



The 21 Mind-Motivators

**“Your Fastest, Easiest,
Most Reliable Way to
Increase Sales & Profits”**

NOTE: These 21 Mind-Motivators are in no particular order of importance because there would be a 21-way tie for 1st Place!

Special Thanks

This PDF Transcript was edited and designed by:
Dion Jones www.ProvenTactics.com

If you're an Internet Marketer who wants the latest information on how to capture more sales without breaking your bank account simply email:

Dion@ProvenTactics.com

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INTRODUCTION

Alex: Hi, I'm Alex Mandossian and Yank Silver is with us, and Joe Sugarman as well. Direct Response Marketing, I'm assuming everyone on this call is a Direct Response Marketer or wants to be one. We can define that term in two words, Applied Technology, and that's why if you want to become a Direct Response Marketer it pays to learn as much about the psychology of the mind as possible.

Now Jay Conrad Levinson is one of my mentor's he says that as a Direct Response Marketer you have to go after mind share not market share, that's what general advertisers do.

We go after mind share and hopefully you go after one mind at a time.

Your aim obviously is to burn your marketing message into your prospects mind. Now here's the problem, we are in the greatest consumer attention crisis in U.S. economic history. The average person in any metropolitan history is exposed to about 3,500 marketing communications a day. That's 24,500 a week, that's 1.7 million a year!

Now thousands of marketer's not only your competitors but everyone, any marketing organization, consumer's product companies, service companies, they are all competing for the same thing, and that is to get a prospect's undivided attention and that includes your prospect as well. It doesn't matter if you have an information product to sell or not, everyone's vying for that attention.

So that's why what we are going to talk about is how to capture more mind share. It's mind-boggling! I did a little bit of research before the call and I noticed that the average supermarket offers over 30,000 choices. Walgreen's drug store and any drug chain, on average they offer about 15,000 choices or sku's. Toys R' Us, I took my son Gabriel there the other day, 18,000 choices.

Yanik: That used to be my favorite place to go.

Alex: Blockbuster video ... any idea how many choices there for videos?

Yanik: Oh, I don't know, 20,000.

Alex: 5,000. And Barnes and Noble get this 130,000 book titles. Now it gets worse, because the prospects mind is to lose each and everyday by this avalanche of words from the media. According to the latest research, the average mind consumes, 9 hours of television, radio, newspapers, magazines, books and videos every single day again what does it mean 40,000 words a day 280,000 words a week. 14 million words a year.

Jack Trout and Al Reese they are two of my idols, they wrote the book of Positioning and many other great books they call it an over marketed, over crowded, over communicated market place. And this is the problem, this is the problem we have if you wonder why people aren't responding to your e-mail messages this is why. Now as a direct response marketer what can you do about it.

Well the way you can, one of the ways you can cope with this landslide of marketing communications is to now how to exactly inspire and convince the prospects you are dealing with and how to get them to buy more and more quickly. And if you have customers, how to get them to buy more often? That was the promise that you read on the landing page before you registered for this call.

Now the answer for Yanik and I, anyway are 21 psychological principles we call them my motivator's and we are going to dissect each one, one by one, and our promise is this, if you use them, you will increase your pulling power of your e-mail solicitations, your auto-responders messages, subject lines, web site landing pages, ezines, even your search engine and paper click keywords descriptions and if you are a direct marketer offline you will increase your pulling power of direct mail letters, postcards, magazines and newspaper ads.

Yanik: And this is stuff that has worked forever

Alex: Forever. Someone e-mailed Yanik beforehand and said is this old stuff or new stuff and I said “It’s about 2,000 years old” And so what we are going to talk about are principles and the piece I want to start with before we get into tactic or principle #1 (my motivator #1) is what’s the difference between a principle and a tactic. There’s a huge difference. A principle is as mutable as gravity. I’m going to drop my pen right now. See if you can pick this up ... (Alex drops pen)

Ok. That was a demonstration of gravity. I can do that over and over again and I will get the same result. That’s how reliable these mind motivators are. They drive humans behavior they are the reasons why your marketing works.

They are also known as drivers some people call them strategies as I mentioned before we have a marketing legend on the phone today and he wrote the book “How to motivate your prospect, influence them and persuade them to buy.” And the book that he wrote is a marketing bible, it belongs on every bookshelf.

