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**Psychology Sells**

**By Terry Telford**

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It's no secret. The more you know about the psychology of selling, the more sales you will make. If you do business on the internet, it is extremely important that you know how to effectively communicate to your audience using the written word. The problem is, your audience isn't one massive, homogenous blob made up of all the same stuff. Each person in your audience is different and responds to different messages in different ways.

Luckily, psychologists have narrowed the blob down to six personality traits with specific hot buttons. When you push as many of these hot buttons as you can, using perfectly polished copy, you increase your profits. And that's the whole point, isn't it?

Take a look at the list of personalities and their Hot buttons. See where you fit in and then incorporate as many hot buttons as you can into the copy of your sales letters, email, website and any other promotional material that you produce.

**Fact Finders**

These people are obsessed with specifics. The more specifics and hard numbers that you can use, the more likely you are to turn these people into customers.

**HOTBUTTONS:** Facts, numbers, statistics

**Scratch-My-Backers**

This group of people are motivated to action when you

display a willingness to do something for them in return for their action.

**HOTBUTTONS:** Rewards, incentives

**Tried and Truers**

Some 'Tried and Truers' are actually scared to try new things. These people need to know that they are not the first ones to try out this new idea. They need to know that what ever you are offering has been tried before and has proven successful.

**HOTBUTTONS:** Examples of other's success, testimonials

**Feelers**

These are emotional people, often making spur of the moment purchases. By creating the right mood and stirring the right feelings, these people are motivated buyers.

**HOTBUTTONS:** Positive reinforcement, vivid and picturesque copy

**Benefiters**

Exactly like their title, benefiters want to know about the benefits of what you are selling. You need to show these people how your product or service will help them reach their goals.

**HOTBUTTONS:** Wants and needs focused copy

**Sense of Priders**

These people respond to offers that give them a sense of pride, meaning and visualization.

**HOTBUTTONS:** Strong symbols and positive images: vision, dreams, goals, the big picture.

And there you have the six personality traits that we all share as human beings. Try to use as many of the hot buttons as you can to increase your sales and profits exponentially.

To find out approximately what percentage of your market belongs to each category, try this simple test. Write six ads. Formulate each ad to appeal to a specific group of personality traits. Run each ad once in your regular advertising spots and track the results of each ad. Try this approach with different publications. You'll be surprised, different publications appeal to different segments of the personality trait scale.

Good luck with your marketing, have fun and I'll see you on the beaches of the world.

Terry Telford is the author of the popular ebook, *Website Ladder*, and the founder of bpc publishing, where you can pick up your FREE and almost FREE website marketing and traffic tools. Visit <http://www.bpcpublishing.com> today!

### **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.

#### 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 reputation are on the line. If you create a poor product, then it will reflect on your credibility.

Rich Hamilton, Jr is the CEO/President of

and the Author of Inside Internet

Marketing

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