would look like: **Making you safer with more stringent health insurance.** Or **Bullet-Proof Health Insurance for Families.** And while both of the above statements may get results, you're not telegraphing the loophole in the health insurance.

**Step Three Point One:** In the event of a health problem, your current health insurance may only cover 50% or less of the costs you incur (Introducing health insurance without the fine-print)

As you can see, the last point speaks to a specific target audience (people with health insurance) and it also clearly brings out the pain of having paid health insurance (problem) and not getting reimbursed (more problem). Then it continues to bring out the fact that you won't get Mickey Mouse health insurance (solution).

## Use this simple system above to get a point across

Are there other ways to get a point across? Absolutely. Copywriters have had success with different headlines. But the most winning headlines of all have been straight to the point. Remember: How to Win Friends and Influence People? Or Do You Make These Mistakes in English? These are headlines that go smack, bang in the centre of your head, if you're the target audience. If it's a problem that needs solving, you should be reaching for your credit card already.

## Simplicity is easier than you think when you:

- 1) State the concept in plain English
- 2) Break down the components
- 3) Re-construct the concept and the components to telegraph what you want to communicate.

**Personal Experience:** People often ask me why creativity goes haywire. Part of the reason, is because people try to be creative just because they think plain talk is boring. That's one reason. The other reason why headlines and opening statements tend to be clever and obtuse, is because the writer or speaker wants the line to be short.

There is no need for brevity. There is need for clarity.

As Rosser Reeves, a giant advertising and founder of one of the largest advertising agencies in the world said: Let's say you have \$1,000,000 tied up in your little company and suddenly your advertising isn't working and sales are going down. And everything depends on it. Your future depends on it, your family's future depends on it, other people's families depend on it. Now, what do you want from me? Fine writing? Or do you want to see the god damned sales curve stop moving down and start moving up?"

# Can Candy Change A Customer's Mind?

In a research study, researchers (who else?) gave a bag of sweets to two groups of people and asked this question: If you were to come into a sum of money. Would you rather get \$3000 next week, or \$3800 in a couple of months?

Do you know what their choice was? And how it applies to your business?

## **You're dying to know the answer aren't you?**

Well, those who didn't get candy and weren't running around on a sugar-high, wanted the money NOW. No waiting please. The other bunch, smiled sickeningly sweet smiles and said: "Yeah, we'll wait, no problemo, maan!"

## **And you thought people were rational, didn't you?**

You'd think the sum of the money would make a difference, wouldn't you? I mean it's logical. What's the big deal between a couple of weeks and a couple of months?

## **How does this affect your business?**

When you find yourself overworked and need to extend deadlines a bit, you could offer a client 'a bag of candy.' Logically, they shouldn't accept the candy. Logically, they need the job done yesterday. But based on the evidence we have in this experiment, it's likely that the client may agree to what you have to say. This gives you breathing space and allows you to tackle the client's job at a later date, when you're less likely to be hassled.

Clients are perfectly rational. Yes -- except when offered a bag of candy!

# Why Segues Are Critical To Improve Your Sales

So you've been invited to speak to an audience. And yes, you've managed to get together some of your products. Your new book in a three ring binder. Your CD. And other assorted products you've spent a long time putting together.

But you're not sure how you're going to sell to the audience. You're not even sure they'd like a sales pitch.

Jumping from education to a sales pitch is a big jolt. How do you minimise the jolt?

## Nobody likes a sales pitch

You know that. I know that. However, we do like to be persuaded. And a full on sales pitch kind of puts up a wall between you and your audience. So the key to the sales pitch isn't the sales pitch itself. It's the series the statements BEFORE you make the pitch, that brings the emotion and logic for the customer to accept the pitch.

## In Hollywood, they call it a segue

A segue is something that creates a bridge.

Imagine you're sitting in the cinema. It's a perfectly normal scene. Then the music changes. Suddenly you can hear a 'thump, thump, thump' heart-like sound. The music has suddenly become rather chilling. And without realising what's happening, your brain has moved onto the next scene, which as you guessed, will be chilling...and um, scary.

The same concept works when you're making a pitch to a live audience. You need to create the segue that leads to your pitch.

## Let's look at the construction of a segue

And let's look at it with a real example:

When I'm presenting to the audience, I know that no matter how diligent I've been in teaching them the concepts of the Brain Audit, they're not going to be able to apply what I've just taught them. Why? Because learning isn't instant. Learning is like a language. You've got learn in layers. No matter how brilliant you are as a person, you can't get the depth of the concept in the first pass.

## Why isn't learning instant?

Because the layering in your brain has maximum impact only once a pattern is established. So first you learn one word in a language. The brain has to recognise the pattern of that word before it moves on. Once it understands the pattern, then it learns more words. It recognises the pattern and then layers one over the other. Patterns and layering is how the brain learns. And only when this patterning and layering is repeated and has enough associations, is when you're able to implement a concept to good effect.

Logically, the Applications of the Brain Audit is what you'd find far more use for. Yet, if you skipped the Brain Audit and went straight to the Applications of the Brain Audit, you'd miss out the pattern and layering.

## Can you see what I've just done?

I ran you through a segue. I started out with educating you about the segue and then slipped into a sales pitch. And if you've not read either the Brain Audit, or the Applications of the Brain Audit, you'd feel rather compelled to click on the links above.

The segue was the logical explanation of layering and patterning.

You didn't even realise I was slipping into a sales pitch.

## It's not a sneaky practice...

I know what you're thinking. Sneaky, sneaky. Yet it's not as sneaky as you think. All of us need a bridge. We hate speed bumps. And most sales pitches are simply speed bumps. They're jolts.

If you go too fast from education to sales, you hit the speed bump at high speed. And you enter ouch land.

### **The audience enters ouch land too**

So reduce the jolts dramatically. Use a segue. You can use a segue in copywriting (as I've done) or while speaking to an audience. And of course, if you let me know where else you have used a segue, you'll let me know, won't you?



# Removing The Maybe Factor In Your Copy

The world's best copywriter has an admission to make.

No, I'm not talking about me (Modest, aren't we?). I'm talking about the world's best copywriter, whoever he or she is. And this is what the world's best copywriter doesn't know.

He/She doesn't know the final stumbling block in the brain of the customer. So what is the final stumbling block? And how can you smoothen the path for a customer?

## Let's say your client is sucked in by the copy

Let's assume for a moment, the client absolutely loves the product/service being offered. The copy moves their being, tickles their grey cells and they're ready to swipety-swipe their credit card.

## And then the client has one question

One darned question. Yup, that's el stumbling blocko. Now what does your client do? Their brain backs up a bit, and puts off the decision for another day. It's not like they won't come back to buy. No, that's not it. If they've read the entire copy, there's a pretty good chance they'll come back to buy.

