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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 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 (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.

Manipulate Your Visitors With Reverse Psychology

By Rich Hamilton, Jr

Many people say that it is easy to write a sales copy and that there is really nothing to it. Well, all I can say is they are wrong! For many, writing your sales copy is difficult. Having the ability to write sales copy is an attribute that not many people have. When writing a sales copy you need to realize that there are a lot of psychological principles that are involved in the process. Reverse psychology on the other hand, is even more powerful when it is used properly.

In this article I am going to go over how reverse psychology works, how to apply it to a sales copy and when the best and effective time to use it is.

How Reverse Psychology Works

Reverse psychology is nothing more than a mind game you play and the object of the game is to confuse and distort the minds of others. I know it may sound complicated, but really it's not. In fact, you've probably used it and don't even realize it. Let me give you an example of how it works, so that you can fully comprehend it.

If you have children, you can probably relate to this. When you tell children not to do something, what's the first thing they do? They get into whatever it is that you just told them not to, why? Because you have accelerated their curiosity and desire to see what you have. If you were to apply reverse psychology, you would tell the child that they could have it. It wouldn't be fun anymore, you've taken away their desire to have it and as a result, they wouldn't want it. Moreover, you have accelerated the need to know why. Why are you giving it to them?

This does not only apply to children, this also applies to adults and they will react in the same way. If you were to apply the same scenario to an adult, they would react in the same manner as the child did.

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Applying To Sales Copy

When is the best and most effective time to apply reverse psychology to your sales copy, it is in your opening statement, when establishing your credibility, and in your guarantee. These are just a few important elements of your sales copy that are the most effective areas to use reverse psychology on your visitors.

Not many people use an opening statement in their sales copy. The opening statement is a only a couple of sentences that are before your attention grabbing headline. The opening statement is used to set the stage for your attention grabbing headline.

One of the first opening statements I used in my sales copy was: Before you think about listening to another so-called expert, you need to read this first... It seemed like everyone was using this opening statement, so I used reverse psychology and came up with: The so-called experts are getting

nervous.... This made my conversion rate triple, because people wanted to know why the experts were getting nervous.

When you are establishing your credibility, every sales letter always talks about how successful they are and not how they got there. People are reactive towards realistic situations, in my sales copy I talked about how in debt I used to be and how I had no money to market with. This insured my visitor that I knew how they felt. I've been there and you can promote your web site without paying a cent for advertising, because I did it.

Other people would rather brag how much money they are making, people don't react well to braggers. Just because someone makes a lot of money, doesn't mean they know what your talking about, or doing for that matter. People love stories, it pulls them right in, especially if it's a story they can relate to.

Another area where reverse psychology works great, is in your guarantee. Having a strong guarantee is the most important element of your sales copy, without it no one will buy from you, period. When you are presenting your guarantee, make it risk free and reverse the risk.

Comfort your visitor by reversing the risk, insure them that you have more to lose out of the deal than they do. How? Well, you are the product creator, your name and reputaion are on the line. If you create a poor product, then it will reflect on your credibility.

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and the Author of Inside Internet

Marketing

. Stay up to date with the internet marketing world by

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