

Session 7:

Persuasion In Marketing

In session 7 you'll learn exactly how to use persuasion in your marketing. You'll learn about designing your marketing piece and what kind of language to use. You'll learn how to create a Conversion Story and you'll do an exercise to create headlines that work.

- There are 2 schools of marketing:
 - Branding
 - Direct Response Marketing
- *Branding* is trying to get your name out there. *Direct Response Marketing* is trying to get people to respond immediately - to make a decision to buy right now.
- What you'll typically see in a direct response marketing piece is a powerful headline, it will be in a conversational tone, there will be a story, a list of benefits, an offer for the product, a price, a risk reversal, and a direction to action.
- The design of your marketing piece can build rapport instantly. The more editorial and traditional your ad looks, the higher the response.
- Use Speak-Write. Write it the way you would say it.
- Use "Hypnotic Language". Make sure what you say is something that is in the model of reality that the other person can relate to.
- Your *Conversion Story* - This can build a lot of credibility:
 - Start off saying how you were in their situation.
 - Tell how you've tried to do things and failed.
 - Tell how you discovered a secret.
 - Tell how you systemized it to get consistent results.
 - Tell how you taught other people and they succeeded with it.
 - Tell how you made it into a product or service.
 - Finally, tell how you want to show them now.

- Be as specific as possible. Talk about specific benefits and results.
- Powerful Categories, Words, and Ideas:
 - The words you should use the most are: *You, Your, and Yourself*.
 - *How* and *How To* implies that there is a technique or action steps involved.
 - Use the words *New, Now, Announcing, and Finally*. Example: "Now you can finally get more customers."
 - Using words of discovery like *Secret, Discovered, and Revealed*, are perceived as more valuable.
 - Another appeal is something that happens automatically or through a system. Use words like *Automated* and *System*.
 - Love, sex, and attraction.
 - A Health category.
 - A Failure category. Use words like *Risk, Loss, and Mistakes*.
 - Create proof and results.
 - Have no risk or guaranteed results. Use words like *No Risk* and *Guarantee*.
 - Have your customer take action to claim something.
 - A Free category. Use words like *Free, No Cost, Try It*.
 - An exclusivity or limited time offer.
- Powerful Headline Formula: How to (get benefit or avoid pain) (quickly, easily, low cost, no risk).
- **EXERCISE:**
 - Take the powerful headline formula and create 10 headlines about your product or service.