## But hey, the client, is on the Internet

Bouncing away like a little rubber ball. And bounce, bounce, bounce and they're away from your site, to another site, where they find a similar product/service. And horrors, you've lost the business forever.

## Ok, so that's a nasty picture I've drawn up

Maybe the client will come back instead. Maybe is a the scariest five letter word in the dictionary. So how about reducing the maybe factor, by giving a client the chance to talk back to you?

## Yes, like a simple feedback form

Nothing fancy. Just simple feedback. See examples of the feedback form (You'll need to scroll to the bottom of the page to find the form. So yeah, keep scrolling till you hit almost dead bottom. (You'll find it right above my signature)

1) <http://www.psychotactics.com/structure.htm>

2) <http://www.psychotactics.com/hiddenlink.htm>

3) <http://www.psychotactics.com/websitesecrets.htm>

## Nothing fancy in the form

I just use my autoresponder service to set up the form. And bingo, when someone is slightly unsure, they simply fill in the form, and bingo, I get their question. When I get their question, I respond quickly. And as a result remove the one roadblock; the final maybe factor that the client has in her brain. And both the client is happy and so am I.

**Footnote:** Where do you get a form. It's simple cgi, that your webmaster can help create for you. Or you can use it via an [autoresponder](#) service.

Because the world's best copywriter (whoever she or he is) doesn't know what one bizarre maybe factor will block the sale. So duh, don't guess. Use the form.

**Footnote to footnote:** And yes, if you find that the client has a valid question, make sure you add the answer to that question in your copy. You don't want to leave questions unanswered.

# How Coke sells less product for a higher price!

I couldn't believe my eyes at the supermarket. I could see, as plain as day, that the price of the 1.5 litre Coke bottle was \$1.50. And right next to the 1.5 litre was this tiny bottle of Coke, and it was selling for \$ 2.50.

How on earth does Coke get away with this insane pricing? And what lessons does it have for your business?

## **We all believe that price drives sales, don't we?**

Yet Coke has clearly demonstrated that even when it sells a product of a smaller quantity, Coke can price it at a higher price. What's weird, is that even a casual observer, will notice more customers buying the higher priced product.

## **You're wondering why, aren't you?**

Because as some of you may have rightly guessed, the smaller Coke is chilled and the bigger Coke isn't. It's also a pain in the you-know-what to walk around the mall with an oversized bottle of Coke. The only reason why you'd buy the monster-sized bottle, is if you were taking it home or headed for a party of sorts.

## **Aha, pricing for different occasions, are we?**

Same customer. Different occasion. So how can you create a situation in your product/service that has different occasions? Let's say you're in training. You could do a live workshop for \$25 and sell a CD (of a lesser duration) for \$50. A doctor can probably get away with \$50 for a customer visit, but charge \$125 for a specific test. Your regular product can sell at \$100, but a specific product with specific information can sell at twice the price.

## **What you're observing is pricing based on packaging**

When a product or service is delivered in a different package, the rules (and prices) don't apply. Which is why Coke gets away with less product. Different packaging, you see? Which is why ebooks sell at \$100, where a physical, hard bound book costs \$39 at best.

## **Stop for a moment and think of what you're selling**

Could you possibly change the packaging? Could you change some of the components and re-package? How can you improve the prices because of the instant benefits you offer?

Coke has shown you that less indeed costs more...Now it's up to you to do the same!

# Getting A Reporter To Call (And Interview You)

So you've been told that press releases work like a charm. And you dutifully send in your press release to the local newspaper or magazine. You put in all the information that the press would require to run your article. And you wait for the reporter to call you.

And then you hear it. The sound of silence.

Why, oh why, you wonder doesn't she call?

Um...pardon me...can I interrupt your wondering?

## Why Most Press Releases Don't Work

Notice what you just did? You gave all the possible information in your press release. You told the press the entire story. Line for line, word for word. So unless your story is ground-breaking (which it rarely is) you've left the press person with zero mystery. They know everything they possibly have to know. So why call you?

## Call? Didja say call?

Yeah call! Because when a reporter sniffs out a yummy story or a nice angle to a story, she wants to know more. So your press release should be like bikini. Revealing enough, but puh-lease, don't show us all the goods quite yet.

## Because you have to get in the brain of a reporter

Every darned company is sending her emails, faxes, brochures and yodelling about their wonderful achievements. The reporter, sipping her 85th coffee of the day, is still yawning. However, when there's a press release that's enticing, and keeps the reporter hanging...that reporter wants to learn more. And she calls.

## I know, I know...you want an example...

Headline: Your Freight Company May Be Ripping You Off (How Freight Companies Play the Unethical Game)

## Oooh...that headline is better than coffee, isn't it?

A headline like the one above, will make the most jaded reporter sit up in her seat and go, 'Hello, what's happening here? Looks like a story to me.' (Of course, you would have realised that it's a problem-based headline)

## From headline to body copy

Bruce Brown, an Auckland based ex-freight employee, reveals how many businesses in New Zealand line the pockets of freight companies -- simply because businesses don't understand the unethical nature of how freight companies work. Worse still, in most cases, a business may never figure out how freight companies are operating, because the businesses don't know where to look. And Bruce Brown is ready to prove:

- *How foreign exchange is routinely used to the business' disadvantage*
- *How needless fees are charged for freight moving through foreign countries*
- *How freight companies muddy up the documentation*
- *Three little known dirty tactics that freight companies use consistently*
- *How you can recover at least 10% of your money back from freight companies*

Bruce will give the readers at least seven solid tips that they will be able to use within 30 minutes of reading the article, including answers to the above issues.

To schedule an interview or get more information, call 449-0000 during business hours.

## Ring, ring, why don't you give me a call?

Ring, ring, the happiest sound of them all. Ring, ring, I stare at the phone on the wall...(ok, ok, I'll stop). So now, what do you think the reporter is going to do? You've given her the 'bikini come-hither' press release.

Now she has to call.

Once she calls, you've made a connection, and from there it's a whole different ball game.

This article was about getting the reporter to call.

Mission accomplished, huh?

# Is There Too Much Sugar In Your Testimonials?

Take a cup of hot, steaming coffee.  
Add one spoon of sugar.  
Add another spoon of sugar.  
Then just for good measure, add three more spoons (yes, of sugar)

## Now drink the coffee

Now, now, no 'yuck' from you. I know the coffee is sickeningly sweet. And that coffee is headed straight for the drain in a few seconds. Nothing that sweet should be allowed to exist.

## Ahem...

Have you looked at your testimonials recently? Let's look at them testimonials, shall we, *pardner*?

## Example 1:

"I loved your product. I bought it just yesterday, and your content has been the most enlightening I've ever read. Thanks so much for putting out this information. I don't know how I managed without it."

## Example 2:

"Believe me, I'm so grateful to you for all your invaluable help. I absolutely want you to know that your consulting made a big difference to my life. You deserve all the good things that come your way."

