

What They See Is What They Want (And Most Likely What They'll GET!)

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By Tatiana Velitchkov

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What makes people desire something, or someone? What is it that makes some things more attractive to them than others?

Psychologists recently sought answers to these questions by assembling a number of equally attractive women volunteers, then assigning them to take classes with groups of college men for an entire semester.

Some of the women attended 5 classes each week with the men, while the others attended only 3 or 1.

When the semester was over and the men were asked to rate their women classmates in terms of attractiveness, the results were revealing: It consistently showed that the more classes they shared with each woman, the more attractive (and desirable) they perceived that woman to be.

So as far as human nature is concerned, it appears that Hannibal Lecter's observation in "Silence of the Lambs" is true: We desire what we see most often -- even to the point of coveting it.

And what does this insight have to do with the way you run your business / market your products on the web?

A LOT.

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Familiarity Breeds Desire

The more frequently your potential clients NOTICE your products, the more DESIRABLE they'll perceive your products to be — and the more chances you'll have of developing business relationships with them.

But becoming visible & desirable doesn't have to spell "unaffordable" to small business owners. Because chances are, you already know a number of low-cost ways to be SEEN by target surfers on the web. The only question now is, do

they really NOTICE you when they do?

Here are 5 ways to make sure you (and your website, and your products) appear VISUALLY OUTSTANDING in the first place, and mute the hundreds of other stimuli surfers usually get on the net.

1. CAPTURE WITH COLOR

It's true that different colors can evoke different emotions, and greatly influence how long someone will stay on a website or look at an ad. So besides choosing background & graphic colors for readability, choose them also for the emotions they'll evoke.

Here are some of the most common colors & their general effects, divided into 2 types:

HOT COLORS

Hot colors are bright, and not very good for long-term eye exposure. They're best used for graphics & important text — anything that you want to really draw attention to.

- * RED – energizes, gives a sense of heat, excites
- * ORANGE – stimulates any existing emotion a surfer already has
- * YELLOW – illuminates, provokes thinking

COOL COLORS

Cool colors are easy on the eyes and produce a calming effect. This makes it safe for them to be used extensively in graphics, text, and even in backgrounds.

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- * GREEN – creates feelings of stability, quiet, and peace of mind
- * WHITE – symbolizes purity, promotes restfulness
- * BLUE – inspires harmony, creates a cool feeling

Carefully choose which colors you'll use, and you'll somehow dictate the emotions people will have about your product / site.

2. NAVIGATE WITH NATURAL MAPS

One reason why the Windows operating system became popular was that it used icons of common objects to help users remember what each program was meant to do — a garbage bin for deleted items, a folder for important files, a printer for printing output.

For many people, these "natural maps" made it easier for them to use and understand computers — paving the way for the highly computerized society we live in now.

Take a look at your website, your navigation bars, or even your downloadable products. How else can you improve them with easy-to-use "natural maps," and make them more visually attractive to your clients?

3. LOOK AT THE WHOLE PICTURE

In creating visual impact, you have to decide on two things:

- What do you want the viewer to focus on?
- And what elements should be removed so nothing distracts from the point of focus?

Although it might seem cost-efficient to give the viewer as many attention-getting graphics & text as possible, it actually defeats the purpose of sending him one clear message he'll act on.

So first decide on the message, make it memorable, then put it under a spotlight.

And if you feel you have something else to say, just save it for the next page, where you can showcase it under a spotlight of its own.

4. COMMAND ATTENTION

Have you ever wondered what usually captures most people's attention?

It's OTHER PEOPLE — which is why photographs of people doing different things have remained a staple among print & virtual ads.

Use this to your advantage by adding people pictures to your site & your products; load them with the proper emotion, and your buyers will get emotional about you (and your company) as well.

5. BE CONSISTENT

A woman who always dresses in sexy but subtle clothes consistently gives the impression that she's hard-to-get but worth it. On the other hand, a woman who keeps wearing loud skin tight outfits gives the impression that she's

easy.

In the same way, it isn't enough for you (and your site, and your products) to be frequently noticed by potential clients in the most strategic places on the web.

Equally important is the impression clients will ultimately have about you — and whether or not it's the same impression you really want to make.

So before going high-profile, determine which profile you really want your clients to SEE.

Because marketing & purchasing — like all other aspects of the human condition — is all about emotion, and appeal, and desirability.

And how attractive you can make yourself out to be.

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