

THE
Psychological
Power **OF** **Opting In**

A DEFINING MOMENT REPORT

By **Sean D'Souza**

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Have you seen the power of a STOP sign?

It forces you to screech to a halt. It commands you to look to the left and right, and renegotiate what you are doing. That's exactly what you need in your business. Something that stops you in your tracks and creates a defining moment, that changes the way you think forever.

You might have thought you wanted to go left, yet when you saw what you saw at the STOP sign, you decided to go right. And that changed your whole perspective and experience. If your business is to work smarter than ever before, you'll need a barrage of these defining moments. This is why I have put together a set of reports especially for you.

I call them *The Defining Moment Reports*. Teenagers describe these moments perfectly when they hit their foreheads in mock anger or roll their eyes and go DUH!

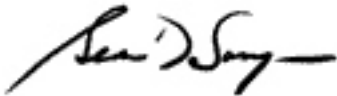
Read this report and the others to come, and things will mysteriously shift in your brain. You will understand human psychology better than ever before. You will see diamonds where others see rocks. You will stop, listen and then chart a course, that is incredibly successful for you and your business. I've had many of these defining moments, but I missed most of them on my first reading or learning experience. Some of these were mere sentences and I brushed past them in a hurry.

Only later, when I went back and delved into the depth of the learning, did I understand the power and intensity of it all. We tend to dismiss things that are too simple as being too simple. Each of these reports is tiny--but extremely powerful when you apply it to your business. The lights will go on, as you read these reports. Each one of them has been the result of not just my experience, but of thousands before me. As one man said, 'We're lucky to sit on the shoulders of giants.'

In this report, I am going to rip apart the profound knowledge of *Claude Hopkins*, a man so ahead of his time, it's scary. His understanding of human psychology can pass you like a ship in the night, because it was written almost a hundred years ago. Yet, I will show you how it resounds with more power even today. Even on the internet, which literally didn't exist till ten years ago. This is proof enough that TV, Radio and the Internet are all merely tools or mediums. The real power is in the psychology.

Let's climb on Claude's shoulders and look inside his brain from a modern perspective. And be prepared to be awed. The view is going to take your breath away.

With warmest regards,

A handwritten signature in black ink, appearing to read 'Sean D'Souza', with a horizontal line extending to the right.

Sean D'Souza

PS. If you notice some inconsistency in spelling it's because Claude was an American and we are using the British system of spelling. These would include words such as colour, honour, favour, organise, which Americans spell as color, honor, favor and organize. Yeah, yeah, I know we like to type in more letters than we should, but that's the way it is. Vive la difference!

PPS. This report has been proof read quite a few times. Yet every time little things get changed and a typo slips through the net. If you find a grammatical error or spelling mistake, please do write in and let me know. I'd really appreciate it.

The Deceptive Power of Opt In

What you are about to read in the next few paragraphs, is extremely profound. Most people miss it, as it is part of a book forty pages long. I've read this book twenty times at least, and missed it every time. Till it came and hit me in the face and changed my tactics and strategy forever.

Here are just three tiny paragraphs. The message Claude Hopkins was trying to give us has to literally be squeezed from it, and then applied to our modern times. And I'll make it easy with examples, so that you don't have to struggle. Ok, enough preamble...

Here's what Claude Hopkins had to say:

“We do not advocate samples given out promiscuously. Samples distributed to homes, like waifs on the doorsteps, probably never pay. Many of them never reach the house or the housewife. When they do, there is no prediction for them. The product is cheapened. It is not introduced in a favorable way.

So with demonstrations in stores. There is always a way to get the same results at a fraction of the cost. Many advertisers do not understand this. They supply thousands of samples to dealers to be handed out as they will. Could a trace be placed on the cost of returns, the advertiser would be stunned.

Give samples to interested people only. Give them only to people who exhibit that interest by some effort. Give them only to people whom you have told your story. First create an atmosphere of respect, a desire, an expectation. When people are in that mood, your sample will usually confirm the qualities you claim.”