## Ooh, suddenly you can see the five teaspoons of sugar, can't you?

The testimonials on your website, brochure and the rest of your marketing material is starting to look like, *eyewwww* yuck...aren't they?

## Except, you're in a dilemma

You didn't write the testimonials. You can't control what customers say.

Or can you?

If you're getting icky, sugary-sweet testimonials, it's not the client's fault. No sireeee, it's not!

It's your fault. You've been asking the wrong questions.

## Questions? I'm supposed to ask questions?

If your question has been limited to: "Can you give me a testimonial?", then go wash your mouth with soap. You're literally setting yourself up for a testimonial that's coming straight out from left field.

You see, the client is not in the business of giving testimonials

They haven't a clue in the world what to say or write, when you ask for your testimonial. So to prevent you from looking bad, they write something sweet and sugary.

## How to cut out the sweet and sugary stuff right away

Ask the client three questions:

- 1) What were your perceptions before you bought our product/service and were you reluctant in any way?
- 2) How did you feel as a result of using the product/service?
- 3) What specific results did you get as a result of using the product/service?

## So let's take apart the psychology behind each question

- 1) The 'Perception' Question: The first question usually brings out the bad stuff. Like "I thought you were too expensive." or "I thought this product was just for the geeks" and other assorted perceptions.
- 2) The 'What did you Find' Question: The second question is pure emotion. Notice how it uses the word 'feel?' That trigger word 'feel' gets you a response that's based on feeling. The client now feels 'confident', 'reassured', 'ecstatic', etc. The feeling is a response that other customers respond to as well, so emotion is a vital part of your testimonial.
- 3) The 'Specific Results' Question: This clearly demonstrates that we're now past the touchy-feely stage. It's alright to feel good, but hey, show me the buckeroos! A specific answer will have: '25% growth', '\$12,000', etc.

## There's a side-effect to this questioning method

Suddenly, the testimonials you receive, won't be one measly line. They'll be several paragraphs long. Some will exceed a page. When customers are asked specific questions, they give long, detailed answers.

These answers not only enable you to post some real testimonials in your marketing material, but also enable you to see what your customer is thinking.

If you stop to read between the lines, you'll quickly see how you can change your copy, graphics, etc., based on Question 1.

Because if the customer was reluctant for any reason, you can bet your pink booties that you've got other customers who feel the same reluctance. So, by asking the right questions, not only do you get an insight, but you also get a darned good testimonial as well!

## Example, example:

*Here's just one example of a testimonial. Notice how long and detailed it is.*

*When I saw Sean's offer for the [Brain Audit Applications](#), I wasn't so sure I needed to buy another resource to read. I've gotten a lot of resources in the past, many have been helpful, many still sit on a shelf, unused. In my "lifelong learning" and "continuous improvement" quest, it is easy to go overboard with more resources.*

*I have to say that the [Brain Audit Applications](#) makes the Brain Audit come alive! I understood the concepts, and only thought I knew how to apply them. Sean gives examples of a variety of marketing pieces and dissects each one, rating them as to their ability to get inside the customer's brain and eliminate his/her resistance to buying!*

*I really got a lot out of the Brain Audit a few years ago. I understood the concepts and had begun to apply some of them to my work as a training consultant and business coach. It's a really good resource for understanding how the buying brain works. The Brain Audit is the "what" of Sean's work. The Brain Audit Applications is really the next step.*

*I believe everything happens for a reason, and often we haven't a clue as to why. I had been postponing sending out a sales letter, and also revamping my website. I kept kicking myself for delaying. I think I was just waiting for Sean's Brain Audit Applications to get me moving in the right direction!*

*Now my sales letters are going out the door, and I am confident that they are top notch! And I am getting ready to revamp my website, because I have a new tool to help me apply what I learned in the Brain Audit. Brain Audit Applications showed me "How!"*

*Thanks, Sean! - Alice Wojcio, 5000bc Member since 2004*

## So will every testimonial be darned good?

No, don't be silly! A lot of the testimonials you get will be unsolicited. And they'll be sugary. That's cool. If you've got a whole lot of sugary testimonials don't throw them out quite yet! (Yeah, I know you weren't planning to).

However, be sure to sprinkle them with a good dose of testimonials that answer the three specific questions above. A good mix of sugary and realistic testimonials make your message more believable. And a whole lot less hype-ridden.

Yes, your customers want a nice, steaming cup of your 'testimonial.'

Just hold the sugar, will ya?

# Which Type of Article Gets Better Sales?

If you looked at two articles side by side, which article would provide greater response? Ha, ha, you're laughing. There's no way to tell, is there? Ah, but there is. One type of article gets a far greater response than another. When the article is written by the same writer, in the same style, one article generates more product sales, consulting assignments and fills more training sessions.

So what's that type of article?

## It's called the How-To Article

When two articles head out into the great yonder, the how-to article comes back with riches far greater than the article that's just describing a concept. So for instance, an article like 'The Power of Three' with clear how-to steps, gets a huge response. And we're not talking rah-rah. We're not talking about clients sending in emails and phoning up to say how great the article is.

## It's nice to have the kudos...

But it's nicer to listen to the ka-chink in the bank statement. Because it tells you that somewhere, somehow, you've hit a chord with your customer. Somewhere, somehow, you've created a conversion of sorts. As you're hallelujahing your way to the bank, the customer is doing the same with the knowledge/service/training you've just provided.

## So what's the difference between a how-to and a non how-to article?

Here's an example of a How-To Article:

[Harness the Psychological Power of '3' to Improve Communication](http://www.psychotactics.com/artpower-of-three)  
(<http://www.psychotactics.com/artpower-of-three>)

Here's an example of a Non How-To Article:

[Can Three Words In Webster's Dictionary Be The Key To Customer Loyalty?](http://www.psychotactics.com/artwebsters)  
<http://www.psychotactics.com/artwebsters>

And as you can clearly see, one article brings home a concept that needs to be adopted, but the other...aha...the other, tells you exactly what you need to do. Like, right now!

## Right now, as a customer, you're empowered

This article is literally telling you what you should do. And how to do it. So nice waves of happiness and power sweep into your brain. Lights go on. The room upstairs is fully lit. And suddenly, you feel happy to know me. Yes, to know me. Because with every how-to tactic or strategy you get, the trust and likeability factor goes up, up and up. And when the brain is trusting, it's happier and more likely to respond to a call to action.

## Aha, so we can just write How-To Articles, right?

If How-To gets the greatest response in terms of sales, then shouldn't you be writing just how-to articles? Good question. Well, read the non How-To article above. See if it helps you think better. Be a better person. Understand your customer better. I'm betting that the non-How To article is just as powerful for you as the How-To.

