

Gordon Alexander's HOTSHEET # 601 Influence Worksheet

The PRIMARY Pre-Occupations

1. Money
2. Sex
3. Ego
4. Self-preservation

Gender Specific Preoccupations:

- | | |
|-----------------------------------|------------------------------------|
| Male: | Female: |
| <input type="checkbox"/> Sex | <input type="checkbox"/> Intimacy |
| <input type="checkbox"/> Ego | <input type="checkbox"/> Family |
| <input type="checkbox"/> Buddy | <input type="checkbox"/> Community |
| <input type="checkbox"/> Family | <input type="checkbox"/> Ego |
| <input type="checkbox"/> Intimacy | <input type="checkbox"/> Sex |

The most effective way to INFLUENCE someone is to Harmonize with their current Pre-Occupation. Which sense are you going to present to?

- ◆ Audio--Radio. Face-to-face. Internet.
- ◆ Visual—TV. Internet. Direct.
- ◆ Touch—Direct. Mail Order.
- ◆ Taste—Samples, Demo.
- ◆ Smell—Scratch Off. Direct.

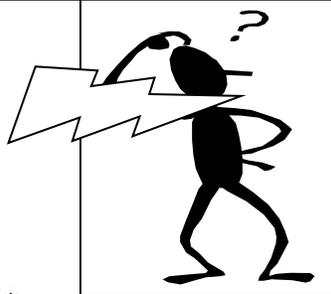
When you want to INFLUENCE someone, you must first know exactly what you want them to do. Write it here. I want this person to:

What MEDIA will you use to Crash Through your Target's Preoccupation?

Direct face-to-face. Mail. Internet. Email. Radio. TV. Newspapers. Magazines. Postcards. Telephone. FAX. Other.

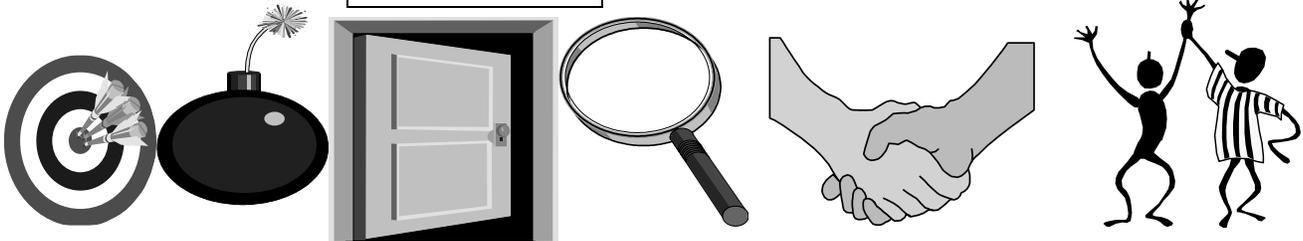
This is YOUR Target. She/He is confused as to whether to DO as you tell them or not. You must break through the PREOCCUPATION with your message. This is the person BEFORE they have done what you asked them to do.

YOU must Crash their preoccupation with a "Shocking" message. Toss a bomb, one that hits close to home and demands their **immediate attention**.



The AIDCAS formula for getting Action:

- **Attention**...Crash into their Minds.
- **Interest**...Appeal to their SELF interest
- **Desire**...Arouse a desire in them.
- **Conclusion**...Come to a Decision Point.
- **ACTION**...TELL them Exactly what to do.
- **Satisfaction**...Make sure they are HAPPY with the action they took.



The above VISUALS represent the process of: Selecting a Target. Tossing a Bomb to get their attention. Bringing them behind YOUR closed door so they can EXAMINE and closely INSPECT your presentation...and if you have done your job then you REACH AN AGREEMENT and you make your TARGET a WINNER who will do more of what you ask them in the future. If you are a MARKETER, then the most important link is the TARGET itself. Have you identified someone with a passion for a subject? Do they buy similar products or services like yours? How does your product or service provide them with something different, unique or what they WANT and WILL spend money to acquire. If any of the LINKS in the Visual are weak in your PERSUASION attempt you may not be successful

Persuasion HOTSHEET 601
This is the person **AFTER** they have bought your product, or did what you asked them to do. They are **GLAD** and **HAPPY** they did what you **told** them to do.



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Choose TARGET. Break PREOCCUPATION. Get INTEREST. Show them AFTER. Appeal to EMOTIONS for Desire. ORDER Action. Make it easy for them. Give them logical reasons too. Practice every chance you get.

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In the middle of the page is your befuddled TARGET. For the sake of this HOTSHEET, let's call it a **prospect** for your business. Although the process is the same if you want to influence a friend or family member or a complete stranger.

Your TARGET isn't thinking about you or what you have to offer. They are **PREOCCUPIED** with their own life.

In fact, they are a 1000 times more interested in their life than in you or your product.

So the first thing you have to do is CRASH through their bubble, and get inside their heads. You have to **BOMB** them to shake them out of their lethargy towards you.

That means you must first get their **ATTENTION**. Their *un-divided attention*.

YOU do this by being in harmony with what is on their minds.

For example, someone on a list of people who have bought a "Get out of DEBT" product, probably has MONEY on their mind, or the lack of it. So if you BOMB them with a way of making money that sounds good to them, you could have a customer.

Sending Donald Trump or Bill Gates a letter on how to make money is probably going to get tossed in the trash. So your first job is to make sure you have **screened** and carefully **selected** your TARGET.

Your TARGET should have a clear interest in what you are offering. They have bought stuff like this before and probably very recently too. This is the IDEAL prospect. Someone with a pre-disposition to buy the type of product or service you are offering.

Find out as much as you can about this person. Use the checklists on the other side to try to identify as many of the subjects on their mind as you can.

Another example; if you are marketing a dating service, you wouldn't waste time and money on married people would you?

So learn and study as much as you can about the market you are trying to influence.

Once you have carefully selected and screened your target, then you must choose a way to reach them. What media will you use?

If Internet or direct mail, you will use the WRITTEN word. You must have a headline or subject line that catches their attention and is about what is on their minds.

Then once you have their **ATTENTION** and it is a fleeting moment, then you must interest and arouse a desire in them to get your product or service.

Use the **BEFORE** and **AFTER** method. Before they buy your product they are _____?? and AFTER they buy your product they are HAPPY CAMPERS!!!

You must TELL them exactly what to do in your promotion. You must insist that they do it NOW. This happens when you are most in harmony with the target.

This is why the FIRST thing you do is to clearly state what exactly it is you want your target to do.

As long as you keep their DESIRES and interests in front of you, you can make a smooth transition between getting their attention and interest and then getting them WANTING what you have to offer.

People BUY on emotion and use logic and rationale to justify their spending.