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Forbidden Psychological Tactics

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Who is Dan Lok?

Do you know Dan Lok? Probably not. But if you're a consumer, **don't be surprised** to find you've been "sold" by the irresistible words that he writes.

You see, Dan Lok is the World's First Quick-Turn Marketer, an unsurpassed success in the competitive world of buying and selling, with a proven track record of selling over **\$17.3 million dollars of merchandise and services!** His skills are so sharply honed that it wouldn't be surprising if he sold **ice to the Eskimos...** at a premium price!!!

If your travels on the Internet haven't brought you to his website before, you're really missing something. Dan's offering a treasure trove of priceless marketing knowledge and I suggest you take a look at: <http://www.QuickTurnMarketing.com>

If Dan is "all that," perhaps you're wondering why you haven't heard of him before. The reason is simple: Dan's never become famous because instead of spending all his time working on his celebrity status, he's out in the trenches day in, day out, working for the little guys. Instead of feeding the "Dan Lok Publicity Machine," he's far too busy **helping his small business clients get rich.**

You know the expression, "Those that can do and those that can't teach"? Forget it! Dan is out there "doing it" successfully every day and this incredibly gifted "can do" guy also likes to teach. To date, **Dan's strategies have helped hundreds of small businesses, in 39 different industries.**

Dan's strategies and techniques produced such dramatic results -- translation: enormous profits - - and his services are in extremely high demand. He often increases his clients' sales by **double, triple... even as much as 417%!**

Dan currently charges \$7,500, plus a percentage of gross sales for any campaign he creates, and \$2,000 for a Quick-Turn Marketing Makeover. And there's no shortage of clients eager to

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experience the "Lok Magic" -- he is often booked months in advance, despite the fact that he's never advertised his services.

Now, Dan has just climbed another mountain and has created an incredible new marketing resource that no serious business person can dare to be without. Dan has identified 27 tactics that activate psychological forces buried deep within the subconscious brain, and cause people to buy...in fact, compels them to buy with a magnetic pull that is truly irresistible.

He reveals them ALL in this simple yet spectacular e-book – *Forbidden Psychological Tactics*.

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Read What Other Famous Marketers & Entrepreneurs Have To Say About Dan:

“Dan Lok is to copywriting and marketing what Tiger Woods is to golf, or Donald Trump is to Real Estate! I have never seen anyone write with such impact. He has an extraordinary way of capturing people's attention through the written word. Dan knows writing AND he knows marketing. Most importantly, he is a man who can do exactly what he says he can do, do it exactly when he says he will - and do it with absolute integrity and honesty. If you want to Make It BIG in business, Dan Lok is your man. He has my highest recommendation.”

-- Frank McKinney

“The World’s Premier Creator of Oceanfront Multi-Million Dollar Estate Homes”

www.frank-mckinney.com

Best-Selling Author, “Make It BIG!”

.....

*“Dan Lok tells you critical marketing facts that would take years to learn in the real world. **He pulls no punches** as he shows you clearly how to seriously increase your profits while sidestepping the many mistakes made by ordinary marketers.”*

-- Jay Conrad Levinson

The Father of Guerrilla Marketing

www.guerrillamarketingassociation.com

Author, "Guerrilla Marketing" series of books

Over 14 million sold; now in 39 languages

.....

*“Dan, you’re amazing! I love your work! I’m so impressed with your wizard-like creative abilities! What you called “killer copy” is truly killer copy! I was fascinated reading it! Fact is... I know it may be my own product, but you wrote such a compelling sales letter that I even want to order it from ME! **You’re first class!!!**”*

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-- **Raymond Aaron**

Aaron.com

Canada's #1 Business & Investment Coach

Co-Author, "Chicken Soup For The Canadian Soul"

Co-Author, "Chicken Soup For The Parents Soul"

.....

*"If you'd like to create a **huge, electrifying surge in your cash flow**, Dan Lok's Quick-Turn Marketing is an absolute must! It is an encyclopedia of specific laser beam strategies of how to market your business NOW. I highly recommend it!"*

-- **Joe Vitale**, world famous copywriter, best-selling author of the most influential books on marketing **Spiritual Marketing**, and **Hypnotic Writing**, and founder of the renowned **The Hypnotic Marketing Institute**.

.....

*"Dan Lok is a lean, mean marketing machine!!! Half an hour consultation with Dan today has absolutely exploded my marketing paradigm! My business is now turbo-charged for success. Thank you Dan, the ideas that you shared with me today regarding marketing and copywriting have totally reset my thinking. I would venture to say a **300% increase in my business in the next 4-6 months** is within reach and possibly downright conservative. Thanks Dan, you have made my day!"*

-- **Ted Schredd**

Author of "Gramma Knows the F Word"

Featured on MTV, Mike Bullard Show and Vicki Gaberea

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“Dan is truly a marketing wizard. He is my ‘secret weapon copywriter.’ I hire him to write sales letters for all of my products and services. \$20 ebook, \$200 audio program, \$700 home study course and \$3,000 coaching services. It doesn’t matter. Dan seems to always find the right “offer” or “angle” or move these goods fast! On top of all his business smarts I have him on my team because he is hard working, reliable, full of integrity and cares about my work and his. These characteristics are a must for having him on my winning team. I highly recommend Dan’s copywriting and consulting services if you’re looking to skyrocket your sales, increase your response and crush your competition!”

-- Ken Ballard, “Nation’s Strategic Mentor”

Author of, The Insider Secrets to Turning Around Any Business in Any Economic Climate

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*"We are a Canadian based direct response marketing firm that specializes in marketing financial and real estate seminars. We’ve marketed and produced seminars featuring Robert Allen, Robert Kiyosaki, Harry Dent Jr., Ted Thomas, Ron LeGrand, and many others. Sales copy/letters are one of the key ingredients to our marketing machine. Dan Lok is one of three copywriters I’d consider entrusting with our sales letters. The most recent letter Dan wrote for us overflowed our seminar seats in record time. Because of Dan’s sales letter, **we made \$115,671.00 in 27 days!** If you need a copywriter, you can't go wrong with Dan."*

-- DJ Richoux

Business Breakthrough Technologies, Inc.

One of Canada's Leading Direct Response Marketing Firms

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Welcome to

Forbidden Psychological Tactics

Warning:

The psychological tactics described in this manual are so powerful...so effective...and so irresistible, they'll give you an unfair advantage in dealing with people who aren't familiar with mind-influencing techniques. You have a *moral obligation* to use the **27 Forbidden Psychological Tactics** with care, applying what you learn in an ethical way to unsuspecting consumers.

Sales Psychology? That Stuff Doesn't Work On Me.

Don't kid yourself -- you're an easy target, just like the rest of us. Like it or not, despite all you know about advertising/marketing and despite all your built-in sales resistance, you are all more susceptible to persuasion than you think.

Oh sure, you may see through a car salesman's warning that someone else is ready to buy the '63 Mustang you've been eyeing. And you know not to be fooled by the absurdity of the promises of low prices at a "Going Out of Business Sale" that never ends. But are you really impervious to the power of marketers?

How come you want to put a pair of \$200 Air Jordans on your feet when a \$60 pair of Keds would do? And why are you looking at a vintage Mustang when a 1986 Toyota Corolla would get you to and from work?

Could it be Satan as the Church Lady on Saturday Night Live suggests? No, it's not Satan. It's just *desire*...desire that's been built up in your mind using the secret psychological tactics that transform a "maybe" into a "gotta have it."

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"Psy-Ops" - For the Business Battlefield

"Psychological Operations" in are used in marketing to persuade consumers to overcome any objections they have about making a purchase. The most effective persuaders are the least obvious and they work regardless of who is doing the selling or what exactly they are selling.

Personally, I've sold *millions of dollars worth* of merchandise and services by mail, e-mail, retail and websites using the simple, but astonishingly effective tactics in this manual. Now you can, too.

Keep your eye peeled for special GOLDEN "WISDOM NUGGETS" sprinkled liberally throughout the text.

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Tactics on the Battlefield

Using Psychology in the War on Consumers Minds

Once you begin to understand the psychology that's at work in advertising and marketing, you'll see it everywhere you look. But what's really exciting is that once you master the techniques of bending the human mind to your will, they'll be at your disposal in all sorts of situations -- personal and professional.

Direct Mail Marketing

The biggest challenge to the direct mail marketer is getting the consumer to OPEN THE ENVELOPE. It's one of the reasons that you'll often find a key marketing phrase on the OUTSIDE of the envelope. But what the "uninformed" marketers -- the un-Lok-ed marketers -- don't realize is that the phrases they choose are often a turn OFF, rather than a turn ON.

Let's put YOU in the picture. Imagine that you've just come home, opened your mailbox and found two letters inside. They're both from furniture polish companies, and both have a UPS (unique positioning statement) on the face.

"Brand X" Furniture Restoration Kit

The first envelope says, "Do you want to learn how to make your old worn-out furniture look like new again?"

Widget Furniture Restoration Kit

The second envelope you receive says, "Discover how antiques dealers transform old wooden junk into new wooden furniture for big profits with an amazing new product you can use, too"

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When you read the question posed on the Brand X envelope, you're probably going to answer, "No," and then throw the offer in the garbage. Case closed. Sale lost.

With the Widget offer however, your CURIOSITY is immediately aroused by the word "discover." Your IDENTIFICATION WITH AN AUTHORITY is stimulated by the idea that "antiques dealers" use this product. And best of all, your need for satisfaction (just plain old GREED) likes the idea that you can use this product to make money just like the dealers.

All that psychological prodding gangs up on your brain and before you know it, you're drooling with interest and ripping into that envelope, desperate to learn more about the offer...even though you don't have any wooden furniture!!!

Talk the Talk

The same psychology that works on paper is equally effective when it's used in conversation.

Here's a little test for you: Can figure out which of the following three salespeople have read this book? Each is having lunch with a potential client that he/she wants to do business with. A lot is riding on this meeting, so...