## In the end, it's about the customers

Are you in the business solely to make sales? Or are you in the business to care, guide and protect your customers. Your customer is like your child. Giving customers how-to articles is like feeding them sugar all day, and dumping the vegetables and fruit in the bin. For the all-round growth of your customers, you need to have a How-To and a Non How-To series of articles. And this rounded information provides your customer with real nourishment for their growth.



# Turning Boredom into Money

The lady was plainly bored.

“I’m sick and tired of this election”, she said. “I can’t wait till Saturday, when we can finish with all this yakkity-yak and get on with our lives again.”

The lady wasn’t the only one sick of the election, as you can guess.

But one downtown bar, made the 6 o’clock news targeting elections.

Hundreds of thousands of free publicity came their way, because they turned boredom into something magical.

## Boring Valentine’s Day

Boring Christmas. Boring Elections. Boring Thanksgiving. Boring Independence Day. Boring. Boring. Boring.

The reporters and the public eagerly look forward to an event, and then they promptly get bored from overkill. That’s when you need to step in. With something funny, zany, controversial.

## Like the downtown bar did

They had a mouse race. They named the mice after the leaders and set them off in a race. Before the race began, the bar made darned sure that the press was around with their cameras. When the cameras started rolling, the mouse race began.

## And hey presto, the bar was on TV

Prime TV too.

And why? Simply because the bar realised the boredom factor. They realised that if they did something funny, zany or controversial, the reporters and the public, would be only too happy to zero in on this funny, zany or controversial event.

## But I can’t do that with my business

Yeah right. And I’m Santa Claus!

Of course, you can do it with your business. You just have to do some brainstorming.

But first you have to work out the sequence of events

- 1) List all the events in the year
- 2) Brainstorm how you can link in the events to your business.
- 3) Get your Press Releases ready to send, just before the event.
- 4) And make your own event, zany, funny and/or controversial.

Voila! You’ve now turned boredom into money!

# The Hidden Power of Autoresponders

Surely you've run into a set of messages in an autoresponder. Autoresponses are used by marketers to increase the amount of sales. But sales is only part of how an autoresponder can be used.

There's another side to autoresponders. And you can use it to increase consumption.

## Huh? How do you increase consumption with autoresponders?

Just because a client has bought a product or service, doesn't mean they're going to use it. What you have to make sure to do, is remind the client to use the product or service.

## And you can't be a nag!

You can't nag. You know that. You can't force customers to use your product or get to know your service. But what you can do, is expose the client to hidden features, new ideas or concepts within the product or service, that they've already bought into.

## Let me give you an example:

When you buy the Brain Audit:

Step One: You get an autoresponder thanking you for your purchase and giving you instructions on usage.

Step Two: You get a little gift, enabling you to use the Brain Audit better

Step Three: You get a link to radio ads that use concepts outlined in the Brain Audit

Future Steps: Ask for referrals, give more goodies, ask for testimonials, sign up as affiliate, give more goodies...etc.

## Why bother?

Good question, actually. You should bother, because the more your customer 'eats' what you're dishing up, the more they're likely to come back for even more to 'eat.' And anyway, sending autoresponders with hidden features and benefits, empowers your customers, making them happier than ever before. Plus it provides the 'wow factor' that everyone talks about, but does diddly squat with. So make sure you bother. Because not only are you

## What you need to do right away

### 1) First you need to set up your database in the right manner

Most marketers lump everyone into one database. That's a dumb mistake. If customers buy the Brain Audit, they go into the Brain Audit database. If they buy the Homestudy Masterclass, they go into the Masterclass database. So that when we want to set out a series of autoresponders, we can actually start our email with: "Since you bought the Brain Audit" The message is now far more personalised, and not a general email.

### 2) Write out some insights into your product

You may think that customers understand exactly what you have in your product or service. News flash: They don't. They always appreciate an explanation that helps them get a better insight into what's in it for them. So put together some information. Make it something that gives greater clarity to what you've already sold your customer. E.g.: If you sell a software, you can teach the customer about some hidden features; if you're selling a book/ebook/program you can give them greater depth into your teaching; and if you're selling a service, you could teach your customer how to get greater value from your service.

### 3) Then set out the autoresponders

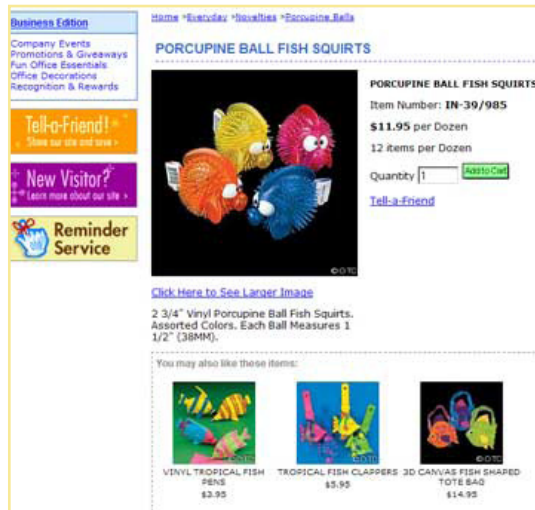
The autoresponders don't need to be fancy. They just need to be relevant. Think of it, as writing three emails. Don't make it a thesis. And don't reinvent. Simply give greater insights into what you've already sold to the customer.

So here's a good way of getting touch with customers without being a pest. And yes, increasing consumption and future sales.

# How To Get Promotional Gifts for Peanuts

Nothing beats educating your client.

No matter what promotions and gifts you try to give, your clients will always appreciate the power of education over anything else. And buy from you because you have educated them about your products or service.



But sometimes even clients like something that's not highbrow. Something that's fun to play with. And really, you may want to use promotions and gifts? So here's where you go for gifts as low as \$1 or less



So how do you use these giveaways?

You could send the customer a maraca for instance with the note: Would you like us to help you to get your customer's attention? And you drop the maraca on your customer's desk or have it delivered for a small sum. The giveaways can also be part of a campaign, where you send several giveaways from the same set, or just a series of giveaways at regular intervals.

You could also send some educational pieces along with your fun piece. Just so the client doesn't get too carried away with all play and no work!

The direct link is: <http://www.orientaltrading.com>

# How To Get Referrals -- With A System

Yes there are millions of ways to put together a referral system. But are you really able to get yourself referrals on a regular basis? And when you say referral system, don't you need to have a system? One that works by itself, instead of you slaving over getting new clients?

If I've confused you, then a thousand apologies because you should be less interested in the referral system...and more interested in the system.

## So what's the system?

A system is where things get done in the most automatic and most efficient way, without you having to poke your nose or having to rush back from your coffee to fix things. Since we both agree on that weird definition, let's move ahead. First, let's look at the points of contact in your business

## What are points of contact?

Points of contact are where a client goes through a transaction with you. So what's a point of transaction? A point of transaction is when the customer is persuaded to do something. So when the customer subscribes, it's a point of contact and point of transaction. When the customer buys, it's another point of contact/transaction. Of course, it's not much use having a point of contact, if you don't prompt.