And here's the translation:

Walk down to your local supermarket. Watch the old lady giving you crackers and some new fangled dip being promoted by a local food company. Your curiosity gets the better of you--if your hunger doesn't get there first. You taste one dip, then another and if you have the nerve, all the five dips that sit on the demonstration table. The little old lady gives you her sales pitch. Tells you about the discounts and the special offers available and cajoles you to buy. About one in twenty do buy. But if you watch carefully, about nineteen of those simply say bye-bye.

What just happened here?

There was no opt in, that's what! That food company simply tickled the palates of thousands of supermarket goers, but got very few of them to actually purchase the product. Essentially the concept of giving samples is a sound one and frankly the only one any business should use. The mistake is the little glitch that no one noticed.

It's the psychological glitch of not getting them to opt in.

When you give something free there is no value to the customer. It doesn't matter how wonderful the product is, you will still lose out in the long run. Customers that don't have a perception of value for your product will almost never end up buying. And when you look at the purpose of this whole supermarket exercise, it's all about the company wanting the sale.

They're not some charity organisation trying to keep supermarket shoppers happy. Yet, without realizing it, they've ended up doing just that. Thousands of dollars go down the drain and the entire effort is a farce.

As Claude Hopkins says: *"Samples distributed to homes, like waifs on the doorsteps, probably never pay. The product is cheapened. It is not introduced in a favorable way."*

So how do you avoid cheapening your product?

Hey, no one's asking you to get the customer to pay. Or let me rephrase that. The payment doesn't have to be money. If you're giving a sample, the chances of you getting paid are as bleak as running tap water in Antarctica. However, that doesn't mean you give it away freely and without asking for something in return. In fact, that's precisely the course of action to take.

How could the food company change their tactics?

They could still offer a sample, and once the customer tasted them, they should ask for their contact details. The customer should then be told that the information will be used to send her special offers and deals not available to the general public. If a customer says *yes*, you've got a catch. If she says *no*, you know you've been wasting your time. This way there is an accountability of sorts.

With very little effort, you've achieve two things. *One*, you can measure how many customers are opting in v/s free sampling. And *secondly*, you now have the contact details and more importantly, the permission of the customer to communicate with her. They are no longer easy come-easy go. They are now subscribers. And that, my friend is the real power of opt in.

Accountability puts a new spin to it too. You can now directly measure the initial response rate, the opt-in rate and then the fallout rate. All of this is highly specific and measurable and you know that your advertising dollars aren't going down the drain.

The psychological power of putting a value on a product

Do you know what holds the biggest premium in the world today? It's called personal information. Your name, phone number, physical address and email address. Specially, email addresses. People would fight wars rather than give you that information. However, since you've done the steps by giving the sample, what you've created is an opt-in factor. They get more of the same, only if they opt in. Effectively, what you're telling them is they stand to lose something by not opting in.

Without too much drama, you have now put a value on the product. You have to

psychologically train your customer to give something in return for your product. Give loads of samples, but make sure you get something in return. That something, is the opportunity to continue a dialogue and convert those prospects into clients.

How do you put a value on a product that has no visible value?

It's easy enough to have a price on a sample when you have a product that has a perceived value. The stumble factor comes into play when you have something like this document. How much do you charge for what could be perceived as just an idea? An idea could be worth \$50 to one person and \$50 million to another.

The answer to that is simple. You simply put a price on it. Some of you reading this document are members of 5000B.C. and have got this at a member's rate. Some of you are getting this email as part of a PsychoTactics Workshop promotion, and you have given me the permission to email you. And there are those of you that have paid the full retail price.

However, none of you have got this for free. Your brain recognizes value and puts it to good use. The more profit you make out of this document, the more valuable it becomes to you. If you were given this information for free, you'd still have equal use for it, but the value would be greatly reduced.