It’s called “Triggers” and he’s going to talk a little bit about that along with one of the mind motivators called “Stories” in just a second. Now, what’s the difference between a principle and a tactic. A tactic is a technique it’s a trick of the trade it’s how marketing works so for example, a principle may be giving away a free consultation of some kind, something that you know about.

A tactic is maybe e-mailing people or sending a postcard to somebody, or having somebody call in to get that free consultation.

Ok. The principle is why it works and the tactic is how it works. So having said that. Yanik, why don’t you go ahead and talk about mind motivators and how we define them and maybe how this whole thing came to be.

Yanik: Absolutely. And you feel free to jump in whenever you want. You know, for me the definition of mind motivator it's a process not just a single point in time. And really the best thing about these is when you start listening to and hearing about them you can see how they can be layered upon layered go right on top of another and they become even more powerful and become even more synergistic and they are reliable like we talked about.

A predictable way to capture a prospect's attention to keep them interested and to motivate them to take action whatever the action is that we wanted them to do, which also implies that they have to be used ethically and morally because they're so powerful.

And everyone on the call has promised to do that And, you know these are the same things that I have used to build a huge affiliate network in just a little amount of time to become a success on mine and it works for a novice starting up it works for a experts it works for an ongoing business it works for someone just hanging out their shingle for the first time.

Alex: Now how long ago did you start marketing? Cause a lot of people think you started in the beginning. You started after the year 2000, right.

Yanik: We'll yeah. After the year 2000 I got online. Before that time though I certainly studied every single great direct marketing manual and resource that I could possibly get my hands on. But I didn't start online until January well February 2000 is when we made our first sale.

So, it just proves that you can come in with these same principles and you can become a resounding success.

Alex: Now how many affiliate partners do you have?

Yanik: We have close to 13,000 affiliate partners.

Alex: That's amazing.

Yanik: And we've only filled that up in a short amount of time. In a little over two and half years ...

Alex: And for anyone listening if you don't have a Website just know that part of the reason Yanik is so well revered and respected in the industry is he's done in couple years that has taken many people online to do in about a decade and much of what he's done he's applied these twenty one Mind-Motivators. Let's jump into:

Mind-Motivator #1: Stories - To Create Memories and More Sales

Alex: We have about 80 case studies so we have to keep rolling. You go ahead with it.

Yanik: Ok, how many did we promise to give them?

Alex: We promised to give seventy-eight. I think we have over a hundred now.

Yanik: Yeah, we're going to definitely over deliver here. But stories are the number one mind motivator and from ancient times to current days stories continue to hold readers and listeners spellbound. And there's nothing better than a good story it works almost like magic. You know, think back to when you were a little kid.

What was your favorite thing?

When you ask your mom, "read me a bedtime story." And so, if you start to tell people a story all of a sudden they get into that semi-hypnotized mode and they're much more receptive. One great example, here's...

Case Study #1: Wall Street Journal Ad

Yanik: And it's been called the single most successful letter every mailed. According to Denny Hatch the former editor of, Who's Mailing What. This is the famous Wall Street Journal mailing called "Two Young Men".

Here's how the story and the copy of the letter start.

"On a beautiful late spring afternoon 25 years ago two young men graduated from the same college. They were very much alike, these two young men. They both have been better than average students. Both were personable and both were, as

college graduates are, filled with ambitious dreams of the future. Recently these two men returned to college for their 25th reunion.

They were still very much a like. Both were happily married. Both had three children and both, as it turned out, had gone to work for the same Mid-western manufacturing company after graduation and were still there.

But there was a difference: One of the men was manager of a small department of that company the other one was president.” That’s the way this letter opens and it’s a perfect example of using stories.

Alex: And I see that on television as well.

Yanik: Yeah, they’ve used that in multiple places.

Alex: How about case study #2?

Case Study #2: Joe Sugarman’s Blu-Blocker Glasses

Yanik: We are so honored and thrilled to have on. Is Joe Sugarman of Blu-Blocker fame of JS&A and who is personally one of my absolute marketing heroes.

Joe, are you on?

Joe: Yeah, I’m on thank you.

Yanik: Great. The one case study we were using here for this Mind-Motivator is your Blu-Blocker ad. I don’t know if you have it in front of you or not but I can read that opening for everyone to hear.