## Prompt the customer to tell a friend

So the question must arise. Where do you prompt? Most people will prompt once. So they'll prompt at a tell a friend page. But when you look at the tell a friend page, the tell a friend page only consists of a form. It's not a point of transaction. So before you start screaming, let me put you out of your misery and give you some points of contact where the customer has to be prompted to tell a friend.

## They sign up. Prompt.

They buy something. Prompt.

At every sale. Prompt.

They write to you asking a question. Answer and prompt.

They say your site is great. Prompt.

You send a newsletter. Prompt.

## And that's just the beginning...

Because you can also have autoresponders that you can send at periodic intervals (say 60 days after a customer buys) prompting them to refer to a friend. Then again after 120 days. In many cases, it doesn't take a point of transaction. The very fact that your customer has bought a product/service off you, is good enough to ask for a referral.

## Do you give a gift?

I'd say 'Surprise the Customer.' Of course, there are enough bribes that you can give, that will cause the customer to act on your tell a friend, but in fact, most customers don't need bribes. I recommend the book 'Good to Great' to anyone who will listen to me. I recommend the best Japanese Restaurant in Auckland even to people that hate Japanese food. And I get no kickback. My suggestion is to create a system, where you can see who's referring you onwards, and then surprise them with a little gift. That gift too, should be part of your system.

The procedure is what matters. Yes, there are lots of referral systems that tell you of fancy stuff you can do. What they fail to tell you, is that if you don't have a system, then nothing works. If you get the system right, you'll get the referrals for sure!



If you cannot view this video go to <http://www.adobe.com/support/downloads/main.html> and download free, acrobat reader version 6.0 or higher.

### **Personal Experience:**

On the Cave, we once had a reward program for reaching a certain number of posts. Granted, it wasn't something to do with referrals, but it was a reward program all the same. The response? Many of the Cavers were upset. They were in the Cave, not to win rewards, but to help and be helped. The reward created confusion. So we took off the reward program. We do use an affiliate program for the Brain Audit, but if you send out a referral or ten, there's no overt reward. Yet, each day, we get dozens of referrals, simply because we follow the system.

And yes, it's an ongoing project, as you add the products and services to your business. The key is to do the audit, at least twice a year, and plug the holes in the system. And that half-yearly audit too, I might add, is a system.

# How to Get Customers To Your Point of View

“When we get married, I’ll change the way he does things,” she thought to herself. And yes, we nod to ourselves, because we know that people can’t be changed. Ah, that’s right, but you can still get people to do what you like, without changing them.

## Now that’s a recipe for disaster, eh?

Because you can’t change customers. But hey, you can gently persuade them, can’t ya?

## Let me give you an example

Imagine I asked you to buy a headset for your mp3 player. You’d balk at the idea, wouldn’t you. I can’t convince you to buy the headphones, no matter how much I try. Because you’ve already probably got about two or three headphones (two of which you don’t already use). So my super-duper offer would fall on deaf ears (literally!)

## But persuasion is not a game of pushing harder

The more you try to push, the more the customer resists. Instead you’ve got to find the angle of reasoning that makes sense to the customer. So the first step is to build a story that makes sense to your brain.

## Here’s the nuts and bolts of the story

- 1) Switch on your headphones at home.
- 2) Go for a walk onto the main street.
- 3) Do you notice you’re not able to hear the audio?
- 4) What is your instant reaction? Yes, I know. You increase the volume.
- 5) What is the increased volume doing to your ear drums?
- 6) What if I told you that you could protect your ear drums and actually increase the quality of sound?

## No pushing please, we’re persuaders

As I watched the US Elections in 2004, I was amazed at how politicians seemed to attack each other. This made the voters stick to their ground more than ever before. The Kerry voters stuck to their vote. The Bush camp did the same. Instead of creating persuasive information, the politicians simply went on the attack.

## Don’t be a politician

Customers have already made up their mind. Your job is not to make them change their minds. All you need to do is demonstrate what’s better for the customer in the first place. First agree with the customer. Agreement causes an instant drop in resistance. Then simply unfold your story. And watch how the once-reluctant, almost aggressive customer, switches over to your side.

People can’t be changed. But they sure as hell can be persuaded.

When in doubt, choose persuasion.

# The Importance of The Third Conversion

Sure you're able to sell your product or service. But there's a difference between the first time you sell to your customer and the third conversion. In fact, there's a huge difference!

What's the importance of the third conversion and how can you implement it, in your business?

## Think of the restaurant you like most of all

How many times have you been to that restaurant? Once, twice or more often? The same psychological factor that drives you to go back to the restaurant, is what causes customers to come back and purchase over and over again.

## It's the third conversion factor

The first time a customer buys a product or service, they're kinda edgy. They don't know what to expect. They don't feel on top on the world dealing with you. Yet, the second time around, that same customer is far more relaxed. The third time around, they're positively friendly.

## And you know fully well, why customers are friendly

But that's not the point of this article. We all know that customers get less risk-averse with more contact. The point we forget is that we need to have a system to get customers coming back. Because as we've already figured, the more they come back, the more they'll come back.

## So if you own a yoga class

Don't have one introductory class. Have three. If you sell sofas, create the need for the customer to buy an Ottoman, a lamp or accessories for the sofas. If you're going to give away a chapter of your book, don't be stingy, give away three.

Less is more, in most cases.

But in the case of consumption, more is better to keep the customer coming back far more frequently, than ever before.

**Personal Experience:** Our best customers on 5000bc and Psychotactics are those that have bought more than 2 products. So we have created a system, where a customer goes from [signing up](#) (first point of conversion) to the [Brain Audit](#) (second point of conversion) to [5000bc](#) (third point of conversion).

I know it sounds insidious. I know this system sounds like mind-control.

But it's merely the increase in the 'like' factor. The more a client gets to know you, the more they trust you. And if you have a system, the more they are encouraged to buy from you. You'll find, as we have, that our best customers are those who have gone through the conversion process three times or more.

Do the restaurant gig. Get your customers to come back more often. And you'll find that your sales starting to go up, up and away.

# How To Create Shock And Awe With Testimonials

So big deal. You have testimonials about your product. I have testimonials about my product.

Yet there's a way you can astound clients about your product/service, so that clients don't ask about price, quantity, delivery or terms of service.

They are so astounded by your testimonials, that all they want to do is work with you.

How do you create shock and awe with testimonials?

## Have you seen sheep?

In New Zealand we have sheep. Lots of sheep. 64 million to be approximate. If you've seen one sheep, you've seen them all, right? No, it's the seeing them all that matters. And the seeing of all of the sheep in one place that matters. So instead of one sheep on one farm, and you having to visit 50 farms to see 50 sheep; imagine if you saw 50 sheep at one go.