Use this powerful concept when dealing with customers

Give samples to interested people only. Give them only to people who exhibit that interest by some effort. Give them only to people whom you have told your story.

First, create an atmosphere of respect, a desire, an expectation. When people are in that mood, your sample will usually confirm the qualities you claim. The word *effort* is so important, that it cannot be stressed often enough. Creating that atmosphere of exclusivity, or instant unavailability is crucial to you getting better results on the product or service you sample out to customers.

Next, tell the *full story*. Create an atmosphere for the product. This is very vital even when giving away samples to get opt-ins. You decide for yourself from the examples below, which one you would choose.

Example 1: A recipe from mom. You can have it if you give me your contact details.

Example 2: A recipe from mom. This recipe has been handed down for seven generations and has been in the family for over 300 years. We use this recipe only on special occasions, like when my dad turned 50. Everyone who tastes this dish instantly falls in love with it. We have kept this recipe extremely secret and have done so for hundreds of years. But it's too good not to share with the world--and so with great reluctance, and the approval of my mom and grandma, I am going to let you have it. However, I must ask for your contact details in return, so that I can send you some more wonderful recipes from time to time. Telling the *full story* bring out colour like never before. Create the atmosphere,

the respect and the expectation. See how the second example has you almost salivating for the recipe. It's the same recipe in the second example, but aren't you ten times more anxious to get your hands on it?

That is the power of what the full story can do to the mind of the prospect. It creates a desire where almost none existed before. And the simple explanation for this is **curiosity** and **colour**. The colour has allowed your brain to emotionalise the issue. It has forced it to see pictures in amazing detail and sent your imagination racing madly. This builds up a curiosity factor in your brain.

Use this concept –even when you're giving it away, so that it creates real need in your customer's brain. When people are in that mood, your sample will usually confirm the qualities you claim.

Why businesses lose money and time

The logical concept of zero risk

Businesses often ask me how they can create an opt-in without having to lose customers. Say you're a consultant or a designer. You can barely expect to go to a meeting and expect the prospective client to pay. Yet, the truth is you can. As I said before, it doesn't have to be cash. Your terms of agreement could be that they'd buy you a coffee or lunch while you discussed their particular situation. While this involves a minimal level of sacrifice, it creates value, minimal as it is, for your services.

Some businesses such as plumbers, technicians etc, have a call out charge that gets absorbed in the ensuing job—if commissioned. You too can have a call out charge by creating value for your time.

Understanding the concept of risk in your customer's brain

If the customer feels threatened in any way, or senses the possibility of loss, they will back out of the deal. Therefore your job is to reduce risk immediately. A coffee isn't going to drive your customer up the wall, but if you were charging them a consulting fee, they might bristle at the thought, because they don't really know what they're going to receive in return.

Ease their pain

Tell them the consulting fee is what you charge. If they agree to go ahead with the project, you'll absorb it in the fees. If they don't, and they don't get any value out of your conversation, they won't be liable for anything. This places a value on your time, and the prospective client is more likely to treat you with greater respect than ever before. Best of all, you've got an opt-in and have created a psychologically strong value for your product.

Case Study 1:

Julia Doak owns a bed franchise. Too many people walk into bed stores checking prices and never buying immediately. Store owners and salespeople watch in agony, as customers often walk out without dipping into their wallets. And that's natural. As explained in the paragraph above, we're all averse to risk. We don't want to buy immediately and regret it for the next 7-8 years. We check out prices, stores etc, in the hope of finding a better deal.

Unfortunately, the customer may never come back and that's too much of a risk to take. That's how Julia created two levels of opt-in. The first was a newsletter, with tons of extremely useful information. Every client is given this newsletter as they move through the store. Even a casual glance at the newsletter gives you a huge amount of useful information. On exit, Julia asks the client if they would like to receive this information in future. Over 90% of prospective clients say, **yes**.

Can you see the unfolding scenario?

