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3 Forbidden Psychological Secrets That Influence Prospects to Buy

By Fahad Hassen

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3 Psychological Secrets That Influence People to Buy

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What if you can understand and control your customer's mind? What if you can influence, persuade and motivate your customers to buy from you? Well, I'm not talking about a magic trick or lay down a lesson of motivation. It's about understanding the different reactions made by the human mind in various situations. I'm going to briefly discuss 3 key aspects of psychological secrets that you can apply in your promotion efforts for a certain increase in customer response. They are,

1. Curiosity
2. Because / Reason Why
3. Greed

Curiosity

What is it? Curiosity can be defined as "the desire to know the unexplored" in simple terms. People want to know things that many others don't know. They like to discover the `secrets' that only some people know. 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
- * Msteries of A Youthful Appearance Revealed
- * The Hidden Keys of Car Buying

People don't want

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- * How to Diet Successfully or
- * A Guide to Buying Cars

for example. First set of titles surely outshines the second set of titles because the former takes advantage of curiosity. You must design your advertising in a way that arouses curiosity. Getting to see the powerful of curiosity? (When compared the two sets above)

Because / Reason Why

Telling people a valid reason for your action is another great influencer in human behavior. People will trust you if you can offer a reason for what you are doing. Say you offer a 50% discount on your digital

cameras for the last 10 days in this month. People are too smart today and start to think it's probably because you want to get rid of your defective products or because its 2 days before the expiry date (in case of food items). Wouldn't you and I think the same way when we see a similar message?

Give them a true believable reason. For example, let's say you have a slow time of the 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.

Don't you think people will believe it? If you can give a solid reason for a particular action, people will have no doubts about what you say – there is simply very little room for doubt.

Greed

People are greedy – not only for food but for everything in life. People has "what's in it for me" syndrome. They want to know how your product can benefit them. People will buy benefits and not features. Benefits are "what people get" and features are "what the product has". In case of a mobile phone, people like to see the benefits like,

- * Can store over 200 photos
- * Supports every color you can see

and not a list of features like,

- * Has a memory of 6000k
- * Supports 16-bit colors

Your best bet is to list both features and the benefits, so you can `sell' the benefits and present specific details about the product itself.

You must convince people that they are benefiting by buying your product. Tell people how your product can make their life easier. Tell them how it can save their time. Tell them how it can make them popular. List and stress as many benefits as you can.

I hope this article was helpful to you and wish you very good luck and success in your future marketing efforts.

Top 7 Psychological Triggers For Unlimited Sales

By Carl Cholette

Did you know that there are specific psychological triggers you can use to influence the decisions of peoples and persuade them to buy what you are selling?

By knowing and using these psychological triggers you will have an edge on your competitions and make more sales in the process.

Here are 7 psychological triggers you can start using in your sales letter today!

Psychological trigger #1: BE SPECIFIC

It's important to be as specific as possible. Why! Because it make your information more believable and credible. For example: Don't say that you are in your late twenties, say that you are 28 years old or 29. Be specific! Don't be vague!

Psychological trigger #2: CURIOSITY

We are all curious! It's human nature! So, we need to used this trigger to attract more peoples to see or read what we have to offer them. For example: "What is the best way to attract loyal customers?" Are you not curious to find out what the answer is!

Psychological trigger #3: REASON WHY

Show your prospects, subscribers or customers why they should listen to you. Why they should buy what you are offering them. Is it because of your "no questions ask guarantee" or "your expertise of 20 years on the subject". Tell them, they want to know why!

Psychological trigger #4: SCARCITY

It's kind of funny. We are more driven by the thought of loosing something then by the thought of gaining something. That's why deadlines, limited opportunities, limited production numbers, etc. will work well. For example: " Buy before 12:00 am today and receive a free trip to Mexico...only 2 left...Hurry!

Psychological trigger #5: FEAR

Fear is a powerful trigger. Just look at the news for example. In the months before Y2K peoples were buying food, water, caddles lights and lots of other products... just based on fear! The same thing happen with war... it's fear that controls most of our actions.

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Psychological trigger #6: ENTHUSIASM

You need to be full of positive energy about what you are doing or selling to your prospects and clients. Without this energy you won't be able to transfer your message effectively. Your sales letter will look and feel dull with no power.

Psychological trigger #7: TELLING THE TRUTH

Peoples appreciate honesty. Even though sometimes it can be painful. If you are honest and sincere, peoples will respect you for it. Peoples always found out eventually about lies. And when they do, all trust will be gone!

Here you have it, the top 7 Psychological triggers. Use them in your next sales copy or e-mails and see how it influence your sales in a positive way!

Check out

for more informations on how to use psychological triggers to
double or triple your sales!

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Carl Cholette is an internet marketer, motivational coach and fitness trainer. He has a degree in business and a passion for fitness, psychology and sales.

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to learn how to use psychological tactics to double or triple your sales!

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3 Undetectable Marketing Secrets!
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How To Add Emotional Value To Your Offer!

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