Joe: Right, go ahead and read it.

Yanik: It's a great print ad that Joe used to I believe get sales the way you first started selling Blu-Blocker sunglasses right?

Joe: Yeah, that was the first ad.

Yanik: Ok, so here's how the opening goes, it says; "I'm about to tell you a true story. If you believe me you will be well rewarded. If you don't believe me I will make it worth your while to change your mind. Let me explain. Lynn is a friend of mine who knows good products. One day he called excited about a pair of sunglasses he owns. "It's so incredible!" he said. "When you first looked through a pair you won't believe it." What will I see? I asked. What could be so incredible?

Lynn continued. "When you put on these glasses your vision improves, objects appear sharper more defined. Everything takes on an enhanced 3D effect and it's not my imagination. I just want you to see for yourself."

And then the story, the copy continued in that same story fashion and you talk about all the benefits and how we focus on different aspects and all these great things in there that continue with the story.

So, Joe if you can just jump in and tell us how you feel there.

Joe: Well, I think you pointed out very clearly that stories are something that all of a sudden will draw our attention and we'll start listening and focusing in on the message. I noticed that myself when I would, lets say, attend a speech and the speaker might be very boring. But when that speaker reached a point and started telling a story I paid attention and I listened to the story because I felt, I don't know, for whatever reason it just kind of drew me.

I realized that and I said well let me do this in my advertising. And you must remember that in order for you to sell something you've got to get your reader involved in the message. They have got to start reading. There were a lot of studies done where the person reading your ad reads the first two paragraphs or gets themselves through one third of the ad they're going to read the entire ad. They've found that 80% of the people will do that. And so what you want to do is you want to get them into the ad. Now, very often I will tell a story at the beginning of my ad that may not have a direct effect on sale of the product.

It may not even talk about the product but it is a story and it creates a little emotion and it gets them to read and I think the critical thing about stories is it gets them in the message. Or gets them in the case of television it gets them watching the program. It applies to television in the sense that, I always call it. Well, forget what I call it. If you start watching television and you're enthused or it grabs you, you want to keep watching and watching ...

Then you're really accomplishing a great deal.

Yanik: And which is pretty damn tough considering that the clicker is right there.

Joe: Yeah right and the same goes for the Internet. If you want to sell something on the Internet forget about trying to sell something in the subject line. Forget about trying to sell it in the first few paragraphs even. What you want to do is you want to get somebody reading your copy. You want to make it brief and to the point.

But you want to make it in the form of a story. You want to get the person involved. I think one of the effective Internet ads that I have seen sent to me are ads that have something in the subject line that sounds kind of personal and sounds like something I want to read. A little curiosity -- I'm kind of curious and I start reading the

text and the text sounds like a story. It sounds like something emotional and I keep reading it.

And finally I get to the point where I'm either interested reading on because I understand what it is for or I stop reading. So stories are very, very, very powerful.

Yanik: You are the master at using them.

Joe: Well, I thank you very much. I'll tell you one of the reasons that I've used... I've used many stories. I've got many case histories of using stories. And the reason for that is I've written many, many ads. I've written thousands of ads for thousands of products over the years. After a while you'll learn what works and what doesn't work.

A story is always a grabber and always gets you into the copy.

Alex: Joe stories are more memorable too because they, don't they have a tip, a body and a tail and they are a lot more easy to remember than let's say a list of benefits or something like that aren't they?

Joe: Yeah they are and what you can do in a story. You recall what you read in my story the way I introduced Blu-Blockers. It arouses the curiosity. If you'll read the first part of it again ... read those first couple sentences again and I'll comment on it.

Yanik: Yeah where it says... first sentence; "I'm about to tell you a true story. If you believe me you will be well rewarded. If you don't believe me I will make it worth your while to change your mind. Let me explain."

Joe: Yeah, now just that alone. You're going to read that and you're going to say. Whew. First of all you're going to sense a story is coming on and then the second aspect of the story telling is that you want to create curiosity. You want to create enough

curiosity so that person continues to read and you're talking about all these messages being thrown at you. It's like a locomotive.