I'll give you a hint: One seller is relying on the psychological tactic of SOCIAL PROOF to make the sale. Another is using the FATAL FLAW technique, but not successfully. The third seller is just flying blind, and while even a blind squirrel can locate a nut now and then, you can bet that a squirrel who knows psychological tactics is going to make out a whole lot better

Seller A: "I couldn't help but notice that you changed your order from New England Clam Chowder to gazpacho...that's very Canyon Ranch of you. Are you cutting down on dairy fat like all the other healthcare workers I see? You're smart to be watching your health. One of the reasons I think my health club has gotten so many new members is that people realize how important it is to exercise if you don't want to have coronary problems. I wonder if we have any discounted memberships still available."

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Seller B: "I really appreciate this opportunity to talk to you about losing weight while we have lunch here at Pancho's Meat Pit. After we finish here, you really should come over to Club Widget and let me give you a tour of the facilities. We offer a lot of equipment and even though you have to work pretty hard, the results...although they're not guaranteed...can be really amazing."

Seller C: "It's been a really crazy month at Club Widget. Thanks for meeting with me over lunch, we've been so busy trying to keep the club going, the only time I have a chance to eat is when I meet with someone like you. Our priority right now is bringing in as many new members as we can as fast as we can. I don't want to get into the specifics of what's going on, but I can tell you that we're offering some really deep discounts in our 12-month membership prices."

The winner is -- Seller A.

Seller C was smart to say that there was a problem at her club -- a **Fatal Flaw** -- and she needed to do something to bring in new members fast. But Seller C's own fatal flaw quickly became apparent: by refusing to be upfront and explain exactly what had gone wrong at the club, the result was REVERSE PSYCHOLOGY.

Instead of feeling like she knew the reason for getting a good deal (and this is a key element to using the Fatal Flaw tactic), Seller C's potential club member became worried that Club Widget had failed a health code inspection, was having problems with its equipment, or maybe was going to close before the year was out. No sale.

Seller B...well, let's just leave that poor soul to her lack of success. 'Nuf said?

Tactics in Action...and then Some!

Seller A must have read this book twice! Let's dissect this Super-Salesperson's pitch word for word to find out how her brilliant use of psychological tactics makes it virtually impossible for her prospect to say no.

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"...that's very Canyon Ranch of you." (The tactic is **Social Proof** -- the cool people are doing it.)

"Are you cutting down on dairy fat like all the neurosurgeons who have been coming in?" (The tactic is **Authority** -- top doctors are doing it)

"You're making the right choice to watch your health" (The tactic is **Acknowledgement** - you're smart.)

After she's laid all her other psychological traps, Seller A closes the deal with **Fear** (fear of coronary problems) and **Fear** again (fear of missing out on a discount.)

Let's Get Going

You've just had a sample, a sliver, the merest HINT of how Forbidden Psychological Tactics can be used in different aspects of your sales and marketing efforts. Now it's time to "go deeper"...to delve into the human mind and learn how to press the buttons that control a consumer's "buy impulse."

Remember, use these tactics wisely.

What comes around goes around.

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Forbidden Psychological Tactic #1 – Curiosity

It may not be good for feline friends, but it's consumer "catnip"

All Creatures Great and Small

The curiosity "gene" isn't limited to Mr. Whiskers. All creatures are curious...especially humans. We explore our world rather than just respond to it, looking under rocks, pulling back curtains, and poking sticks into things. Our curiosity is based on our biology. The immensely powerful drives of self-preservation, reproduction, and greed propel us to explore the unknown.

"A passion for discovery is hardwired. It's something we like to do for its own sake, but it brings rewards, aids survival, and increases the number of offspring." -- Carl Sagan, Shadows of Forgotten Ancestors: A Search for Who We Are

The desire to know is a compelling force in marketing, so we have:

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

Curiosity in Action

High **involvement** automatically creates curiosity about a product in the mind of a consumer interested in that product. Someone who is interested in computers may read the articles in computer magazines, but he will also look at other ads in the same magazine, **curious** (there's that word again!) about finding products that he might want.

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Hint at the information your company/product/service will provide. Give bits of information that will allow them to begin to see what you are driving at, but save the majority of information, or what will tie all your bits of info together, for after you get the reader to take action --

- ✓ **"Open this Envelope"**
- ✓ **"Turn the Page"**
- ✓ **"Read This Message Now"**

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

Golden Nugget

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

Hurdling Obstacles

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

To arouse curiosity: The following words have a wonderful way of turning apathy into interest:

- ✓ Discovered!
- ✓ Someone spilled the beans...
- ✓ The answer you've been looking for...

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✓ Sneak Peak

✓ For Your Eyes Only

To make curiosity work for you: After you create the "itch" that needs to be scratched, you must then make it abundantly and IMMEDIATELY clear that you can provide "calamine lotion"...aka, the solution to the itch.

For example:

There's a trick to taking it off and keeping it off...

and we've got it on the next page!

.....

You won't believe what Lois in the mailroom did...

and now YOU can take advantage of her mistake

.....

You've Been Fooled!

It Doesn't Take A Lifetime to Achieve Happiness...

Our Road To Enlightenment Is Much Shorter

.....

The Voice of Authority is Waiting For You...Get Moving!

If you're CURIOUS about how you can use AUTHORITY to make your product or service more appealing to consumers, run (don't walk) to the next chapter.

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Forbidden Psychological Tactic #2 – Authority

People buy when you "borrow" credibility from trusted authorities or beloved celebrities

Says Who?

We've already established that savvy consumers look at advertising messages with doubt. This can make marketing especially difficult if you have a start-up product or service that has not yet built its reputation for quality and service. But even sceptical types can be persuaded to buy when the advertising message is delivered by a celebrity, well-known authority, or person of power and influence.

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

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

When celebrities and authorities talk, we listen. And here's where things get really interesting: We're more willing to do so **without carefully considering all the facts**. Most consumers are more than happy to abdicate the tedious process of informed decision-making and, as a result, are more susceptible to messages and suggestions from famous people.

Check it Out, Check It Out! - Authority in Action

www.greatestcopywriters.com - This web page is an endorsement from Michel Fortin – The Success Doctor -- and one of the most famous copywriters on the Internet.

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Making Whoopi

An authority **increases awareness, captures attention, and makes ads more memorable**. An expert endorsement is any advertising message that consumers are likely to believe reflects the **personal opinions, beliefs, findings or experience** of the person making the statement.

Flooz.com CEO Robert Levitan watched brand awareness for his start-up venture jump from 7 to 64 percent after bringing Whoopi Goldberg aboard a couple years ago. Goldberg's "I'm smart, but I'm just folks" quality meshed well with the family-oriented, money-saving Flooz message.

Golden Nugget

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

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Forbidden Psychological Tactic #3 – Consistency

If It Ain't Broke...

Studies have indicated that it takes an average customer as many as a half-dozen exposures to any type of advertising before he/she "tunes in" to the message. So it's important for you to maintain a consistent tone and look to your advertising and advertising messages.

Hamburger Heaven

McDonald's isn't the burger king because of its superior product. Mickey-D's is successful because it provides consistency -- a Big Mac that tastes the same in Toronto, Tel Aviv, or Tokyo. Anytime you go there, you can expect the same taste, same service.

And anytime you look for a McDonald's restaurant, you look for the same thing -- golden arches. The marketing message is so effective that seeing ANY golden arch may get your stomach growling for a Quarter-Pounder.

Conquering Consistency

Consistency is not just about using the company letterhead or email sig file. It's about ensuring that every member of your team -- human players and marketing messages -- is in sync. Make yourself Chairman of Consistency.

- Work out how various groups and departments in your company should implement marketing messages in what they do
- Ensure that people who understand marketing messages at a spoken level can also write them down.

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- Create a communications "manual" that lays down how messages should be interpreted and implemented across all departments who put out company messages.
- Invest in some basic training in business writing skills for ALL employees who will write stuff, even internally -- secretaries, technical people, HR staffers, trainers, sales people, etc

Check it Out, Check It Out! - Consistency in Action

All of MY websites have a consistent look to them -- one simple long page with a red background. It helps brand my sites and let visitors know immediately that "It's a Lok."

- www.greatestcopywriters.com
- www.infopublishingbootcamp.com
- www.wizardtalk.com

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Forbidden Psychological Tactic #4 – Storytelling

Truth is stranger (and more compelling) than fiction

Fact or fiction, quip or epic, stories are everywhere -- movies, TV, books and, of course -- ADVERTISING! We listened to them at bedtime when we were kids and we listen to them today to determine what we want to buy.

Sincerity is the Name of the Game

Do you have a compelling customer success story you can build up to demonstrate your company's superiority? Has one of your employees performed a heroic act in the name of his or her service? If the copy can have human interest where real people are involved in events that matter, this is very interesting to your prospect.

The 21st Century consumer is savvy and skeptical of advertising, so anything that is exaggerated will turn them off instantly. Leave out any "get rich quick" marketing hype. Avoid anything that would strike the reader as simply a cheap ploy to advertise your business.

Write a story that illustrates how your program, business, or product changed someone's life -- maybe even YOUR life -- for the better. People should easily be able to put themselves into the story as the "I."

A 'life experience' SOUNDS like the truth because it IS the truth!

When a story is done right, your ad message will be woven throughout without screaming "HARD SELL" to a reader.

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Not Too Little, Not Too Much

Stories, sometimes called "case histories," are usually 300 to 400 words in length. Less than that and you won't be able to get your marketing message across. Any longer and the reader may "bail out" before finishing the story.

Check it Out, Check It Out: Storytelling in Action

General Motors OnStar campaign has created a buzz since it launched in November 2002. The campaign uses live recordings of people aided by OnStar's in-vehicle safety, security and information services.

"It's clear that these real-life stories are striking a chord with our subscribers and have helped dramatically improve consumer comprehension of the benefits of OnStar," Tony DiSalle, vice president for OnStar sales, service and marketing, said in a November press release. "In fact, roughly 3,000 people a month who previously opted not to renew their OnStar subscription are coming back to the service."

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Forbidden Psychological Tactic #5 – Social Proof

People are deeply affected by what others think.

Monkey See/Monkey Do

If we see someone else do "it" -- whatever "it" might happen to be -- we have an immediate internal response that says, "Me, too!"

