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How To Add Emotional Value To Your Offer!

By Larry Dotson

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Your ad copy can trigger your prospects to become emotionally attached to your product. Emotion is a feeling or human reaction to an inner or outer event. People go from one emotion to the next all day long. Your ad needs to create an emotion that persuades them to buy.

Before you write your product ad you need to figure out which emotions will influence your audience to buy. You could imagine being in their shoes, survey them, interview some of them and communicate with them regularly.

There are many channels nowadays which you can use to communicate with them like e-mail, chat rooms, message boards, phone, instant messaging, video conferencing, etc. Once you know the emotions to trigger you now have know how to deliver them to your prospects.

One of the best ways to trigger a particular emotion is by arousing your prospects imagination. For example, imagine meeting the person of your dreams. That simple statement can create mental movies that then create your targeted emotions. You can have them imagine the past, present or future.

Another way is to mention the targeted emotion in your ad copy. For example, remember a time you

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felt totally excited. Their subconscious mind will search for a time when they felt that way and then will eventually start reliving that emotion.

In conclusion, you want your ad copy to trigger emotions that persuade your prospect to buy your product. First, you must know the targeted emotions, then trigger your prospects imagination or memory to search for the emotion and finally they feel or relive the emotion and buy.

1000 Ways To Write, Create, Package And Sell Information Products! <http://www.ldpublishing.com>

Ecommerce: I Second That Emotional Connection

By Scott Lindsay

"We are much more emotionally attached to products for which we feel some involvement. So true personalization and customization makes a real difference." - Donald Norman (author)

There is a psychology to the products we use most. In truth, there may likely be a product that is less expensive and equal in many primary ways. However, the use of a product has certain emotional ties that link the product with a particular response. We may not be able to articulate why the product is superior; we simply know it is the only product we want to use.

As a netpreneur involved in ecommerce it may be important to work toward finding ways to assist your customers in developing an emotional link to the products you carry.

"Creating an emotional attachment is to go beyond designing Web sites simply for usefulness and focus on meeting desires as well as user's needs. When this occurred, people would start integrating those products into their lives and start to incorporate it into daily rituals." Kelly Goto (Gotomedia - Australia)

When your customers begin to use the product and gain an emotional attachment to it you will likely discover a highly motivated client who willingly tells others about your product.

Some of the best advertising has allowed consumers to develop an emotional attachment to a product they may have never used. For instance just mentioning products like Hallmark, Smuckers, Coke or Nike often causes consumers to think about connections that bridge their emotional response to the product in question.

The emotional response may have to do with a successfully emotive marketing campaign; word of mouth advertising from emotionally connected consumers or a special moment when the product was used. That connection should not be minimized or misunderstood.

How To Add Emotional Value To Your Offer!

Ultimately the uniqueness of the product you are marketing will subside. If you wish to continue the sale of the product long-term you need to work to establish an emotional connection to your ecommerce product.

"Over time, competitors will imitate, patents will run out, buyers no longer can tell the difference among similar products. When the product effect dissipates, what's left is people's attachment to the brand. Strong brands recognize this." - William Dillon

One of the ways to add the potential of an emotional connection to your product may include a forum where members can talk about the effects of your product. You might also include emotive testimonials from those who already have an emotional connection to your product. Finally, include articles that place the product in a light where an emotional connection can take place. If you begin to see emotional connections to your products be very grateful.

Scott Lindsay is a web developer and entrepreneur. He is the founder of HighPowerSites and many other web projects. HighPowerSites is the easiest do-it-yourself website builder on the web. Get your

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