In order to get a locomotive started you've really got to work. I mean that locomotive really got to work but it slowly but surely starts to move. And it's the same thing with that potential customer. To get him or her to start reading those first few paragraphs it's like pushing that locomotive. It's tough but if you use the technique of a story. If you use a story and you start it out and you create enough curiosity in the beginning you'll have a big success.

That ad that you read was the start of a major multi-million dollar corporation. It was the first ad that I ran for Blu-Blockers and it was extremely successful and it launched a company.

Yanik: Yeah it certainly, it did incredibly well. You have a couple houses on Maui right? Did those sunglasses pay for that?

Joe: Well, I can point to a number of things that the sunglasses paid for, but.

Yanik: But that was the start of a major empire for Blu-Blockers right?

Joe: You know that's what's so really incredible but all these people who are listening in. I use to give seminars and I remember giving seminars in this beautiful mansion in Managua Wisconsin. 10,000 square feet over looking the lake and it was really beautiful and one of the things I pointed out was that I could point to several ads that by themselves paid for that house and all that property.

The point is that we're in a business where you can be literally broke one day and with the right approach, and the right ad you can make a big score.

Alex: There's no question. Joe about an hour before the call I got an email from Gary Bencivenga who is arguably the world's top "reason why" copywriter. He wrote me, he said; "What an honor to have Joe on the phone he's one of my all time heroes. I love"

He says, "I love being sold anything by Joe. The man's a genius!" he says. And I have to agree.

One of the bibles of marketing is "Triggers," which I own and have read and what strikes me when I look at the table of contents, these are thirty chapters but they're really thirty stories.

The Ice Cream Ordering Sequence, The TV Salesman Secret, Instilling Authority in The Men's Bathroom, The Art of Extreme Passion, Making Love with Your Prospects, you even have one that says, Love and the Campus Hooker. How did this book come about and where can people listening get it?

Joe: It's interesting. In the seminars I use to give I would cover a section called Psychological Triggers and there were a number of things that I discovered often doubled response or certainly increased response and it was the most interesting part of the course everybody really liked it. So, I wrote three books one on how to write great copy and another on how to do mail order and a third on television marketing.

Yanik: Actually they all should be in every marketer's library.

Alex: I have them all. They're in a nice little bookcase holder too.

Joe: And then they, in the first book have one chapter, I think it's chapter 19 and it was just on the psychological triggers and I would be getting a lot of publicity for the books and everybody would refer to that particular chapter as being the most interesting. So I figured why don't I take that one chapter and really go into that in greater depth and came up with a book called Triggers.

And basically it's a book on how to sell anybody person to person it didn't have to be in direct mail or mail order or on the Internet but people applied all the principles. It's really interesting you pointed that out. The book is complete with stories. If you want to get across a point, you want to teach somebody something stories are a great way and of course what you really want to teach people is to buy your product.

So again that's a good book. It's available on Amazon.com and it's been available the past three years and is consistently been a best seller.

Alex: So if people want to get it they can just type in "Triggers" and Sugarman is S U G A R M A N. Right?

Joe: Correct.

Alex: Ok.

Joe: Yeah just a compliment to you because you fellas, I think this is a really good concept. I think a lot of people who are going to be listening to this sequence, these sessions are going to gain a lot. And it's interesting about Yanik I've heard about him off and on over the past year and for him to come into my consciousness as being a major marketer in such a short period of time. I didn't realize you where only, really it's been since the year 2000 that you've been out there.

I think it points out the fact that it doesn't takes long if you hit upon something there's a point in time and space where things can really happen for you. And obviously it can happen very quickly and that's what's so great about this business.

Yanik: Thanks Joe I appreciate it.

Alex: Joe, thank you very much.

Joe: Nice talking to you guys.

Alex: Likewise.

Yanik: That was a true marketing maverick and true genius and we are so blessed and thrilled to have him.

Alex: Study his work because he wrote the book on Triggers and how to psychologically motivate prospects to buy and again that book belongs in every library. It's not expensive. It's not a how to course. I think it's around thirty bucks or something. What about Case Study #3?

Yanik: Case study number 3.

Case Study #3: Power Pause Ad

Yanik: This is an email I've sent out month after month and it's simply about stories. And here's the subject line, it'll say;

"Alex, 3 minutes to greater joy, wealth and happiness. Hi Alex, I stumbled across something unusual recently and as a valued subscriber I want to let you know about it. A few months ago a man named, John Harricharan at a seminar, who graciously offered me his material to review.