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

People will visit websites that are on "most-visited" lists, buy cell phones on the "most useful" lists, and spend their movie dollars on "the #1 film in the country." It's because social proof is also related to people's desire to be in agreement with "everyone else," and not have a mistaken belief about what is true and what is not.

**For most of us, agreeing with others is *more comfortable*
than going our own way.**

This tendency is the reason that a piano player in a bar puts a few \$5 bills in his tip jars at the beginning of the night. It's to simulate tips, of course, but not 50-cent tips or \$1 tips...it's to make it clear that \$5 tips is what "everyone else" is giving. And why do you think some Evangelical preachers have been known to seed their audience with "ringers" who come forward at a specific time to give witness...and donations?

It's not an accident...it's psychology at work!

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Golden Nugget

With words like "*best seller*" or "*our most popular item*," you don't have to convince your customer that it is a good product. The hidden message -- lots of other people have bought this product -- is proof enough.

Follow the Leader

Humans are "pack animals" and we have an internal urge to do what others in our "pack" are doing. We have a strong urge towards self-preservation and an innate resistance to venturing out on our own and being a guinea pig -- that's the job of the "alpha dog."

Peer Identification

Even more magnetic than simply "someone" doing "it" is seeing "someone like me" doing "it." People like to hear about and do what other people just like them are doing -- for business AND for pleasure. Social proof is especially effective when it comes from people we identify with or want to emulate.

There isn't anything more persuasive than sending a letter to a heart surgeon that has five other heart surgeons attesting to the benefits of a product or service. When Dr. Doolittle reads that Dr. Kildare purchased a hot tub and found it beneficial in relieving the stress and tightness that comes with being a world famous neurosurgeon, it's a natural human instinct for Dr. Doolittle to say, "If it worked for him, it will work for me."

**Testimonials from happy customers are a great way to
provide your potential customers with social proof.**

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Creating Social Proof

Have you ever wondered why the heck companies such as Procter & Gamble and General Foods run those contests asking people to write down "Why I like (Name of Product)" in 100 words or less? You know P&G isn't doing it out of the goodness of their heart, so what's the story?

P&G is one smart cookie of a company. Rather than paying a high-priced advertising agency or research company millions of dollars to develop slogans that *might* appeal to consumers, they let consumers themselves "write" the copy:

- **10,000 Consumers Say, "Proctor & Gamble is the best value"**
- **"Proctor & Gamble Is A Lifesaver" says Ohio housewife**
- **"When I want good quality and great value, I buy P&G"**

For the chance of winning valuable prizes, droves of people are willing to go on record as liking the product, giving the company countless glowing testimonials and headlines like the ones above. Since these are "from the heart" comments by "people like you," consumers react in two good-for-marketing ways:

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

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Forbidden Psychological Tactic #6 - Commitment

One yes can lead to another and then another and then another...

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

The moral of the story is that you can prevent damage by taking action early, a variation on the stitch in time story. Apply this story to marketing, however, and put yourself in the shoes of the camel rather than the tent dweller, the moral is very different...very, VERY different.

Be the Camel

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

Step By Step

Instead of asking a customer to commit to a purchase, you ask them a peripheral question that's designed to get the "Yes" ball rolling:

- ? "Would you like to have this delivered to your home?"

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

- ? "May we engrave this with your initials?"

Every acceptance of one of these sly little tangential offers and every "yes" to a described benefit brings your prospect that much closer to the final sale. In fact, as the customer agrees to or **FREE Website Reveals How To Crank Out Hard Hitting Sales Copy That Sucks In Money Like Crazy! Click Here Now => www.QuickTurnMarketing.com**

chooses the smaller item, he has indirectly said, "yes" to the entire offering and is well on the way to convincing himself/herself to make the purchase. In "sales speak," this is sometimes called the **Incremental Close**.

If/Then...

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

Golden Nugget

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

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Forbidden Psychological Tactic #7 – Fatal Flaw

Admit a mistake and people will love you for it

Don't Be Shy

For obvious reasons, you probably don't want to advertise your mistakes to the world. You want to look good, so you figure it's better to be mysterious about what goes on "behind closed doors" at your business.

Telling people the REASON why you're doing something is one of the most powerful influencers of human behaviour.

Let's face it...if you're making a special offer -- a 50%-off sale, a "Buy 1, Get 1 FREE" deal, or a year of free maintenance -- nobody thinks you're doing it just because you're Mr. Good Guy or Ms. Sweetie Pie. In fact, your generosity is likely to make people suspicious -- "Those widgets are probably factory-serviced" or "I bet that salami has passed its expiration date."

Instead of worrying about "spinning" your story, let people in "behind the scenes" at your company.

Let's say you have a slow time of year and you want to increase your business during this period. Make a special, limited time offer. Offer to throw in an extra free bonus or a special discount simply because it's your "slow time" and you need to pay your staff anyway.

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Whatever the reason you're doing something out of the ordinary, you don't need to sugar-coat it or keep it under wraps. Let your customers in on the secret -- just tell the truth.

- **Wonderful Widget Sale** - We're overstocked! Our customers wanted the Deluxe Widget, but we ordered tons of the Basic Model
- **When It Rains It Pours Sale** - We had a flood and need to liquidate (pardon the pun) our inventory
- **Doctor, Doctor Sale** – We're lowering prices to raise cash for my Botox injections(!)

The Truth, The Whole Truth and Nothing But...

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

You're going to groan, but

Honesty IS the best policy

The Age of Reason

People want to have the reason for what *you* do & they like to have a reason for what *they* do too.

In a Harvard University psychology experiment, a test participant approached unsuspecting people waiting in line to use the copier and asked if he could cut in line. One request was phrased like this: "Excuse me. I only have five pages. May I use the Xerox machine?" Another request was phrased: "Excuse me. I only have five pages. May I use the Xerox machine because I'm in a rush?"

Request #1 was granted 60% of the time. But request #2, the request coupled with a *reason*, was **successful 94% of the time**. Wow.

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Forget "Please," the Magic Word is BECAUSE

But here's the clincher: In a third situation, the participant said, "Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?" There was no reason given for the need ...just the words "because".

Believe it or not (and you'd better!): **93% of the people said yes** simply due to the word 'BECAUSE'!

It didn't matter that there was no reason given for the request. Just using the magic word "because" triggered the desired response.

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Forbidden Psychological Tactic #8 – Fear

FDR was wrong! Don't fear "Fear"

Who uses fear to sell? Everyone!

You've probably heard that "sex sells." And if you haven't heard it, you've seen it: sexy bikini-clad models in car commercials, rippling muscled hunks downing a brew, hotties of both genders selling everything from lingerie to music, soda pop, and power tools. Well, here's something you may not have heard:

"Sex sells, but fear sells better.

Our fears are the things which we do not want to happen -- illness, embarrassment, and social rejection. Fears motivate us to make wise decisions by forcing us to consider negative possibilities -- "Will I die if I don't have this?" "Will my business collapse if I don't hire this person?"

Fear of disease -- which for many people translates into the fear of losing everything if you or your family's finances change dramatically...is used to sell insurance more than a fear of death.

You probably don't sit around thinking about worst-case health scenarios, but insurance companies do. They use those scenarios and the fear attached to them to shock you into buying a product that you wouldn't have considered otherwise.

The Four Faces of Fear

There are three kinds of consumer 'fears' that you can leverage to your advantage. ***Fear that the status quo will go from good to bad*** and from bad to worse without your products/services -- "If I don't get those gutters cleaned, I'm going to have to replace the roof" -- is the fear that you

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

The second fear is a *fear of paying more for less*.

Check it Out, Check It Out - Fear in Action

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

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

The third kind of fear, and one that can really paralyze consumers, is *fear of making a mistake* in choosing a solution to the problem. Your job is to overcome that fear by offering reassurances to the customer that your company will deliver. The best way to make those reassurances resonate -- use testimonials!

The fourth kind of fear is fear of loss. People are much more likely to buy if they think they'll lose out on an opportunity if they don't. This fear is what generates advertising language like:

- Limited Time Offer
- Only 500 Available
- Will Not Be Repeated
- First 100 Customers
- Today and Tomorrow Only
- Offer Good Until They're Gone

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Forbidden Psychological Tactic #9 - Emotion

If you want to have buyers, you gotta have heart

The essence of marketing is helping prospects make decisions...the *right* decisions -- to buy from YOU. If you can get a handle on the *emotional reasons* your customers use to justify their decisions, then you "speak" to those emotions in all your printed materials, advertisements, and presentations, as well as in your face-to-face meetings and on your website.

Hearts and Minds

Are you marketing to your prospects hearts or to their minds? If your marketing materials and presentations lead with a presentation of your product's features and/or your own credentials, you've lost before you've even begun.

Why? Because...

- ✓ **BENEFITS appeal to EMOTIONS**
- ✓ **FEATURES appeal to LOGIC**
- ✓ **LOGIC JUSTIFIES EMOTION and EMOTIONS DRIVE SALES**

(We'll talk more about logic and justification in the next chapter).

When we make a purchase, we want to enjoy a benefit - making more money, losing weight, finding love, being happier, etc. A feature represents what the product is, but a benefit describes - usually by painting a compelling visual picture -- what the product does for you and how it will make you feel

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So in your sales copy, you may **list features**, but you'll want to be sure to **describe their benefits**. In the examples below, can YOU pick out the feature vs. the benefit???

- **Widget Aluminum Golf Clubs** mean no more huffing and puffing on your way to the 18th hole
- **Widget Homeowners Insurance** protects you and your house for up to \$100,000 so that you can sleep in peace even when there's a tornado on the horizon.

In the first example, the feature is an aluminum club, but the benefit is feeling refreshed on the 18th hole. The homeowner's insurance feature is \$100,000 in coverage, but the "emotion" is peace-of-mind.

Don't Forget to Make the Sale

Never advertise your benefits without alluding to **an offer**. When your potential clients are all revved-up by a benefit, you want them to capitalize on their enthusiasm and urge them to take action right there and then.

Don't let 'em get away. Keep nudging them towards "the deal."

Consumers buy products and services for *their* reasons, not yours. It's the reason you'll want to use the word "You" more than the word "We" in your messages. When you present the benefits of your products or services, frame them with your prospects' emotional interests.