## Or 800 sheep together

Now it's no longer just sheep. It's shock and awe. 800 sheep make you stop and take pictures. They make you excited, interested, and create a hubbub in your brain.

## 800 testimonials do the same

Your job is to get as many testimonials as you possibly can. So yes, you may not have 800 testimonials. But you will certainly be able to dig up 20, 30, 40 testimonials. And when you put those testimonials up in your store, on your website, in a booklet, on one video, then together the testimonials have 'shock and awe' capabilities.

## You're getting the drift, aren't you?

A few testimonials on a few pages, are like scattered sheep. All the testimonials together on one page, create drama and tremendous excitement.

C'mon folks, it's time to get that sheepdog and herd them testimonials into one big pen.

Time to shock and awe!

**Personal Experience:** We have lots of testimonials on Psychotactics. But how do you create hundreds of testimonials? Sometimes, no matter how much you write to customers, you simply get no response. So we entered a Fast Company competition. And we drove customers to the competition, to put in their own testimonials. We were getting testimonials so quickly, that I literally had to save the pages, as Fast Company was using the 'first in-first out' method of clearing up the pages to keep the pages shorter and readable (800 testimonials can mean a lot of scrolling).

We then put the pages up on one page at <http://www.psychotactics.com/800-testimonials>. Sometimes, when we send clients to the 800 testimonials page, we don't say a word. No sales pitch. All we do is send the clients to the page, and bingo, the sales start trickling in (of course, you have to have 'buy now' buttons on the page). It's pure shock and awe, as you can see.



# The Twin Factors of Conversion

Get a weighing scale.

Put 'Like' on one side. Put 'Risk' on the other side. And your eyes start to roll as you figure out the obvious. That the higher the risk, the less you're liked.

But is there more to the like factor than you think?

## The biggest reason why customers don't buy

You know it, and I know it. It's called risk. We don't like the idea of being cheated, fooled and gypped. So if we sense risk, we don't buy the product or the service. Of course, you'd assume that if you took away the risk factor, you'd end up with the like factor, wouldn't you? And we'd all live happily ever after, right?

## Yet look at your own buying behaviour

There's no risk in buying petrol. In most cases, the prices are well posted, and in most cases, the product is identical to what you'd get at the next petrol station. So why do you buy petrol from one place, instead of the other. Or rather, why would you drive a couple of miles, instead of buying it from the petrol station that's convenient.

## You see, reducing risk is important

Yes indeedy, you must get the risk down to nothing. But at the same time, you've got to increase the intensity of the like factor. Simply lowering the risk factor, does not improve the chances of converting to a sure sale. The reason why you buy at the next petrol station and not at the most convenient petrol station, is because you like something about the other petrol station.

You probably like the exuberance of the owner

You probably like the surroundings. Or the service. Or the fact, that they stock up your favourite candy. Or the fact, that they call you by name. Whatever the scenario, when it comes to conversion, customers are looking for low risk, lots of like.

## Ooh, here comes the hard part

How do you make your customers like you?

**On the Internet:** Customers like personality. Photos (smiling photos, please), little quirks in your words, or pictures, make you likeable.

**Off the Internet:** Chocolate, Phone calls, Wine and Cheese Session, Thank you cards: They all work to increase your like ability.

**Personal Experience:** On our website, we have recipes, lots of photos (weird and normal touristy ones), recipes, cartoons, one-of-a-kind words like 'kazooza, squillion, waka-waka.' So how do we know that all of the above works? Because clients write to us all the time about the recipes. They send in their own recipes. They comment on the wacky word usage. They complain when we don't put cartoons. And they tell us about how they love the photos, and how it makes them feel like they know us.

Offline, we have small parties for clients. We send them movie tickets. We send them chocolates. We use Amazon.com from time to time. We remember birthdays. We send little notes of encouragement. We use thank you cards.

Risk. And Like.

They're twins. Work on both of them simultaneously.

# Give The Ideas, Sell The System

How much information do you give to a customer? How much do you keep? Is there a formula for giving away information in your business?

## And wouldn't you like the formula?

The formula isn't mathematical--it's word-based

And it goes like this:

Give the ideas.

Sell the system.

## Let's imagine you were eating your meals on the floor

And I showed you a picture of a table. I even told you how the table looked. And the benefits of eating at the table. Aha! Now you have an idea. But you still don't have a table. To get a table, you have to go to the store and buy one. And that in short, is the idea vs. the system.

## So how does this concept work in real life?

I write literally between 20-35 articles each month. I post extensively several forums. Yet, if you want to learn something step by step, you need to buy the system.

The Brain Audit is an example of a system. And the articles are examples of ideas. Logically, if you spent five years, leafing through every article I've ever put out, you will get the information you need.

However, if you're like me, then you can recognise the fact that buying into a system; a recipe; saves you from wasting hours of time, saving money and resources. So the people who don't buy (when they need and can afford it) are those that don't understand the vital importance of the system.

## But we're not talking about the buyers

We're talking about the producers. That's you--the creator. with any topic, you can dig one inch wide and one mile deep. Like a camera that takes a picture of a single scene, you can reveal angles and drama that people have never seen before. But the photos are merely the ideas.

The ability to take the best photo, described in a step by step system, is the system. Any darn idiot can click on a shutter and take a great picture, by mistake of course. It's only the professional that knows that learning a system, gives him/her the ability to repeat that success.

So give your ideas.

And sell your system.

## All our products are part of a system

The Brain Audit, is the grounding product, that shows you exactly why customers back away at the last minute. It shows you step by step what's going on in the customer's brain.

Can you find the Brain Audit information in the free articles on Psychotactics.com? Of course you can, if you spend the next five years or more. Your readers will make a choice. The dull ones will simply stick to the freebies. The smart ones will buy the system. And the twain shall never meet.

## Other examples:

Giving a sample of a meal at a restaurant is the idea.

When the patron orders a meal, he's buying the system.

A software that runs on your computer is an idea.

After 30 days, you've got to buy the system.

# Why You Should Only Use Radio For Lead Generation

Someday you may do enough PR to get on a radio station.  
Or may have enough of a budget to advertise on radio.

When that day comes, just remember one thing.

## **Don't try to sell on radio**

One big mistake that most advertisers make, is they run ads. And hey, that system works, but there's a system that works even better. And it's called lead generation.

## **Instead of trying to sell, get people to subscribe**

Or get a report. Offer something wonderful, at a very low rate. Or free. The key to your ad is to get the customers to your website, or to call you to get the great, wonderful thing you're offering.