To get this information, they have to opt-in and invariably they have to give their information details. This gives Julia the opportunity to keep in touch with them--a task that would have been impossible without this little opt-in tool.

On a second level, customers that ask for a quote are given a free pillow. This pillow is worth \$30 and comes in its own carry case (yes, it's posh). As you can see, there is a double opt-in here. Not only do they feel really grateful to get a gift, but they also give the store the chance to get in touch with the customer. While the newsletter is still being tested, the on going pillow campaign has been put through its paces and gets a response rate of 70%. See the power of opt-in?

The importance of qualifying the client

However, note that the customers have been qualified in advance. In the first case, the qualification is anyone who walks into the store. Not just anyone on the street, but someone who steps in. The second qualification is when they ask for a quote. This indicates a very real need to buy the product. It's very likely, this customer will buy in 2-6 weeks from inquiring about the prices. The pillow acts as a bonus of sorts, but allows for opt-in. It's quite easy for Julia to follow up on different levels and with different sales pitches, based on the individual opt-ins.

Case Study 2:

The PsychoTactics website has a whole gaggle of free articles. At the time of writing this report, we have about 26 free articles. Each of these articles are extensive in detail and extremely useful. About 80% of those that read the articles, subscribe and then get onto our subscriber list.

However, like in the case of Julia's store, there seemed to be little chance of stopping those that merely came in for a look from time to time and never bothered to subscribe. To increase opt-in, we are now in the process of isolating the articles. While a prospective customer can see all the articles, and can access

many of them, the best ones will be restricted to subscribers.

Better still, there will be sections that only members can see. As you can see, we're creating different and more complex layers of opt-in. Each layer has its own value that could never be achieved without a give and take of some kind.

To summarise this report:

Do not give your sample out without an opt-in

Samples distributed randomly, probably never pay. Most of these are just tire kickers. They have no intention to buy and are probably the wrong target audience. Even if they sample the product, there is no prediction for them. The product is cheapened. It is not the way you want to present your product.

Give samples to interested people only

Give them only to people who exhibit that interest by some effort. Give them only to people whom you have told your story. First create an atmosphere of respect, a desire, an expectation. When people are in that mood, your sample will usually confirm the qualities you claim.

Create a risk reversal factor

Make sure your client knows, it's not going to cost her anything if it doesn't work out. And if it does, there is no extra charge. While this may seem like an unusual factor, it's quite important as it drives home the message of value. Clients are more likely to cancel when there's no value, than when there's something at stake.

If you have read so far and have enjoyed this unusual, yet tried and tested marketing psychology, here is a special page just for you. Click here for a special offer at this hidden link: www.psychotactics.com/hiddenlink.php

If the link doesn't work, simply type in the text above into your browser.

*Check it out at www.psychotactics.com/products.htm And finally, if we're in your neighbourhood, be sure to attend a PsychoTactics workshop. There's just one a year, and it will change the way you do business. **Email me direct at sean@psychotactics.com or renuka@psychotactics.com***

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Marketing, Email Psychology, Branding, Customer Retention and Advertising. It's all there at www.psychotactics.com and it's all FREE! Here is just a sampling of what you will find. Once you get there, you'll spend hours. Each article is comprehensive and extremely detailed. Go there today, and get yourself a coffee. It's going to be the most exciting hours on marketing ever!

1) Harness the Psychological Power of 3 Improve your communications by tapping the deeply embedded psyche of humans.

2) The Power Of Why WHY on earth would you ignore advice on one of the most powerful psychological triggers that makes people buy?

3) Is Nature A Marketing Guru? Technology rules. Yeah, for about five minutes -- then natural instincts take over. Are you stupid enough to fight Mamma Nature?

4) Who Is Your Real Competition? If you design kitchens, is another kitchen designer your competition? Most likely not and the sooner you can position yourself against your *real competition*, the sooner you will start to see more business come through.

