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Trigger Copy: How To Use Words That Arouse Everyone's Desires

By Eric Garner

Trigger copy is any headline, words or phrase that hits the magic spots in your reader's psyche.

They are words that appeal to your reader's deepest needs and desires. When you use the kind of phrases that you know will appeal to your readers, then you are onto a winner. Here are 9 types of reader and the kind of copy that will trigger off those desires.

1. **The Perfectionist.** The Perfectionist is someone who is always on the look-out for solutions to their problems. He or she wants their world to be right. They are motivated by answers, quick fixes, and ways to avoid making mistakes. Typical Headline: The Perfect Solution To Your Worst Nightmares! Typical Phrases: get things right; don't risk being caught out; work more efficiently. Typical Words: right, correct, spot-on, step-by-step, efficient.
2. **The Connector** The Connector is a people-person. They love contact with others and are drawn to anything that makes it easy for them to connect with others. Typical Headline: Hit It Off With Everyone! Typical Phrases: see the look on their faces; win more friends; get closer to others. Typical Words: popular, user-friendly, helpful, traditional, heart-warming.
3. **The Star.** The Star is someone who likes to look good. They are invariably handsome, beautiful, well-dressed, and well-groomed. They like to be up with the current fashion and like nothing better than being admired. Typical Headline: Look A Million Dollars! Typical Phrases: streets ahead; a winning combination; turn heads wherever you go. Typical Words: attractive, sexy, glamorous, fashionable, photogenic.
4. **The Loner.** Loners want to be different from others. They will dress differently, speak differently, and behave differently. They feel no embarrassment at standing out as they believe this makes them who they are. Typical Headline: Special Offer! Only For Our Platinum Members! Typical Phrases: stand out from the crowd, be one in a million, join our club Typical Words: unique, special, different, exclusive, rare.
5. **The Magpie.** Magpies are people who are avid collectors. They like to collect anything that appeals to them: books, records; CD's; clothes; games; toys; gadgets. Because of this, they become great

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hoarders. As well as collecting things, Magpies are also great collectors of information and news. Typical Headline: Discover The Secrets To What You've Always Wanted To Know! Typical Phrases: find out how to...; make your collection complete; all the news! Typical Words: learn, keys, unlock, mystery, news.

6. The Worrier. Worriers are people who need reassurance. They are intelligent people who can always see the downside of anything, even if it is a benefit. They are happiest when they have calculated all the risks in a venture and are sure it is safe to go ahead. Typical Headline: Sleep Safe At Nights! Typical Phrases: don't be sorry, be safe; rest assured; lifetime guarantee. Typical Words: authoritative, tested, certain, secure, proven.

7. The Playtimer. Playtimers are the life and soul of the party. They always appear happy and get great enjoyment out of acquiring new gadgets and new toys. They are easily bored and need a constant stream of good feelings to keep themselves going. Typical Headline: Hot Off The Press!

Typical Phrases: exciting breakthrough; the adventure of a lifetime; fun all the way. Typical Words: latest, new, upgraded, quick, enjoyable.

8. The Top Dog. Top dogs are people who like to flex their muscles and show how strong they are. They enjoy a good fight especially when they believe they're on the side of justice. Their persona is loud, aggressive, dangerous, and risky. Typical Headline: He Who Dares Wins! Typical Phrases: smash through, come out on top, beat the rest. Typical Words: strong, powerful, forceful, dominant, winning.

9. The Easy-Goer. Easy-goers are people who like life to be uncomplicated. On the surface, they may appear to be lazy and lackluster. But this is often just their way of looking for easy solutions to life's problems. They are invariably laid-back, friendly, and give off a sense of peace and calm. Typical Headline: Make Life Easier With...! Typical Phrases: no-worry solutions; peace assured; easy as pie. Typical Words: effortless, carefree, stress-free, no-brainer, simple.

If you sprinkle your copy with words and phrases that appeal to every one of these personality types, you cannot help but hit those sweet spots inside every reader.

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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 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.

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