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Unlock Your Prospect's Mind From The Inside

By Michael Nicholas

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A prospect's mind is an intimate place where something I call The Inner Score Keeping System dwells.

Simply put, it's a fundamental model that you can use as a metaphor to help explain the way prospects govern their inner decision-making.

It's true that a potential buyer will profile several things

in the background while evaluating an offer. Many little decisions are made along the way that lead up to the BIG yes or no final decision.

Some of these are subconscious thoughts while other times

one may even notice their own mind chatter. However, in any case, a decision process is in action.

In the situation where a prospect is evaluating a sales

offer, here is an overview of events going on deep inside the prospect's mind.

While responding to the offer, the prospect instinctively invokes a scoring system, which helps in evaluating the offer.

We ALL have this judgment system inside of us that we respond with.

This Inner Score Keeping System occurs mostly behind the scenes as we don't focus on the inner process. Although it

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is transparent to us, it's still there.

It deals with the balancing scale of acceptance and rejection. When we buy, it assists us in weighing our decisions based on emotions and logic.

When positive emotions are triggered in a sales offer, they theoretically score acceptance points, which are intended to collectively add-up over rejection.

Rejection points always lean toward discouraging the buy.

Thus, in this virtual score-keeping setting, points equal positive or negative measurements of emotions

(or logic) in proportion to the sales offer. This inner-judgment that we invisibly process, determines the outcome of the offers we evaluate.

We, as the prospective buyer, keep calculating this inner score in the background. The sales copy attempts to win us over by scoring maximum acceptance points, provoking the action to buy.

You know when you get a gut feeling 'to buy or not to buy', this is our inner score keeping system I am talking about.

It regulates our buying behaviors and helps us make buying decisions.

Thus, when a prospect interfaces with a sales letter offer, it instinctively prompts this decision making process. It all comes down to a final response to the offer.

Ultimately, the prospect will either accept the offer to buy... or reject the offer and leave.

Hence: The Inner Score Keeping System.

The overall message I am suggesting here is to learn to think like a buyer if you want to get on the other side of the sale... the selling side.

Of course we all have plenty of buying experience. But, since we do not usually think about the process when we buy, we miss the boat on knowing what actually makes us buy.

In other words, when we buy, we are not considering all of the elements that add up to the final buying decision. We just buy or pass on the offer.

However, there is much to be learned from this and thinking like a buyer is by far the best way to unlock your prospect's mind to make the sale!

By Michael Nicholas
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Michael Nicholas is the author of, Order Button Triggers. His ground breaking ebook focuses on how to get prospects to click the order button to buy. Featuring over 30 years of Internet marketing experience combined, Michael brought in top marketers to tell how they do it. Click for FREE info====>
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The Power Of Subconscious Marketing

By Larry Dotson

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When you persuade your prospect's subconscious mind to do something, their conscious mind will usually follow. This is true even if the conscious mind disagrees with the subconscious.

For example, your prospect may make a conscious choice not to buy your book on getting over shyness until his subconscious mind suddenly imagines himself meeting and talking to the girl of his dreams with confidence and without being shy.

We've all experienced that same buying pattern thousands of times. Your subconscious mind changed your conscious mind's decision not to buy. How many times have you bought something that logically you knew you could not afford, but subconsciously you imagined the pleasure and positive emotions you would receive as a result of buying?

The subconscious mind can be persuaded by many things like visuals, imagination, rhythm, repetition, emotions, etc. The conscious mind usually deals with logic, words, numbers, problem solving, etc.

You may not realize it but your subconscious mind is being influenced when you watch TV shows, commercials, listen to music, daydream, read a story or find out information, look at art or a picture, etc.

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Whatever your subconscious mind is focused on it will believe, whether it's real or false. The subconscious mind isn't choosy, it accepts any information directly or indirectly through our five senses and stores it. It even records background noises, conversations and visuals you're not even aware of.

So, as a business, your main goal is to bypass your prospect's conscious mind and persuade their subconscious mind so that eventually, the subconscious "desire" will win.



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