## **When you sell, I'm only half paying attention**

When you're playing Santa Claus and giving me stuff, then I'm paying closer attention. And I'm more likely as a customer to remember what you've said, and want to get my goodies. Of course, most customers are jogging, driving or doing something else, other than holding a pen in their hands. So it's important to have a website that's memorable. And important to say the name of the website at least 3-4 times, even taking the time to explain how the website got its name.

## **Once you get inbound traffic...**

Once clients start signing up for your report or low-end product, you've now got them on your database. This allows you to up sell them related products, services or even cross sell other products.

## **Remember the reason you're on radio**

You're there to get the maximum results. The more lead generation you do, the more you're able to create a considerable customer database from inbound calls or hits to your website. The more you try to sell, the more your information passes like a ship in the night. Get your customer to pay attention.

# How To Get Twice The Attention With Your Classified

If you ever get down to creating a classified ad in your local newspaper, here's a tactic that will guarantee your ad stands out like Rudolph on a dark night.

## Let's look at the classified ads below

It's a sea of text. How on earth are you going to catch someone's attention? We'll see. But first look at the page below.

<p>wet bar, laundry &amp; utility room. Gas range, fridge, washer/dryer &amp; deep freeze included, wood/electric heat. Beautiful yard with cedar deck &amp; storage shed. Located on Gustafson Cres. in Red Lake asking \$195,000 call 727-2189.</p> <p><b>89 Service Rd, Cochenour, 3</b> bdrm up, 1 bdrm down, 1 full bath, full basement, rec room, large deck, large lot, garden, garage, quiet area, near ball field. New oil furnace, newly renovated bathroom. Call 727-2885 after 6pm or 727-2787 daytime. \$130,00 serious inquiries only.</p> <p><b>Restaurant For Sale</b> Well established restaurant located in a prime area, with a full view of the lakefront. This facility offers seating for 95 people - 40 in coffee shop, 45 in a licensed dining room. Support services available from present management - perfect opportunity for owner operator with good family support. Serious inquiries only. Please call (807)727-3784 during evenings only or fax inquiries to (807) 727-2530.</p> <p><b>FOR RENT</b> 3 bedroom, 2 bathroom House in Red Lake for rent. Available</p>	<p>\$8,000 (consignment) Railside Sports &amp; Marine 223-3517 <a href="http://www.railside.on.ca">www.railside.on.ca</a>.</p> <p><b>1987 Ford 1/2 ton</b> asking \$800, safety last year, good shape call 749-2317.</p> <p><b>1996 Chevrolet Suburban, 5.7</b> V8, 4WD, Leather Int. 8 passenger excellent condition</p> <p><b>1998 Dodge Grand Caravan SE</b>, with safety, new tires new front struts \$7,500 Call 749-2154 anytime.</p> <p><b>91 Jeep Cherokee, STD 4WD</b> great for winter. High KM and runs good some rust safety ready \$2000 OBO Phone or leave a message 727-9920.</p> <p><b>For Some Of The Best Used SUV's in Manitoba Visit Us On The Web at <a href="http://www.carfind.ca">www.carfind.ca</a></b></p> <p><b>1997 Ford Ranger XLT, Ext Cab</b> 2WD, 4.0L V6, AC, PS, PB, 2 sets of mounted winter &amp; summer tires \$3500 OBO call 662-3567.</p> <p><b>For Some Of The Best Used Trucks in Manitoba Visit Us On The Web at</b></p>	<p>5pm - 9pm at the Red Lake Legion</p> <p>Festival of Trees - come celebrate Christmas and the success of Red Lake's new Heritage Centre at our first <b>Festival of Trees. Wednesday December 7</b> Public viewing of decorated trees starts at 5pm followed by a tree auction at 6:30 pm Light refreshments will be served. Cheeky Beaver Boutique will be open for Christmas shopping. Admission by donation. For information call 727-3006</p> <p><b>Christmas Bazaar</b> at St. Francis Xavier Hall Dec 3 12-3pm Admission at door \$2.00 children under 6 free.</p> <p><b>Looking for something special for Christmas?</b> Check out the Heritage Centre's Cheeky Beaver Boutique. We carry Ontario Parks merchandise such as clothing, blankets, Christmas tree decorations, toys and more. We also carry books, including the following new titles: <b>A Sign from Above: A Red Lake Mystery</b>, by Hazel Fulford <b>The Sundog Season</b>: by former Cochenour Resident John Geddes. <b>A Brief History of Cochenour &amp; McMann</b>: by</p>	<p><b>DON'T FORGET</b> The annual Red Lake Santa Claus parade will take place Friday Dec 2/05. More details to follow. Start getting your float ready!</p> <p><b>SERVICES</b></p> <p><b>D. Martin Contracting</b> drywalling, painting, decks, roofs and minor remodeling. Call and we will create. NO JOB IS TOO SMALL. Call 727-7484 and ask for Dean.</p> <p><b>Luke's Carpentry</b> - Lifting, Levelling, Moving, Cottages, Homes, Buildings, call Luc - General Contractor - 40 years experience for a Free Estimate. Phone 807-468-8433 and leave a message.</p> <p><b>Northwest Trailer Co. (New Company)</b> Selling trailers on Hwy 17 West Keewatin, all sizes up to 30,000 lbs, capacity custom built Agassiz cargo trailers pull or gooseneck, DechOver, Gooseneck, car hauler, utility, dump, quad, golf cart by P.J. We also sell new and pre-owned RV's, we also repair trailers. Leasing &amp; financing available Toll Free 1-866-331-3379 or 807-547-2744 evenings.</p>
--	--	--	---

## Notice the 1998 Dodge Caravan?

If you did, there's a specific reason why the ad got your attention. It's called white space. In a sea of black ink, the ad with a fair bit of white space (in fact double the space) gets your attention. So in this case, the advertiser spent twice the money on the ad, because they reserved 4 lines of text and 4 lines of white space.

## You don't have to agree with me

In fact the newspaper guys will think your nuts too. Why spend your hard earned money on white space? The answer lies in why you put the ad in the first place. You put it there, not to fill in some space, but to get response. And you can only get response AFTER you get attraction. And to attract, you have to stand out.

And just about the best way to stand out, is to reserve double the space. Provided your ad is put in the right newspaper, in the right slot, and has reasonably compelling wording--your phone will start to ring right away.

And yes, it's been tested before. And yes it works.

Use the white space. It really makes the ad stand out and doubles the attraction factor!

# Share Psychotactics

**Don't forget to tell your friends about Psychotactics**

If you haven't already told your friends about Psychotactics, I would really love it if you told at least three friends. [To make it easy click on this link and you can email then now.](#)



**P.S. You can find me on Facebook too. And it is not all about marketing.**

Join me there, because hey, it's not just about marketing. There are tons of cartoons, cloud-spotting, food, crazy places we travel to, and yes, a decent bit of business tips and tricks too. So go right ahead and say hello at: FaceBook Sean D'Souza Psychotactics

Or Skype Me: psychotoon.

