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Leverage Avoidance Values for Irresistible Selling

By Peter Murphy

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The most gifted influencers know that to be highly persuasive they must appeal to the values of the person they are speaking to.

What are values? Values are filters that everyone uses to help make sense of all the information we must process before we make a decision. When you appeal to a person's values you speak directly to their decision-making criteria.

Values:

In simple terms, values are what is most important to us. If you ask yourself: what is most important to me about having a new car? You will discover the key issues that you consider when buying a car. Your prospects will also pay attention to their values when you present your offering.

Ask your prospects what is most important to them and they will tell you their values, it is then up to you to structure your conversation around what matters to them.

So if they value ease of use and simplicity – don't waste their time talking about advanced functions. Instead spend extra time and go into great detail explaining all there is to know about how easy it is to use the product.

By talking about what your prospect considers most important you will grab their attention and quickly find out if your offering is for them. And this is as far as most people get with their

persuasion skills. There is a further step however.

Avoidance Values:

When you also discover and appeal to what your client wants to avoid, you become an especially valuable advisor. Everyone has avoidance values i.e. what is important to avoid. In the example of buying a car, it could be wanting to avoid costly maintenance, high insurance premiums and the disapproval of the neighbors.

Your only challenge is that people often won't tell you what their avoidance values are because they don't always know

themselves. Only when you ask the right questions will you be able to help them discover what these values are. Give them an example of what you mean by avoidance values and then ask them:

What must you absolutely not have when driving a car?

What do you not want in a car?

What do you want to avoid at all costs by using this product?

Which factors are the most important to avoid?

Typical answers might include – poor visibility, limited leg room, a noisy engine. Let's say you were selling software, the answers might be data loss, system crashes, limited upgrades.

Show your prospect how your product satisfies her values and protects her from her avoidance values and your powers of persuasion will be irresistible.

Give yourself time to get used to asking probing questions that elicit avoidance values. Although it seems unusual at first it does get easier with practice.

Peter Murphy is a freelance business writer. He publishes a freeweekly ezine full of practical tips for communicating at your best under pressure. All new subscribers receive a free e-book with powerful strategies for being at your best. To subscribesend a blank email to:

"How To Undergird Your Sales Letters And Ads With Irresistible 'Cause And Effect' Statements That Compel People To Buy"

By Mike Jezek

In the next few moments, as you follow me in this revealing article, you're about to grab hold of a clever technique that'll compel more people to respond to your ads and sales letters.

This clever technique I'm referring to is called "Cause and Effect" statements. And it can make your copywriting riveting and make people "feel" like buying. Here's how it works... you simply take an accepted truth, both you and your reader agree upon and lead from that into something you want your readers to act on. It's subtle and tremendously effective!

Examples of "Cause and Effect" statements:

Selling a home: "The moment you see this house, you're going to want it."

Selling a book: "Because you're still reading this letter, I know you're seeing the value in this."

Selling a self-help course: "Just popping in my first audio tape will cause you to immediately know this course was the right investment for you."

Selling software: "Listen, once I show you how this new program works you'll jump at buying this – I guarantee it!"

Selling an info product: "As you read my letter, you're going to start itching to order this product because it's that valuable!"

Selling an info product: "Just reading this next testimonial will cause you to be 100% convinced you need this."

Selling financial services: "As you look at this financial plan, you feel more and more excited about getting everything you want."

As you can see, they're easy to create. And they give your copywriting more firepower. Key words in crafting these statements are: "make", "must", "have to", "cause", "force", "you're going to", "I know you'll", "you'll feel", "you'll..." etc. Here's the basic formula:
Accepted truth + effecting word or phrase + action you want taken.

Applying this technique you just read will make your copywriting more irresistible. And I know once you experience the effectiveness

of it, you'll want to always use "Cause and Effect" statements!

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