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Check it Out, Check It Out - Emotions in Action

The majority of consumers make purchases that are ultimately based on emotion (not logic) and there's probably no more emotional purchase than a car.

Consider this: The sale of SUV's has soared despite the fact 90% of SUV buyers never go off road and Porsche sales have grown steadily, despite the fact that most often their owners use them around town and in traffic, rarely utilizing the high-speeds the car is known for.

Different Strokes for Different Folks

The reasons consumers give out loud may be logical -- they're safer, you're higher on the road, you can see better -- but the REAL reason everyone is buying an SUV these days is because they're cool, they're popular with other people, and Madison Avenue says that if you have an SUV you'll get to go to all the same places that the 'beautiful people' do.

- ✓ Some people buy cars based on their **perception of reliability**

(**Emotion: I'm safe**),

- ✓ Others because of their "**need for speed**"

(**Emotion: I'm a daredevil**)

- ✓ Others are only interested a car that gets **great mileage**

(**Emotion: I'm a smart buyer**).

So although there's certainly a great deal of LOGIC to support a consumer's decision to buy an SUV, the purchase is actually about fulfilling an EMOTIONAL need.

If you want to sell *your* product or service, you need to be familiar with the full range of emotional reasons people buy *your* products and services (so you can include them in your **FREE Website Reveals How To Crank Out Hard Hitting Sales Copy That Sucks In Money Like Crazy! Click Here Now => www.QuickTurnMarketing.com**)

message). Reasons prospects buy include **fear, gain, comfort, security, pride** and **personal satisfaction**.

Use questions in your copy to bring out *emotional reasons* for making a purchase and capture your customer's attention by focusing *your* marketing on *their* concerns

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Forbidden Psychological Tactic #10 – Logic

"To be persuasive, we must be believable. To be believable, we must be credible. To be credible, we must be truthful." -- Edward R. Morrow

Edward R. Murrow was talking about the news business when he made the statement above, but the sentiment translates to any industry and should be a fundamental principle in your marketing efforts.

Golden Nugget:

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

In order to influence your customers, you need to present true, credible facts about your product or service. These facts will serve as the "logical justification" for a purchase.

Let's go back to the Widget Dealership to talk about this concept.

You need a mode of transportation to take you to work each day, and the Widget Wiener Car (an inexpensive sub-compact) would do the trick. Although the Wiener would fulfill your NEED, it doesn't satisfy your DESIRE...your emotional need.

You WANT all the good feelings that will come from owning a Widget WonderCar: A top of the line, high-performance, 0-60 in no time flat, gas guzzling sport coupe. The challenge is to make yourself that you NEED to Wondercar. That's where logic comes in.

Ask Mr. Webster -- What is Logic?

According to the dictionary, logic is the ability to use facts or rules to make an argument.

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Dewey Cheatham, the Widget sales rep, knows what you want - he can see it the way your eyes rest lovingly on the sleek lines of the Wonder and narrow slightly every time on the Wiener. He also knows that if he compares the two, logic will tell you to buy a sub-compact for daily commuting.

Well, Dewey didn't win his "Widget Sales Rep of the Year Award" for five years in a row by selling sub-compacts. So he says to you, "I see you're looking at two of our most popular models. The Wiener has its fans, but did you know...

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

- **"The WonderCar was voted America's favorite sport coupe for under \$40,000."**

The message to your Logic Center: This is a popular choice with others, so I can feel good about buying it. Your emotion: I'm smart

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

The message to your Logic Center: This is a car that will have a high resale value or something that could be a valuable "collectible." Your emotion: I'm smart

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

The message to your Logic Center: This car is affordable to operate.
Your emotion: I'm smart

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Golden Nugget

What's important about the sales rep's list of logical reasons for buying the Wonder is that they focus exclusively on high-end vehicles. There's no mention of the lower-priced Wiener and no effort to compare the two.

**The "Logic Points" focus solely on driving home
the emotions of owning a popular sports car**

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Forbidden Psychological Tactic #11 – Greed

Make sure your marketing says, "It's all about YOU."

I don't want to hurt your feelings, but, your customers don't care about you.

Even if they're the nicest people in the world, your customers, (and potential customers) don't care about your philosophy or your business. They don't even really care about the technical specs of a product.

What "floats the boat" of a consumer are the benefits they'll receive from buying a product or service: How it will make their lives easier, how it will make them more popular, how it will make them the envy of everyone they see. They're especially interested in extra incentives, bonuses, and "value-added" packages. I call it ...

"What's In It For Me" Syndrome

The Age Old Question

People are constantly trying to figure out what they'll gain. Don't tell them you're great in your marketing efforts; **demonstrate the benefits of buying from you, using specific facts and figures.**

Take the time to **list all the features** and then beside each feature **list the benefits** that your prospect will receive when they own it. Tell a story about why their life would be so much better with your product.

Don't bog them down with a bunch of features and technical jargon. Just tell them in simple, easy words how your products or services are better than all the rest. It should be all about them and very little about you. Everything you say and write should answer the question "What's in it for me?"

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Don't Let It Happen to YOU!

If you pick up most pieces of corporate direct mail or look at most ads in the newspaper and Yellow Pages you will see this rule violated almost every time. It's one of the most common mistakes in marketing.

The Litmus Test

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

Wanted Dead or Alive

You don't need a put together a posse to hunt down clients, customers and buyers. They'll turn themselves in IF you offer the right reward and answer the question

"What's in it for me?"

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Forbidden Psychological Tactic #12 – Credibility

"Skepticism, like chastity, should not be relinquished too readily."

George Santayana (1863-1952)

Once Burned, Twice Shy

Thanks to decades of shady claims, over the top promises, and out-and-out lies, marketers are selling products in "The Age of Skepticism". Mr. and Mrs. John Q. Public (not to mention their kids and their single friends, too) want to know the truth behind ad claims, warranties, brochures and guarantees - whether they're buying toothpaste, a gazebo for their garden, or a Piper jet.

In 1989, a survey by advertising giant David Ogilvy's firm revealed that a whopping **75% of those polled did NOT believe advertising!** Talk about the odds being against you! Even if we give you "4 strikes" in this game of salesmanship, the survey above shows that you'll already have 3 strikes before you even start writing your ad.

Most consumers are understandably mistrustful and think of buying and selling as an adversarial relationship where the wolf (that's you, the seller) is trying to take advantage of the poor little lamb (that's them, the buyer). They don't trust what you're telling them because they've been burned so many times before.

A Winning Strategy

You will need to be *pro-active* in overcoming this natural distrust to successfully make a sale from someone they barely know. You're going to have to tear down (walls of fear and skepticism) before you can build up (a relationships with a consumer).

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"Power Tools" to Make the Walls Come Tumbling Down

- ✓ Provide helpful, enlightening, educational information
- ✓ Provide social proof using testimonials
- ✓ Provide a rock solid guarantee.

Just The Facts Ma'am

One strategy is to provide factual information in an unbiased way that will allow a consumer to make his/her informed decision. Deep-six the traditional hard-sell sales pitch and just present the cold hard facts. (A great way to do this is with information products or a "report.")

When consumers think you're INFORMING them, they'll respect you and thank you for your openness and honesty. Once you've got them in your corner and gained their trust, it's easy for you to move on to the next step -- SELLING.

He Said/She Said

Another way to gain credibility is to include real testimonials from your customers. But nothing sounds more authoritative than **third-party facts and figures** and **quotes from experts**.

Your "Panel" of Experts

- ✓ Noted authorities
- ✓ Editors of industry trade magazines
- ✓ Research groups
- ✓ Celebrities (by virtue of their fame, not their knowledge)

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Golden Nugget

Testimonials build credibility more than any other strategy.

Credibility Guaranteed

Many companies are hesitant about making **strong guarantees** because they think that too many customers will take them up on it. Wrong!

Golden Nugget

Only about 1-2% of your customers will ever take you up on your guarantee

A guarantee says to the consumer, "We believe in our product and you can, too." The guarantee takes the fear away from consumers about your credibility. They're afraid of

- **Making the wrong decision**
- **Losing money**
- **Not receiving what they paid for**
- **Not being satisfied and then not being able to recoup their investment.**

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Forbidden Psychological Tactic #13 – Uniqueness

What Makes You So Special?

Do you do something that sets you apart from your competition in the marketplace? Do you make a better mousetrap? A cheaper mousetrap? Can you deliver your mousetrap in 20 minutes guaranteed?

The **unique quality of a product or service** is the major reason that people buy from you instead of the guys down the block. So don't "hide your light under a bushel" for heaven's sake - tell the world!

Once your company has identified its uniqueness, it will be the key message communicated in everything you do. It is the message that becomes headlines for all of your ads, letters, brochures, TV, and radio messages. It's on the tip of your tongue whenever you're talking sales-talk, ready to make an impression on a potential customer when the time is right.

Your Competitor is Good...But You're Better!

You should know your competitor so well that when you ask the question, "What other {fill in the blank} have you been looking at?" you'll be able to respond to your prospect's answer by sharing specific details about that product or service and **why selecting your product or service is a better choice.**

Golden Nugget

Don't bash the competition, just position "Brand X" as inferior to "Brand YOU."

A potential customer may be sceptical if you start hurling rocks at the competition. Instead of being negative, be positive -- explain that your competitor (or competitor's product is good **FREE Website Reveals How To Crank Out Hard Hitting Sales Copy That Sucks In Money Like Crazy! Click Here Now => www.QuickTurnMarketing.com**

enough, but that yours provides SUPERIOR value. The more intelligent your answer is, the more **trust and confidence** your customer will have in you and your advice. Since winning the hearts and mind (trust and confidence) of a prospect is half the battle in sales, you'll be well on your way to a big win.

I Said It First!

Domino's Pizza advertised: "If we don't deliver your pizza within 30 minutes or less, it's free." People assumed that Domino's had the **fastest delivery**; and they guaranteed that if they didn't, your pizza would be free. In fact, many of Domino's competitors were also delivering their pizzas in 30 minutes (or less), but they weren't saying anything about it. So Domino's was able to "cash in."

Golden Nugget

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

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Forbidden Psychological Tactic #14 – Common Ground

People like to do business with "people like me".