I smiled and politely thanked him but I knew that I probably wouldn't get around to reading it anytime soon. (You should see my stack of reading material to get to and I'm actually a quick reader.)

But as luck would have it, I was going away on my honeymoon one week after this seminar and I decided to bring some 'lighter' reading along. Honestly, I can't remember the last time I read a book that didn't deal with the subject of marketing or

advertising, but once I started reading John's material on the airplane and I couldn't put it down.

It was simply incredible! His manuscript combined every success principle I've ever been taught and wraps it all up into one succinct exercise called a "Power Pause". And the best part is it only takes just 3 minutes and 3 steps to achieve."

And then it just goes on from there to tell you why you should click over and take a look at the site.

Alex: It's hypnotic I mean just keep wanting reading it you know.

Yanik: Yeah I mean people love I mean stories I don't think we can stress that point enough I mean we just had one of the greatest marketing legends of all time come on and tell you a few stories.

Alex: And the reason why we are spending a lot of time on this one obviously we can't spend on all 21 motivators this long. This is, I would imagine one of the most important mind motivators and if when people learn how to use it properly you can put your child to bed more quickly, you can, I have two in diapers so that's really important.

You can captivate an audience, if your ever see Joe Sugarman speak or any great speaker, Tony Robbins they tell stories. And you can also get people to buy more often and get them to buy for the first time.

Yanik: Yes, the Bible's all parables and stories

Alex: Parables and Stories. The Talmud and Koran -- they're made up of stories.

Case Study #4: Dale Carnegie

A multi, multi, million dollar seller “How to win friends and influence people” pick that book up Dale Carnegie, all he did was tell a bunch of stories, re-read that book if you haven’t done so. Chicken Soup for the Soul, I think they are going on 70 million sales. I mean, All they are, are stories, right?

Yanik: Yup.

Alex: I just interviewed Mark Victor Hansen and the genius behind that book and the series that follows is a bunch of stories. And the beauty about is story is nobody doubts that it’s true. No one raises suspicion like you do for let’s say benefits or promises that you make. A story is a story.

Yanik: He looks in behind a person’s conscious filters.

Alex: Right. Right. They are not skeptical because they’re listening they’re interested. A resource, we want to give you a resource with every mind motivator. For this one, obviously Joe Sugarman’s “Triggers” go to Amazon.com and get it and another book that is just a fantastic book is by Annette Simmons and it’s called “The Story Factor -- Inspiration, Influence and Persuasion to the Art of Storytelling. “

It’s an exceptional book on how to tell stories and you can write these stories down and just keep them in your memory. That’s what I did using that book and it really has affected my, not only my bottom-line ... but also increased the quality of my lifestyle and we serve Filet Mignon. No more chuck steak.

You know what I’m saying. So the key point here is stories remove skepticism and barriers that can prevent sales. Ok. How about Mind-Motivator #2? Where we at?

Mind-Motivator #2: Frequency - To Build Greater Trust and Profits

Alex: Ok, I got a couple stories here.

Case Study #5: Postcards Sent To Ad Agencies

Alex: I'm a postcard marketer. My expertise is in postcard marketing in the brick and mortar world and in the online world is traffic conversion. But for postcards I'm hired by a lot of agencies to do their postcard marketing and I don't think, Yanik, there's no type of company more arrogant than an ad agency.

You know those big giant general advertising agencies they're extremely arrogant because they think they know it all which often they do. They certainly make a lot of money. I'm talking about general advertisers. And so I tried something and some people say can you ever have too much frequency. Well here's what I did and you be the judge.

One of my most successful postcard mailings was to send sixteen postcards why to do business with me all with tips on how to build more profits for your clients if you're an ad agency using postcards versus direct mail. Each postcard was one tip and there was a keepsake on some of them with a glossary of terms and things like that.

And it talked about, you know, why it pays to have postcards because they're visual, they arrive naked in the mail. There's no envelope they are not clothed in an envelope they scoot past all the other mail and people look at them. You should know. Anyone listening, how many postcards we get? Maybe one, maybe two, per day.