(Always expect to hear back. I respond to "all" email promptly)

# About The Author

## It all started with a guy called Leo Burnett

Over 15 years ago, fresh out of college with a degree in accounting (of all things) Sean joined an advertising agency called Leo Burnett.

## From Copywriting To Cartoons

There he 'met' a man who had spent his lifetime in the hard trenches of communication. Few people made more of an impression on him than Leo Burnett himself. Leo's determination (in the middle of the Great Depression) and his integrity shone through even though he'd been dead for many years. His statement "Reach for the stars. You may not reach them, but you won't come up with a handful of mud either" was one of Sean's driving forces.

From this skill of working with one of the best advertising agencies of the world took Sean on the heady road of copywriting, writing TV commercials (and how to do them in 5 seconds), graphic design, cartoons and web design. The underlying synchronicity was the constant search to find ways to communicate in the simplest, most effective manner.

## Are you a Psychologist?

That's what people often ask Sean. That's a hard question to answer because he tends to read about 100 books or more a year and listen extensively to audio tapes on learning while travelling to and from workshops, conferences and consulting. The knowledge contained in those audio tapes and books, when meshed with his own unique perspective, helps Sean to give readers, workshop participants and clients a unique perspective on business. Psychologist he may not be, but 'psycho' he can be :) {Look for the testimonials on the website!}

## Up at 4

It's a normal working day, when the clock strikes 4 and that's why if you write to Sean, you'll often find answers to your emails at weird hours. It's the best part of the morning and it helps him focus on the nitty gritty of the human brain and why it does what it does. His parents were teachers and they always woke up early and that has stuck. What has also stuck is the ability to pass on that knowledge freely.

The fountain of knowledge flows freely. Take a deep drink!

## Feedback

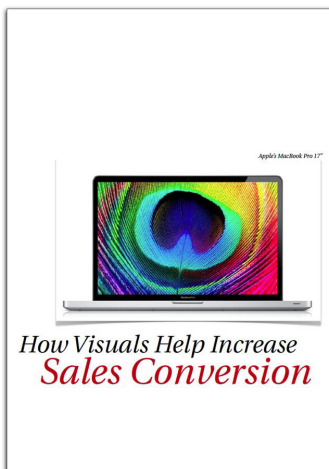
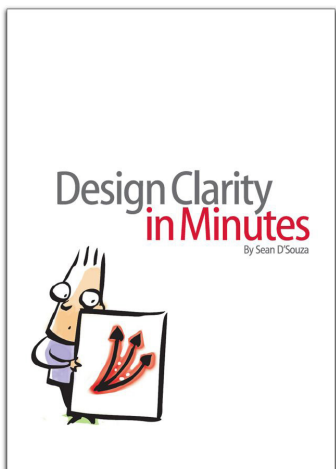
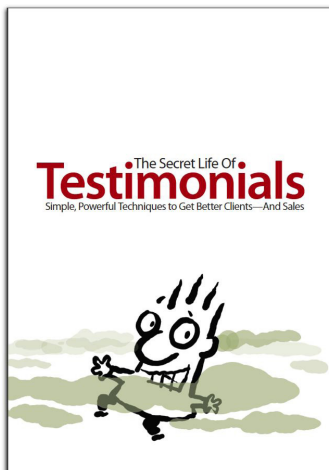
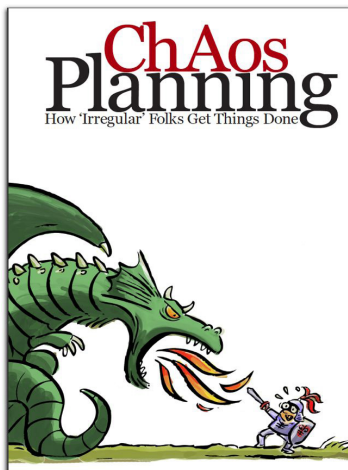
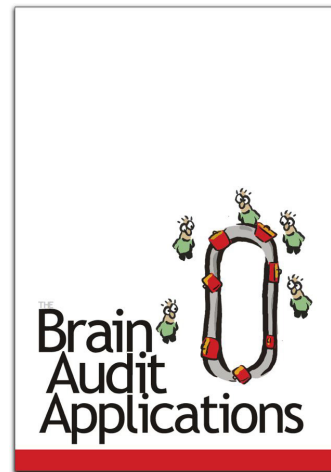
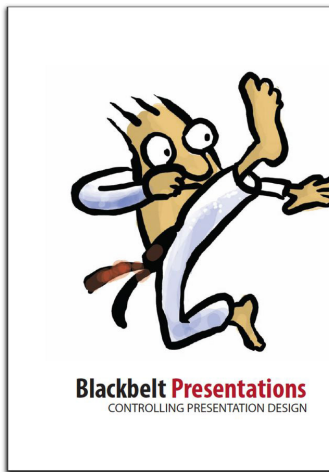
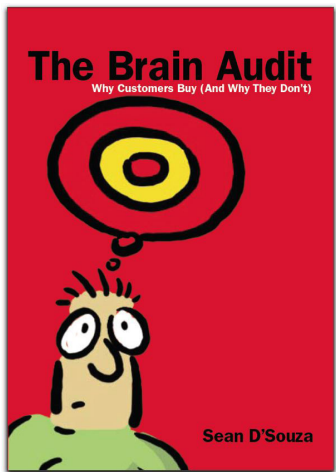
If you have any feedback or any questions please email or call Psychotactics. No matter is too small.

Email: [sean@psychotactics.com](mailto:sean@psychotactics.com)





# Psychotactics Books and Audio



As you'd expect, all of these products are 100% guaranteed. And every one of them is utterly systematic. In fact if you were to pick a uniqueness that encompasses all these products, it's a factor of structure. Step by step systems instead of just pages of fluff. Check them out at <http://www.psychotactics.com/products/marketing-services-and-products-small-business-ideas>

There are other live courses, workshops and homestudy versions that include article writing, copywriting etc. But it's best to do your due diligence with these products above, before moving on to the more comprehensive and demanding courses.

# Psychotactics Courses

## 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.

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/homestudy-courses>



You know that article-writing is crucial, but you've tried it, and it's been frustrating. So how do you stop the struggle? Find out in this course.

## 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 do you do all of this without the hype and the hoopla. How? Find out at

<http://www.psychotactics.com/homestudy-courses>



Can you create an information product that sells? What if you don't consider yourself a writer? How do you create a product without the hype and hoopla? Find out in this course.

## And yes, there are more courses

You can find all the latest homestudy and live courses on the website.

<http://www.psychotactics.com/homestudy-courses>



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.

PO Box 36461, Northcote, Auckland, New Zealand  
Tel: 64 9 449 0009 Email: [sean@psychotactics.com](mailto:sean@psychotactics.com)