If you offer products that people truly want; and solve problems that truly bother them, there's only one more element you need to add to guarantee your success: rapport. To establish rapport, to show that you're on "common ground", you need to talk to consumers in the same language they use when they talk to each other.

Golden Nugget

When you establish rapport, you say, "I understand you."

No One Wants to Be Misunderstood

Frenchmen think in French, Spaniards in Spanish, and Americans think in "American English." Auto mechanics speak "auto-talk" and athletes use the jargon of competition when they talk, even if they're not talking about sports.

Consumers speak the "languages" of a thousand tiny sub-cultures related to what they do for a living, where they live, their cultures, hobbies, and passions. Identify the buzzwords to position yourself as "one of them," instead of being an outsider who's trying to peddle something.

Thank You For Being A Friend

People trust their friends and suspect people who are trying to sell them things. Business "friends" form a friendly, relationship based on mutual trust and common interest. Business

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friends have "rapport." If you can position yourself as a *buyer's consultant* rather than a salesperson, you'll be offering "advice" not a "hard sell."

So just how do you establish rapport? Is the prospect formal or friendly? Fast-paced or easy-going? Do your best to mirror what you observe. A brief joke can do more for buyer rapport than 20 minutes worth of sales talk, unless the buyer is a serious sort who finds humor a "time waster." Establishing rapport requires sensitivity. It's helpful if you can find something besides business to discuss.

Golden Nugget

Most people share a favorite topic of conversation: Themselves

People love to talk about themselves and they reveal quite a bit when they do. You'll immediately get some insight into their mood, personality, and conversational style. The information you learn about hobbies, pets, children, and favorite vacation spots are the foundation for continuing to build a warm rapport... and a red-hot sale!

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Forbidden Psychological Tactic #15 – Enthusiasm

**If you're not enthusiastic about what you're selling,
why should anyone else be?**

"Enthusiasm is the greatest asset in the world. It beats money and power and influence.

It is no more or less than faith in action." -- Henry Chester

Defining Enthusiasm

If Daniel Webster had been in sales and marketing rather than the dictionary business, he'd have said that enthusiasm is the process of **transferring your enthusiasm** for your services to your prospects and clients. If you can get your prospects as enthusiastic as you are, they'll be eager to buy.

Golden Nugget

To the consumer, your enthusiasm reflects on your credibility.

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

Carnegie Hall

World famous motivator Dale Carnegie -- he's the "Stop Worrying and Start Living" guy -- tells the story of a speaker who was promoting an idea that was absolutely and utterly ridiculous.

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Yet, ridiculous as it was, people were excited and at the end of the speech, were eager to "buy in" to what the speaker was selling.

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

Be Passionate...Be Real...Be Successful AND Happy

Try to focus your work on products, services, and ideas you are truly positive about. And try to sell to people who are very likely get real benefit from what you sell.

Golden Nugget

At the end of the day you'll FEEL BETTER selling something you believe in.

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Forbidden Psychological Tactic #16 – Instant Gratification

People buy because you deliver instant gratification.

Blame it on technology, or the Internet, or even MTV. Blame it on 60-second sound bites, instant drink mixes, scratch-and-win lottery tickets, and microwave ovens. Blame it on whatever you wish, but there's one thing that's clear: In a lightning-fast world with everything happening at supersonic speed, **consumers expect instant gratification** in everything they do.

A Double Whammy

If instant gratification is what consumers want, then instant gratification is what you want to deliver. Here are two offers that tap into this desire in completely different ways.

I Need It Now

There's nothing like an emergency to ratchet up the need for instant gratification. A homeowner whose roof just blew off in a storm can't afford to wait. Which Yellow Pages ad do you think will grab his attention: "Plain Vanilla Roof Repair - Call 555-1212 for all the help you need" or Tutti Frutti Roof Repair - Call 555-1212 for instant assistance"?

In the following example, instant gratification comes from the consumer's ability to download a product from the Internet and get relief from a problem without having to wait.

**Order "Dr. Widget's Insomniac's Guide" online today
and you'll have a good night's sleep tonight**

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I Want It Now

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

**Widget Self-Tanner will instantly
transform you from humdrum to hot**

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

Golden Nugget

Credit cards feed instant gratification by allowing our needs to be attained instantly, even before we have the money to pay for it.

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Forbidden Psychological Tactic #17 - Specificity

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

-- William Strunk and E.B. White

A mental picture can stimulate the strong emotions that are the fertile soil for planting the "seeds" of buying. To create a good mental picture, you need to be specific.

Specific is the difference between the vague image painted by "With Widget Roll-Out Garden, you'll receive many beautiful flowers" and the clear, emotionally compelling statement, "With Widget Roll-Out Garden, you'll get more than 24 different varieties of carnations, zinnias, and snapdragons. (Hey, give me a break. I'm a marketer, not a gardener; I have no idea what a Roll-Out Garden might contain!)

**Specifics are more believable, more compelling,
and more likely to "close the deal".**

I've Got Your Number

You know what it means to round up and round down. Well, that's where a round number comes from. 17 rounds up to 20, 42 rounds down to 40, etc. This may be okay for tax returns, but not for marketing efforts.

Golden Nugget

Studies have shown that people rated copy as more believable when the numbers used were **"non-round."**

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For example, if you listed "17 Steps to Creating A Winning Sales Campaign ..." it would give the impression that someone actually studied the process and identified the key 17 ways to buy something. In contrast, "10 Steps to Creating ..." sounds "canned" and somewhat artificial.

The Magic Number

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

Winners and Losers

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

- × A popular Bavarian beer
- × Great taste
- × Affordable

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

Big Winners

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

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Are You Talking to ME?

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

- ✓ Hey Bowlers.... (rather than Hey!)
- ✓ A Gardeners Delight...(rather than Attention Homeowners)
- ✓ New Cure for Cancer Patients (rather than A New Medical Cure)
- ✓ Can you use an extra \$1501 a month, without having to work for it? (instead of \$1,000)

Expiration Date

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

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

Headline Specifics

Here are two examples for headlines. Which has more consumer appeal?

You Can Make More Money Every Week

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

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

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

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Forbidden Psychological Tactic #18 – Acknowledgment

When someone makes a good choice (buying from YOU!)

- congratulate him or her!

Smarty Pants

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

If you make your customers feel good -- about themselves as well as their purchase -- they'll want to continue to do business with you.

Flattery Will Get You Everywhere

When it comes to buying, consumers want to think that they're intelligent and savvy, and that buying from you is an excellent decision.

One of the best ways to win over a potential customer is to flatter them for their "smarts." Syms, a discount clothing store in the U.S., uses the slogan "*An Educated Consumer is Our Best Customer.*" The "translation" in the consumer's mind is: "I'm educated, I'm smart, and the smarter I am the more I'll buy at Syms.

Wow! Powerful stuff, huh?

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For Our "Special" Friends

Making your customers feel special with a "just for you" deal or discount is another way to acknowledge them. A prime example of this is the *preferred customers only* offer.

Who are your preferred customers? Anyone you want them to be. A preferred customer can be an old customer, a new customer, or any audience you're especially interested in targeting. What makes them feel preferred (aka "special") is the offer you make:

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

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Forbidden Psychological Tactic #19 – Exclusivity

Limit your offer for unlimited appeal

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

- Limited edition
- Limited production
- Limited number available

Check it Out, Check It Out -- Exclusivity in Action

Have you ever walked into one of those trendy, high-end ladies' boutiques that have just three or four dresses on display in an enormous space? Ever wonder why? It's exclusivity at work!

As Special As I Am

Ladies' clothing is mass-produced, so displaying only one dress at a time gives it an air of exclusivity. (Think of how that same dress would look in a store on a rack with a hundred dresses just like it in all the different sizes.) Ms. Shopper thinks to herself, "There's no other person in the world like me and no other dress in the world like this one. I've gotta have it."

Don't kid yourself -- Ms. Shopper isn't an idiot. She knows the difference between a dress that's off-the-rack and a designer original that comes from the House of Widget. But despite what she KNOWS...it's what she FEELS -- that will convince her to buy.

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You've Got the Power

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

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

Proof positive of the power of exclusivity.

What Exclusivity Says to the Emotions

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

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

Golden Nugget

When you create a **marketing message** says, "This is a limited edition." The "**emotional message**" they'll hear is: "I'll have something that other people won't and they'll envy me."

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Using Exclusivity

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

- **"Only two dozen art lovers will be able to claim the Mona Widget limited edition lithograph for their own. It will not be re-issued so you must act NOW if you want to own it."**
to health and fitness...
- **"The information you learn at the Widget Workout Workshop is not available to the average workout enthusiast."**
and personal training
- **"Mr. Widget only accepts 24 new students each year to participate in his highly successful financial training program"**

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Forbidden Psychological Tactic #20 – Sex Appeal

Everybody's doin' it.

Basic Instinct

We like to think of ourselves as highly evolved creatures, but our basic instincts -- are still powering how we think, act...and buy. Sex is the second strongest of our instincts, right behind self-preservation. Anything having to do with sex tends to get our attention, so it's a perfect tool for marketing!

Advertising needs to attract attention quickly and visuals of attractive people wearing provocative clothing or behaving sexually generates attention, especially from the male of the species. And, in addition to generating that much-needed attention, sex also leaves a lasting impression on the mind.

From the Research Lab

Research conducted on the effects of sexual appeals in advertising concluded that billboards advertising alcohol that used sexual appeals were remembered **91% by participants** compared to those without sexual appeals.

The barely clad model on the annual Sports Illustrated Swimsuit edition generates sales to **59 million readers**, compared with 21 million readers for the average SI cover with a fully clad male athlete. The Cosmo "Sex Poll" issue sold **2.3 million copies** compared with its average 1.7 million copies.

SEE the Beautiful People...BE the Beautiful People

The main reason advertisers utilize sex appeal is so that other people will think the consumer of the product is more attractive or desirable. Therefore, attractive models are used to gain attention from the consumer. The sexually charged images in advertising lead a consumer to believe

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that by purchasing the products, they will look like the beautiful people in the ads, have fun like the people in the ads, and **have sex** like the people in the ads.