5) Is Your Business Solution Your Biggest Problem? Have you had current or potential customers die on you while you're speaking to them? You're giving them this outstanding description of your process and capability and its going bing, bong, kazoom over their heads

6) Is Your Marketing Strategy Missing The Cookie Factor?

Your marketing sure could do with this X factor. The psychology of humans is based partly on something for nothing. Find out how you can use this to your advantage!

7) Why Are Customers So Indecisive? Do you know why your customer won't buy? You've given her the best price, possibly even the best options. Yet she fidgets. Maybe, maybe not, she ponders. Do you know why that happens? Find out here.

8) Why Problem Based Positioning Is A Psychological Magnet! Are you struggling to create a memorable positioning statement or USP for your marketing? Do you want to stand out from your competition, but the uniqueness of your business seems to elude you? Here's a sneaky, vital secret that turns conventional marketing psychology on its head.

9) Can Powerpoint Presentations Rival TV Ads? Ever wonder why some PowerPoint presentations are head and shoulders above others? Why do some have amazing powers of persuasion while others simply bore you to death? Here's the secret to PowerPoint pizzazz.

10) Never Trust a Silent Customer If you want to learn how to keep your customers, you've first got to keep them noisy. Here's how you can make these complaining clients one of your biggest assets.

11) Why Santa's Marketing Works Better Than Yours... Santa Claus Inc. is well and profitable, right through recessions, depressions and just about any economic scenario. The reason why his marketing works better than yours, is because he uses solid, dyed-in-the-wool psychology. You can too.

12) How To Get Repeat Visitors To Your Website Ok, so you've got someone to visit your website once. What if you wanted them to visit again, and again, and again? Ooh, that's hard, isn't it? Not really. Find out how to attract them back without begging.

Resources

Psychotactics' Sequential Training System

If you've bought a product from PsychoTactics or have read through a free report, you'll be keen to learn if there are more goodies in the Psychotactics collection. Heck, sure! Not only are there more products and training courses, but here's a little helping hand guiding you along the sequence you need to follow to get the maximum advantage. On this page, you'll find the sequence that has worked best for most clients. On the pages to follow you'll get other resources, training systems and consulting options.

Step One: The Brain Audit

If you're wondering why clients seem to back away at the last minute, there's a darned good reason why? You haven't taken off all the bags off the customer's 'conveyor belt'. Each customer buys (or doesn't buy) your product, because of a specific set of reasons. If you want to guarantee sales time after time, you need to know exactly what's going on in the brain of the customer. The Brain Audit, helps you look inside the customer's brain and literally anticipate what the customer is going to say or think next. Don't struggle with declining sales and yo-yo profits. The Brain Audit shows you exactly what you need to do to improve your conversion rate. [To find out more click here.](#)

Step Two: 5000bc Membership

Imagine a place where like-minded professionals just like you meet each day. Imagine where topics from consulting, Internet marketing, speaking strategies, copywriting, direct mail, new technology, graphic design are explained in great detail. Imagine where you can find detailed and incisive critiques on websites. Imagine where learning is a whole lot of fun. Well, you can stop imagining. If you have read the Brain Audit, your next step is 5000bc.com. Membership is restricted to just 1200 members. When 5000bc reaches 1200 members, the membership will be closed. If you'd like to find out how to get to 5000bc before the doors close, click here to get to www.5000bc.com

Step Three: The Brain Alchemy Masterclass

Have you ever wondered how to get, keep and grow clients with a very specific, step-by-step strategy? The Brain Alchemy Masterclass shows you how to avoid the minefields that most businesses run into -- and how to create a business that literally runs itself over time. It's no fun struggling day after day, week after week. Learn powerful core strategies that will give you business structure and immense leverage. And learn at your own speed with 19 Audio CDs + The Brain Alchemy Comprehensive notes on how to implement the system. If you're serious about getting your business not just to the next level, but several levels up, then then [click here to read more about the Masterclass.](#)

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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



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