

MASS PERSUASION SECRETS

CHECKLIST



Six Powerful Sales Triggers

- Reciprocity
 - I'll scratch your back if you scratch mine
 - Remind customers what you've recently given them
- Curiosity
 - Building anticipation
 - Include hints of what's to come
- Handling Objections
 - So, you don't miss out on sales
 - Important to know common objections
- Credibility
 - You have to prove your credibility from the start
 - Provide a strong reason to believe you
 - Why you're the most qualified
 - Experience
 - Impressive degree
 - Awards you've won
- The Power of Fear
 - Used to generate desired action
 - Tap into the Fear of Missing Out
- Consistency
 - Foot in the Door tactic

Using Reverse Psychology to Persuade

- Inoculation Effect
 - Theory from the early 1960s
 - People become immune to persuasion
 - Tell people the truth
 - Catches them off guard
 - Customers drop their defenses
- Warn customers about competition
- Consider what sets you apart
 - Explain how you are different from the competition
- Offer customers less choices
 - Customers don't want to do the research

- They want someone else to make the tough choices
 - Provide them with pre-selected options
- Provide customers with an out
 - Back off the high-pressure sales tactics
 - Shows you are confident in your product
- Disqualify the customer
- Rate the attitude
 - Makes customers feel the need to explain themselves
 - Unknowingly customers convince themselves to buy

Using Social Proof

- One of the most powerful tools of persuasion
- Connects persuasiveness directly to how others respond
 - Naturally lowers the perceived risk
- Social proof and sales
 - Convince customer everyone else is buying from you
- Types of social proof
 - Certifications
 - Friends of potential customers
 - Other people
 - Celebrities
 - Experts
- Using social proof correctly
 - Online reviews
 - Use of photos
 - Sharing of relevant anecdotes

Be an Authority in Your Industry

- People want someone they trust to tell them what to do
 - Logos will lend additional credibility
 - Pathos is the result of logos
 - Primary goal

- Can be changed once you establish a relationship
 - Ethos is about establishing your credibility
 - Can be built over time
- Understanding authority
 - Necessary for both short and long-term results
 - Creating the right kind of content
 - Building the right social media image
 - Having great SEO
- Benefits of being an authority
 - When you speak others listen
 - Directly translates into higher sales
 - Trust is crucial
- Grow your reach
 - Spend time on forums answering questions
 - Join social media groups for sellers and bloggers
 - Create high-quality content
 - Offer ways to follow up
 - Provide a coupon for a discount on your products

Putting it in Action

- Mass persuasion through video
 - Extremely effective technique
 - Allow customers to quickly get to know you
 - Create an emotional connection
- Mass persuasion through social media
 - Most effective persuasion tactic
 - Reach a broad audience
 - Must offer value added content to work
- Mass persuasion through email
 - Easily connect with people around the world
 - Can turn subscribers into loyal customers
 - Must have balance
 - Business-related emails
 - Personal emails
 - Must tie in with your overall message