Different Strokes for Different Folks

Advertisers use different strategies for each gender. A study conducted at Washington State University showed that a woman's body attracts a man's attention because **men associate getting the woman with buying the product**. Men view the world by using their instinct rather than intellect.

Women, however, intellect and romance — not just anatomy — as a means of relating to men. That's why ads targeting women are less explicit and will focus on romance rather than the sex act.

Accidental Sex

Scandinavian vacuum manufacturer Electrolux used the following in an American campaign: "Nothing sucks like an Electrolux".

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Forbidden Psychological Tactic #21 – Magic Pill

Take one and call me in the morning when everything is "all better"

"There is no magic pill that will help you lose weight,"
say the doctors.

"There is no magic pill that will keep you from getting sick,"
say the insurance companies.

"There is no magic pill that will put your marriage back together,"
say the divorce lawyers.

Dreams Die Hard

Despite what the professionals say, despite what the "evidence" shows, despite what we know in our hearts is true -- that there is no magic pill -- we all seem want a one-stop/one-step solution for something.

We want a magic pill for a longer life, more youthful looking skin, and a fat bank account. (Heck, I'd buy a "magic pill" to solve *my* most pressing problem, wouldn't you?)

But there are no magic pills. That doesn't mean, however, that you can't take advantage of the consumer's **insatiable need for a magic pill** by crafting your marketing message to solve all their problems in a single stroke:

**"When you hire a Widget Nanny, you get a nanny, a housekeeper,
AND a Cordon Bleu chef all for one low, low hourly fee."**

**"Purchase a 64-piece Widgetware Dinnerware set and we'll include glasses,
serving pieces, and cutlery. All YOU need to bring is your appetite!"**

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Fast Relief

Sometimes people are looking for a magic pill to do everything. Other times that need a magic pill that will do one thing NOW.

The "plop-plop, fizz-fizz" of Alka-Seltzer promises instantaneous relief for heartburn sufferers. If you can't promise instant results with your product, say something like this: "When you order online, we'll ship your Widget Herbal Stool Softener to you via overnight mail so you can start your 7-day cleansing program immediately.

Double Whammy: Reverse Psychological Tactic

How do you like this one: Admit to your customer that ***there is no magic pill.***
"Dear Friend, I'm sorry to say there's no magic pill for repairing bad credit. You can't just read my book and expect be erase bankruptcy from your records. But you CAN expect to get the tools you need to take the steps you MUST in order to..."

You get the idea.

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Forbidden Psychological Tactic #22 – Convenience

Make it easy to make the sale

The Mom and Pop Shop

Before the mega-mart, in the days before supermarkets and shopping malls, at a time when dinosaurs walked the Earth...or maybe it was just a few years ago...most people shopped at "Convenience Stores." Whatever else they wanted, it was clear that consumers wanted convenience -- the ability to buy what they wanted when they wanted it without having to work too hard or travel too far.

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

You should, too.

Time Is of the Essence

According to USA Today, **24/7 is now a way of life**, a cultural earthquake that has rocketed the way we live and do business. Our time-crunched society is multi-tasking all the time, and the consumer has learned the wonders of "self-service" on the Internet.

The Internet has rocketed demands for convenience to an extraordinary new level. Consumers have learned to expect everything from instant "analysis" of loan applications and instant approval of mortgages, instant delivery of eBooks, and instant "access" to online "Members Only" content.

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Golden Nugget

Impulse buyers love the Internet.

Go to the Source

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

Ask your customers what convenient services would best fit their needs and get busy implementing those ideas, concepts and service. The benefit is two-fold. First, your "market research" with existing customers gives you outstanding insight into what potential new customers will want.

Second, when your existing customers see you take ACTION, they'll know that you truly listened to them and care enough to be responsive to their requests. That's the way you build ***customers FOR LIFE.***

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Forbidden Psychological Tactic #23 – Frequency

Jacqueline Susann had it right -- One is NOT Enough you.

Everywhere You Go, There It Is

You already know that you're competing with a lot of noise out there in the marketplace. The average consumer sees **3,000 marketing messages every day**. At a high-impact event like a trade show, professionals are exposed to as many as 50,000 separate bids for their attention!

Thanks to the folks that developed "captive audience advertising," you'll see sales messages on gas pumps, at the airport, online at the supermarket and...in public restrooms! There's almost no time during the day when a consumer isn't being "pitched."

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

Golden Nugget

On average, you need to follow up with prospects 9 times before they'll buy from you

Don't Quit Before You Get Started!

If a prospect doesn't respond to your offer, it's easy to say, "What's the point of following up? If they didn't buy immediately, they're obviously not interested or they're not really serious. Those types are just a waste of our time!"

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What are you thinking!!! There are a variety of reasons why prospects don't buy from you initially and only one may be that they're not interested in what you have to offer. But did you ever consider that:

- ? **They may not be ready...yet.**
- ? **They may need more information.**
- ? **They may still be researching other vendors.**
- ? **They may not be sure about your quality or reliability.**
- ? **They have to save the money to make the purchase**
- ? **They may have other, more pressing priorities right now.**
- ? **Their problem may not be serious enough to take action yet.**

A Fine Line

Sometimes on late night television, the same 15-second spot for a product will appear at every commercial break during the program. By the fourth time you've heard the pitchman say, "Do you want to make cleaning easier," you're screaming "No" back at the screen.

There's a fine line that separates *frequent contact* from *annoying overkill*. Make sure that you vary your contact methods and your message so that you come down on the right side of the line.

All the News That's Fit To Print

Newsletters, either electronic or printed, are a way to stay in touch AND call your customers' attention to new items for sale, seasonal specials, and provide information that supports sales:

- **"Get the Dirt" Newsletter - Cleaning Tips from Widget Vacuums**
- **"Wine and Dine" - A monthly guide from Widget Spirits**
- **"Daily Health Tip" - A good way to start the day from Widget Pharmacy**

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Y'all Come Back Now

Getting customers to come back and see you for "free maintenance" is a great way to add frequency to your marketing campaign. In addition to saying, "I care about you" to your customer, it keeps you and your business at the front of their brains.

Check It Out, Check It Out - Y'all Back Come Now in Action

Widget Jewelry offers, "free quarterly maintenance while you wait" on all watch purchases. Every three months when Ms. Rolex Owner and Mr. Timex Buyer come in, the Widget salespeople have another opportunity to do their thing.

More importantly, when customers need a new watch, or a jewelry purchase of any kind for that matter, they're sure to buy "Go Widget" because it's easy and particularly because it's *familiar*.

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Forbidden Psychological Tactic #24 – Honesty

No kidding, it's still the best policy

Child's Play

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

\$5??? Uh oh, I know where this was going...and it isn't going anywhere good.

As I'm sure you guessed, the plane in the ad looked great, but when the real thing arrived, it was smaller, cheaper and less fun than he expected. It was his first taste of "truth in advertising" and I can tell you, he was "scarred" for life by the experience.

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

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

Too Good To Be True

Diet Coke has always been marketed to dieters as "One-Calorie Coke." The real calorie count was closer to zero, but consumers in test marketing just didn't believe that it had zero calories. It sounded too good to be true.

In order for your sales message to be heard, you need to "*disarm*" a consumer's *built-in disbelief*; it's "muffling" what you're saying. Once you've established that you're speaking

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honestly with them, they're likely to give the rest of your message a bit more attention than usual...and a little less skepticism.

Being honest doesn't mean elaborating on your product's flaws or the shortcomings in your service. It DOES mean *toning down hyperbole* and expressing in more believable terms the benefits that you have to offer. You'll sound less like a high-pressure sales "machine" and more like a real person.

Counter-Intuitive...But It Works!

By admitting your product is not the perfect solution for everyone, you increase the chances that the prospect will listen to why your product is **perfect for THEM**.

The ROI with Honesty

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

If people are talking about you, wouldn't you rather they were saying POSITIVE things?

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Forbidden Psychological Tactic #25 – Objection Resolution

Make it so they CAN'T say no

The Only Thing You Have to Fear Is Fear Itself

We talked earlier about how to use fear to motivate a consumer to buy. But there's another side to fear. For many people, their fears are what **keep them from making the purchase**.

To overcome fears -- which are just objections waiting to happen -- make sure you've provided enough information about benefits, guarantees, etc. to overcome these basic consumer "nail-biters":

- Did I buy the best?
- Did I buy a lemon?
- Did I overpay?
- Did I buy something I really didn't need?
- Will I get what was promised?
- Will I be able to get a refund if I made a mistake?
- Fear of buying it when they really didn't need it,

Objections Are Your Friends

Sounds crazy, doesn't it. Yeah -- crazy like a fox! If a potential customer is voicing objections, it means that he/she is INTERESTED. Sometimes an objection, a loud resounding "no" isn't really a no at all, just a request for a solution to a problem.

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Don't Do It!

- **DON'T** place undue emphasis on any objection. It may simply be a question.
- **DON'T** treat any objection as an unjustified question, either by facial, vocal or body expression.
- **DON'T** anticipate what the person is trying to say. You'll probably misunderstand and offend the prospect.
- **DON'T** interrupt when someone is making an objection. (Your potential customer will be much more relaxed if you let him finish the question and more receptive to your answer if he feels you're giving a response to what he's saying, not a "canned" sales response.)

Do It!

- DO listen carefully before answering.
- DO act interested in the objection.
- DO restate the objection before answering it. (Make sure that you fully understand it. If not, get clarification.)
- DO isolate the objection while trying to determine the real, or hidden, objection.
- DO convert the objection into the form of a question.
- DO answer the objection and then ask your prospect: "Does that satisfy your concern?" Or, "Does that answer your question?"

Your Mission, Should You Decide to Accept It

Your job is to pinpoint the sub-text of what a prospect is saying. Find out if the voiced objection is the only one. When a potential customer has an objection, you want to answer it...not get into an argument. Soften your response with phrases such as "I suggest" and "as you know."

One approach is to say, "That's a good point to consider. Your question is whether this is the smart thing to do, isn't it?" Your "core question" is, "If I can satisfy you on this one point, you wouldn't have any objection to starting immediately, would you?"

