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Impair Healthy Healing In People Over The Age Of 30!

How To Influence Your Prospect's Mind!

By Larry Dotson

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It's important for your sales letter to tap into your prospect's subconscious mind and trigger their imagination. It will then create and direct a mental movie or scene that will persuade them to visit your web site, subscribe to your e-zine, buy your product, etc. Their mental imagery will actually influence their conscious mind and body to take action and buy.

Triggering people's imagination is not like controlling their mind. Their imagination is being triggered all day long by TV, pictures, radio, other people, movies, things they read, etc. People have complete control over what they imagine. It's not like when you unconsciously dream every night.

People use their imagination every day. We all conjure up thousands of images in our heads. People use their imagination to solve problems, to rehearse a future situation, to remember things, to escape their reality, to mentally practice certain skills, to brainstorm, etc.

For example, maybe you imagined what you were going to have for breakfast, lunch or dinner. You mentally smelled it, tasted it, saw it, felt it or even heard it cooking. It could have affected you physically too, your stomach may have started growling, your mouth may have watered, you may have smiled and you may have licked your lips. Think about this, the

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food you imagined wasn't there, your subconscious mind didn't distinguish between fantasy and reality.

Do you see how powerful the imagination can be?

Now how about I suggest you visualize something. Make yourself comfortable. Relax in your chair, close your eyes and imagine a juicy, tender steak seasoned to perfection. Take your time. Enjoy the experience. If you like steaks, you most likely had some of the same experiences happen to you which were described above.

The visualization above was open-ended. I just suggested what to imagine and you did the rest. You created the mental movie or scene. You used your inner senses, past experiences and future visuals to experience it how you wanted to. It happened so quickly that you weren't consciously aware of it. I also suggested that you should relax; relaxation is one of the key ingredients used to open up your prospect's subconscious mind to be receptive to your suggestions. People often relax by getting comfortable, closing their eyes, wearing loose clothing, etc.

Sometimes it might be difficult to anticipate which mental suggestion will trigger your target audience to buy. You should study, survey and communicate with them regularly to know which images will persuade them to order your product. The more targeted your suggestion, the less distance it needs to travel to reach their subconscious mind which means it will persuade them more quickly.

When you trigger your prospect's imagination they can go into a flow state or zone. It's like when you are totally focused on a movie or thought and you don't pay attention to anything else. You have no time awareness, just like in your subconscious mind. This flow state can lead them right to your ordering page!

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it:<http://www.ldpublishing.com>

Look Closer at Buying Psychology

By Dorian Greer

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Creating a buying psychology in your prospect's mind has become the focus on neuro-linguistic marketing. And top marketing firms are now in full center of attention to utilize these surprising new discoveries. And so are you.

Why This Breakthrough is So Important

According to Media Post, this major paradigm shift towards the neurosciences for advertising effectiveness is an historical event. The old methods have "expired" and the new neuro-scientific approach is a key to the future of buyer influence.

Source:

http://www.mediapost.com/dtls_dsp_news.cfm?newsID=248821

"Zaltman, whose work is influencing the advertising plans of Procter & Gamble, General Motors, IBM and others, said the shift that has taken place in neuroscience over the last ten years suggests that much of the "tacit or explicit knowledge" that Madison Avenue has about the way consumers process advertising "has expired.""

Not only does this ratify the neurological approach to advertising influence but also suggests that direct brain and nervous system influence can be achieved via the mass media. The question to you as a marketer is?

How Can I Get Some?

How can you, as a marketer and advertiser, utilize the discoveries from the neurosciences fields to explicitly influence your audience? In ways that get them to buy, alter beliefs, or program for future actions, many of these types of influence already exist.

Vitale gives us a ringside seat in his paper "How to Control the Command Center in Your Prospect's Brain". It only speaks to ONE

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aspect, of three major systems that defines our world. But it's perfect for understanding the neurology behind "written" influence.

Source:

<http://www.mrfire.com/0046.html>

Is There an Underlying Formula?

Is there an underlying formula for the major areas of influence that control your prospect's perceptions of the world, their actions and beliefs? Well, actually "Yes!"

You can utilize what the BIG BOYS already know. In its simplest form, the process for neuro–influence goes like this:

"Pace" the present >>> "Lead" the future

Simple enough? It can be applied to most everything! Eugene Schwartz, in *Breakthrough Advertising*, pg 129, in the chapter on Gradualization, "How to Make Your Prospect Believe Your Claims Before You State Them", uses a principle of pacing your prospect's current beliefs, and then leading them.

(Eugene's book, by the way, was selling on eBay for \$900 before Bottom Line Books re–released it.)

This pacing is also used in hypnosis, both clinical and covert. Pacing and leading is so important to hypnotic influence, here is what the founders of Neuro–Linguistic Programming (NLP), Grinder and Bandler, have to say in *Trance–Formations*, in the chapter about inducing hypnosis:

"Pacing and leading is a meta–pattern. It's actually a part of every other induction we'll be teaching you." . Fact: it's a part of practically every type of induction there is!

In short, the pace–lead formula is a primary PROCESS for successful influence, both at the conscious and at the unconscious levels.

Would You Like to Learn More?

From "Installing Custom Criteria" to the creation of thought viruses in signature files, our understanding of covert influence

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(thanks to the Internet) has been radically accelerated.

These techniques are being merged with the psychology of buying, and if you are so inclined, you're invited to learn more.



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