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Golden Nugget

You should always remember that, "I can't afford it," is a self-protective, I-don't-want-to-sound-poor-or-cheap way of saying, "Can you lower the price?"

"I can't wait," may be a buyer's way of asking, "Can you deliver it fast?"

Save Your Questions Until the End, Please.

If possible, try to delay confronting a prospect's objection until you've completed your presentation so that you don't get side-tracked. The trick here is to make it clear that you're not dodging the question/objection.

Chances are, you'll answer the question in your presentation, so make a statement like, "I'll be covering that point in a moment, and at the end of our conversation, I'll be happy to answer any questions or objections you may have."

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Forbidden Psychological Tactic #26 - Involvement

Make them see it, feel it, believe it and they'll buy it

A sales presentation -- whether in person or in print -- should be a two-way dialogue, not a long-winded monologue.

People like to feel involved and to know that their needs are being "mirrored" by the offer they're considering. Seeing is believing, and if you can make your prospects into "mental users" of your product or service -- help them "see" themselves AFTER the sale -- you're more than half-way towards turning your "mental cases" into real users.

Touchy Feely

Nothing beats a hands-on experience... a "test drive," so to speak. In some instances, you can give your prospect something to **feel, handle, manipulate, or examine**. Do that and watch your prospect **mentally take possession** of your product or service almost instantly.

Widget Puts YOU In the Driver's Seat

The next best way to get your prospect's imagination going is with vivid storytelling. If you paint a picture that's rich in descriptive detail, you'll get the prospect to see themselves in the picture...with your product.

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Check It Out, Check It Out -- Picture Painting In Action

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

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

It's All About ME

We all love to hear about ourselves. That's why phrases with the word "you" in them are so appealing.

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

Surprise! Bert won the bet by using the words, "This Is About Mr. Toughsell," as the headline at the top of the page.

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Forbidden Psychological Tactic #27 – Reciprocity

Give a little and you'll get a lot!

Tit for Tat

The **Law Of Reciprocity** states that when you give people something, they will want to give you something in return. When you give a potential customer a free gift, you don't expect a gift back...you expect business. It's the reason there's a prize in the McDonald's "Happy Meal", why tradeshow vendors have "premiums", and the thinking behind advertising agencies taking prospective clients to dinner.

Give the People What They Want

What are the keys to developing a good reciprocal relationship? **Value**, for starters. The gift you give needs to be something of genuine value that the recipient appreciates. Offering a free subscription to Playboy with every bottle of Viagra purchased makes sense. Offering a box of Godiva chocolates with an insulin tester does not.

It's important that the gift be given "free and clear." Giving with no expectations of reciprocity is more likely to make someone wish to reciprocate your kindness. Interesting paradox, huh?

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Check It Out, Check It Out - Reciprocity in Action

Adding a dollar bill to a direct mail piece has been shown to generate a higher response than a mailing with no money.

Check It Out, Check It Out - Reciprocity in Action Deluxe

On www.DansRant.com, I give out a 53-minute interview at no charge to anyone subscribes to my inner circle newsletter. When they receive the tape/CD in the mail, I immediately offer them the opportunity to buy something from me.

When Words are a Gift

Simply showing appreciation of your customer by verbal expression can produce the same effects as giving gifts. It appears that even a warm, friendly comment of gratitude will activate the obligation to reciprocate on the customer's part.

From the Research Department:

A New York university conducted an experiment in a medium-sized electronics store. A subject entering the store was told in a warm and friendly manner: "Thank you for shopping at Widget. We appreciate having you as our customer. May I direct you?" As a control, the next shopper entering the store was not told anything.

The average amount of money spent by subjects who received the appreciatory comment was \$408.03; the average amount spent by the 100 subjects who were not told anything was \$240.54.

See, your mom was right -- it pays to be nice...BIG TIME!

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Congratulations!

You've done it. You've earned your "belt" in Forbidden Psychological Tactics that make the difference between a successful marketer and a marketer who "retires" for life at age 35.

Now don't get cocky. You're not a black belt yet...and neither am I. Although I am certainly a master in my field, one of the most successful, highly paid professionals out there, like the greatest achievers in any field, I know that there's always more to learn.

Let's Not Say Goodbye, Just Au Revoir

There's so much more I'd like to share with you - not just what I've learned... and continue to learn in the "trenches" of real world marketing... but the insights and experiences of some of the biggest moneymakers in the industry. If you didn't read the first pages of this ebook when it arrived - the ones that tell you about the incredible information "toolboxes" that you can order - I hope you'll go back now and give those offers your full attention.

There's no reason to stall your progress now. **Dan'sRant** - my powerful newsletter filled with outrageously successful techniques for achieving fantastic sales results - is **FREE**. You can continue to build your knowledge, hone your skills, and grow your business... all at MY expense.

Oh there will be plenty of opportunities in each issue for you to purchase one of my products, but that choice is always yours. **Dan'sRant** is my gift to you -- no cost, no obligation...no kidding!

Best wishes for success,

Dan Lok

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Bonus #1 “177 Emotional Provoking Words

These Words Trigger Your Prospects' Emotions And Persuade Them To Buy Your Product”

These words can trigger certain emotions that will help persuade your readers to buy. When you sense your copy is in a rut, read this for inspiration. And see if it doesn't shake things up.

Absolutely	Amazing	Attractive	Action
Announcing	Arouse	Astonishing	Amateur
Authentic	Anxious	Angry	Bargain
Beautiful	Bold	Boost	Breakthrough
Banish	Bonus	Bored	Confidential
Caution	Challenge	Crazy	Conquer
Confused	Confident	Crush	Curious
Daring	Discount	Dazzling	Deluxe
Discover	Dynamic	Disappointed	Despairing
Depressed	Discouraged	Disgusted	Disbelieving
Dream	Dominated	Enormous	Earth shattering
Excellent	Exciting	Exclusive	Expert

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Eager	Empathetic	Envious	Evil
Experience	Easy	Enhance	Exceed
Exceptional	Extra	Eye-catching	Famous
Fascinating	Fortune	Fantastic	Free
Freedom	Failure	Fear	Feel
Frustrated	Fool	Gold	Gigantic
Genuine	Guilty	Huge	Hurry
Happy	High	Helpful	Hurt
Hopeless	Imagine	Important	Income
Impulsive	Idiotic	Intimidated	Interested
Instant	Innovative	Jealous	Jam-packed
Jump-start	Kill	Kind	Lazy
Love	Latest	Largest	Lowest
Leading	Millionaire	Money	Magic
Miracle	Mistakes	Myth	Miserable
Negative	Nervous	Notice	New
Outrageous	Pain	Popular	Powerful

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Proven	Practical	Picture	Puzzled
Quick	Relax	Reward	Reduce
Rare	Results	Remarkable	Reliable
Reveal	Revolutionary	Sad	Satisfied
Save	See	Shocked	Sense
Smell	Stupid	Sex	Secret
Sizzling	Smart	Skyrocket	Sensational
Simple	Special	Startling	Strong
Surprise	Stop	Success	System
Terrific	Test	Terrible	Think
Troubled	Truth	Tremendous	Top
Trick	Ugly	Unique	Unusual
Useful	Unconditional	Ultimate	Uncommon
Unlimited	Unlock	Urgent	Vision
Visualize	Wonderful	Warning	Win You

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Bonus #2 "The Persuasive Quotient Checklist"

Pre-test the effectiveness of your sales messages.

This incredible checklist has been called “killer app of psychological tactics.” It contains the 27 most powerful, psychologically irresistible, consumer-magnetic concepts in marketing. The checklist is an eye-opening barometer when it comes to assessing whether your message has what it takes to make the sale.

Not every factor is appropriate to every product's message, so don't worry if your marketing message doesn't score a perfect 10 (or a perfect 27). Actually, some of the factors may work against a product. (I can't imagine that 'sex appeal' would be particularly effective for Widget Bros. Mortuary.)

But more likely than not, if you pack your marketing message with as many of this proven-in-the-trenches "lures," you'll practically FORCE a consumer to open his/her arms (and wallet) to you..

And that, my friends, is a good thing...a VERY good thing.

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"The Persuasive Quotient Checklist"

How does YOUR message measure up?

Rate your message using a 1-10 scale for each factor:

10 - I've nailed this one!

5 - I've got some "tweaking" to do

1 - Holy cow! I forgot about that!

0 - Not the right message for my market

Remember -- No Cheating!

This is no time to lie to yourself. Be honest and be successful

Persuasive Quotient Factor #1 – Curiosity 0 [] 1 [] 5 [] 10 []

Have you created an itch that simply has to be scratched?

Persuasive Quotient Factor #2 – Authority 0 [] 1 [] 5 [] 10 []

Have you used quotes from celebrities, athletes, experts; scientific findings or research statistics to add credibility to your offer?

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Persuasive Quotient Factor #3 – Consistency 0 [] 1 [] 5 [] 10 []

Does your message convey the concept that you deliver the same level of product quality and customer service at all times?

Persuasive Quotient Factor #4 – Storytelling 0 [] 1 [] 5 [] 10 []

Have you selected a conversational, storytelling approach to your message rather than an unemotional, clinical tone?

Persuasive Quotient Factor #5 – Social Proof 0 [] 1 [] 5 [] 10 []

Does your message include testimonials to reflect the fact that people are deeply affected by what others think? .

Persuasive Quotient Factor #6 - Commitment 0 [] 1 [] 5 [] 10 []

Does your message include a series of small "yes" moments that will take your prospect step-by-small-step to the final sale?

Persuasive Quotient Factor #7 – Fatal Flaw 0 [] 1 [] 5 [] 10 []

Have you let your customers "behind the curtain" to see the real reason behind your offer?

Persuasive Quotient Factor #8 – Fear 0 [] 1 [] 5 [] 10 []

Have you used fear of a lost opportunity or another kind of fear as part of your call-to-action?

Persuasive Quotient Factor #9 - Emotion 0 [] 1 [] 5 [] 10 []

Does your copy convey the emotional "high" that a buyer will experience when experiencing the benefit of your product or service?

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Persuasive Quotient Factor #10 – Logic 0 [] 1 [] 5 [] 10 []

Have you given your customer a good, logical reason so that his reluctant "head" has a reason to say the "yes" his emotions are dying to do?

Persuasive Quotient Factor #11 – Greed 0 [] 1 [] 5 [] 10 []

Have you provided a benefit-rich answer to the question "What's in it for me?"

Persuasive Quotient Factor #12 – Credibility 0 [] 1 [] 5 [] 10 []

Does your message include proof of your credibility through testimonials, success stories, before & after pictures, or a demonstration?

Persuasive Quotient Factor #13 – Uniqueness 0 [] 1 [] 5 [] 10 []

Is the most unique -- and therefore most desirable -- aspect of your product or service clearly highlighted and explained?

Persuasive Quotient Factor #14 – Common ground 0 [] 1 [] 5 [] 10 []

Have you expressed your message in the "language" of your target market in order to establish a rapport?

Persuasive Quotient Factor #15 – Enthusiasm 0 [] 1 [] 5 [] 10 []

Is your passion for your product/service and your genuine enthusiasm for the benefits it provides clearly stated?

Persuasive Quotient Factor #16 – Instant Gratification 0 [] 1 [] 5 [] 10 []

Have you made it clear that your customer won't have to wait to enjoy the benefits that your product or service providers?

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Persuasive Quotient Factor #17 - Specificity 0 [] 1 [] 5 [] 10 []

Does your offer include specific numbers (not rounded off) and time-frames?

Persuasive Quotient Factor #18 – Acknowledgment 0 [] 1 [] 5 [] 10 []

Have you found a way to flatter your customer for his/her wisdom, prudence, frugality, or other positive trait?

Persuasive Quotient Factor #19 – Exclusivity 0 [] 1 [] 5 [] 10 []

Will your customer feel that he/she has been able to take advantage of something that isn't available to everyone else?

Persuasive Quotient Factor #20 – Sex appeal 0 [] 1 [] 5 [] 10 []

Did you remember that "sex sells"?

Persuasive Quotient Factor #21 – Magic Pill 0 [] 1 [] 5 [] 10 []

Have you created an all-in-one solution for your customer's problem?

Persuasive Quotient Factor #22 – Convenience 0 [] 1 [] 5 [] 10 []

Is it clear that it couldn't be easier to place an order?

Persuasive Quotient Factor #23 – Frequency 0 [] 1 [] 5 [] 10 []

Is your message part of a larger campaign that will continue to communicate with your target until a sale is made?

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Persuasive Quotient Factor #24 – Honesty 0 [] 1 [] 5 [] 10 []

Have you been careful to tell the truth, the whole truth, and nothing but?

Persuasive Quotient Factor #25 – Objection Resolution 0 [] 1 [] 5 [] 10 []

Does your offer anticipate and answer all possible objections that a customer might raise?

Persuasive Quotient Factor #26 – Involvement 0 [] 1 [] 5 [] 10 []

Does your message put a potential customer "in the picture?"

Persuasive Quotient Factor #27 – Reciprocity 0 [] 1 [] 5 [] 10 []

Have you given "something extra" and made it clear that you've gone above and beyond the call of duty on behalf of your customer?

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Bonus #3 Insert Embedded Commands in Your Sentences to Compel People to Act!

What you're about to discover is potent stuff...VERY powerful. The reason these phrases are secretly referred to as "*embedded commands*" is because they act like a hypnotist's post hypnotic suggestion -- they plant little seeds in your customer's mind...seeds you'll be able to "grow" into a sale.

Essentially, you **craft the action you want your reader to take** and then "put a moustache and dark glasses on it." In other words, you disguise the "command" and present it as casual, innocent-looking sentence.

Most people will never see them coming...and their sales resistance won't know what hit 'em.

Why they work is better left to psychologists and so called experts. Let the "head doctors" worry about their business...you worry about yours -- successful marketing with embedded commands.

You don't have to understand how this works to use it... Really.

Surprise! You've just been introduced to your first embedded command. It's in the phrase above.

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Embedded Command #1 You don't have to _____ "

Whatever comes after the "have to" is interpreted by the *subconscious mind* as a command. Even if a negative word like don't is used.

Your unconscious mind has a limited vocabulary, and it doesn't include the word "don't." Regardless of what your eyes actually see, your mind "reads" the phrase "you DON'T HAVE to" as "you HAVE to".

Here's an example: "You don't have to buy my new eBook *Forbidden Psychological Tactics*, but maybe you'll want to continue your education."

Embedded Command #2 "People don't have to, _____,"

Fill in the blank with a person's name. Similar principle. The subconscious brain only hears the person's name and then the command.

Embedded Command #3. "One doesn't have to..."

Same thing!

Embedded Command "A person is able to..."

This is another powerful, very motivational phrase. The mind interprets this phrase as "Other people can do it, so I can, too."

From the *Example Department*: If your message is "A person is able to use my marketing system, and attract a flood of new customers." Your prospects will hear: "I'm going to be able to use the marketing system and attract a flood of new customers."

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Embedded Command #5. "Once told me..."

Here is a way of making a point, but using someone else to do your "dirty work".

Say, "someone once told me that the successful people in life are the ones who make quick decisions," and your prospect assumes two things: First, that someone actually made the statement being quoted. But here's the "kicker": Your prospect also assumes that what is being said is true.

Embedded Command #6. "You may or may not..."

You may or may not decide to buy my new book *Forbidden Psychological Tactics* is simply an embedded command for "Decide to BUY my new eBook *Forbidden Psychological Tactics*."

Embedded Command #7. "Can you imagine?..."

With a phrase like "Can you imagine how great you will look and feel on Monday morning after you've used this course and everybody starts noticing the new you?"... You immediately start thinking about the future and taking the course?

Once I place you in a future strongly linked to my product, once your mind starts to see yourself in the picture I'm painting, you'll want what I'm selling.

Embedded Command #8. "You might notice how good...feels...when you..."

This phrase uses a couple of techniques. First the subconscious mind is very sensitive to suggestions. Using the word "good" with the word "feel" suggests "feel good" even if it is in reverse order.

Here's the concept in action: "You might notice how good listening to my tape program feels while you are driving home tonight."

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This example would be an unbeatable way to handle the fear of buyer's remorse. Rather than letting your prospect start to imagine negative "What if?" scenarios, you simply plug-in the notion that "you'll feel good in the future."

Embedded Command #9. "Fact, fact, fact, and....(clincher)"

This is a nifty way of building credibility. Name three or more things that the person knows are true. Then say the next thing that you know is true but you want to convince your client. It's fourth-place position benefits from the truths that have come before.

For example: "Leaders are readers...readers are more educated...readers seek out good books...readers build personal libraries...(Here comes the clincher)...and that is why you should get my book *Forbidden Psychological Tactics*."

Embedded Command #10. "Will you... now.. or will you...?"

"Will you order my book *Forbidden Psychological Tactics* now or will you order it later?"

This phrase sounds like a choice, but it isn't really. All roads lead to Rome and in this example, all roads lead to the customer purchasing your product or service.

Embedded Command #11. "I could tell you that...but"

This is a way to write something you want to point out, but then disguise the fact that it was brought up. A magician might call this "misdirection."

Here's how it works: "I could tell you that my book *Forbidden Psychological Tactics* is priceless, but I think you already know that." This approach should also appeal to your ego by flattering you with the phrase "you already know" which suggests how clever you are.

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Embedded Command #12. "Don't... too quickly"

Last but not least, I'm giving you one of the all-time, killer-diller commands. It implies that you will come to a decision at some point, but that I'm in control. Most people like to be in control themselves, so this pushes all kinds of buttons in a potential buyer.

"Don't decide to buy all my courses too quickly. Get two or three first, learn them, and then get the rest later."

You now have in your hands a powerful resource. You might want to keep it handy to use again and again with your sales letters, advertisements, etc.

As you probably already know, use the phrases sparingly for maximum effect.

Congratulations! If you recognized that "as you probably already know" is an embedded command, you'll well on the road to being an Embedded Command-er, yourself!

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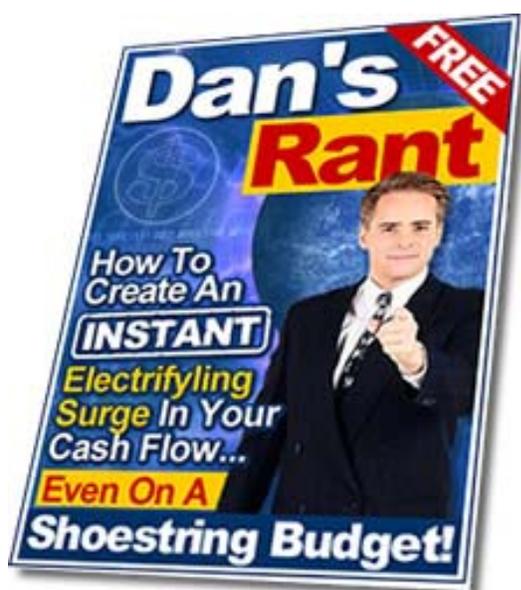
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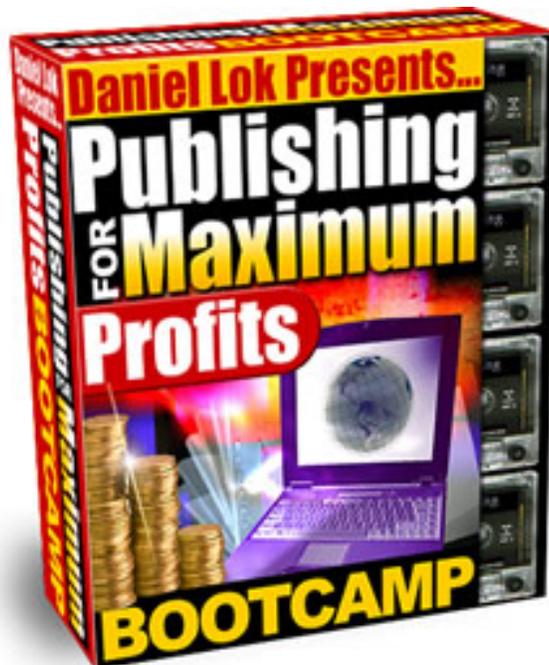
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