How many letters do you get? I get about twenty. So you know there's not as much competition. But what I did I wanted to be the postcard marketer for the twenty five top San Francisco top ad agencies and my colleagues thought I was nuts. So what

I did is I did sixteen postcards and I mailed one per day. One per day for sixteen days, and after about ten to twelve days (these are business days obviously), I got two types of calls, two types of species of calls. Here was type number one.

Yanik: Get me off your list!

Alex: Get me off your list. Get me off your list I don't want postcards. It's not in our marketing mix and thank you we do it in house. The second type of species was ok lets see what you got. Won't you come into the city and make a presentation. I even got a couple calls that said; "Hey you know tip number 4. Could you re-mail that to us? We accidentally threw it away."

Ok, now what happened? Well I picked up four clients and as it turns out none of them paid out because of the egos in management of the ad agencies. It wasn't profitable but what it taught me is that if you want to get consumer or even business to business. This is a B to B mailing. If you want to get businesses attention sixteen postcards in a row will do that.

So there's no such thing as too much frequency! Yanik, check this out. What that person did there were about eight or nine of the 25 that called me and said stop sending me postcards. What those people did is they compressed my sales cycle time from nine months of me calling them up and torturing myself, did you get it, did you get it you want work with us. You know, you want to play the game that we're playing with postcards? That was compressed into nine days.

Yanik: And you got people that are not easy to capture. You got them to respond one way or another.

Alex: It's like any PR is good PR. Well any attention is good attention especially they're not a prospect. You don't want to do that with customers because you'll irritate them. But with a prospect you can mail one thing per day and the faster they say no, and Gary

Halbert the great copywriter, he says get to no as fast as you can. Well that certainly did it with that case study. Another form of frequency I use...

Yanik: Wait before you go on. I need to tell this story -- it's so funny. That just reminded me of something. I'm not going to tell his name because he'll be a little embarrassed it's a great snafu and you're going to love this. This one guy one of my friends was doing a mailing out of his own house.

He was printing up all the envelopes himself and doing all the stuffing. He had like a little mailing party where he invited his girlfriend and her friend over and they just stuffed envelopes.

So he had a mailing list of like 1,600 people. He wasn't paying very close attention and the envelopes, he printed out 1,600 envelopes but instead of hitting the mail merge to keep merging it did the same person 1,600 times.

Alex: WOW! What happened?

Yanik: They sent out 1,600 pieces to one guy. And he said; "Ok, ok that's enough I give up. I'm sold."

Alex: Well you know that was a snafu. But I've heard of direct mail campaigns where you sell. You send 200 letters to the CEO on the same day.

Yanik: It gets his attention

Alex: Yeah, and the message says did I get your attention. And so you can do a number of things and use frequency very, very creatively, but frequency is mind-motivator number two.

Case Study #6: Reduce Product Returns

Just a quick case study I used that has diminished any product returns with my marketing with postcards course and has increased lifetime value by about 340 percent to date.

I talk about this a lot, but I call up people. I call up people after they order over \$150 worth of merchandise because in the virtual world people hide behind that e-mail and I want to be someone special.

Now many people on this call right now got calls from me because there was problems with their registration or maybe the \$30 VIP discount didn't click in and I called them up and they were astounded, you know that I did that.

How difficult is it to call up customers after they order I mean they have just put money in your pocket, into your bank account they are going to raise the value of your lifestyle. Call them up if they order a certain amount and if you have too many orders like Yanik, you have a lot more orders than I do cause I have a higher ticketed product with <http://www.MarketingWithPostcards.com>

People like Yanik can have a free teleseminar and do it frequently for free just for the customers. I mean it's a very powerful message it's better to connect with 250 people four times than a 1,000 people just once.

Let me repeat that, it's better to connect with 250 people four times than a 1,000 people just once. The trick is finding the right 250 people and so the key point here is choose frequency over reach, reach is the sheer volume of people you can get to.

That's how most marketers think; let me get to as many people as possible at once. Maybe for general advertising and TV commercials but not for us direct marketers

even they're on a shoestring budget! Choose frequency over reach in any direct marketing campaign.

Yanik: There's a great way to also do it online for practically zero cost and that's sequential autoresponders

Alex: And few people do it better than you. I mean you're a master at that.

Yanik: Thank You. Where you set it up just one time you set it up one time and you do it strategically so that we do things like give out free bonuses that are unexpected and we give lots of content before we start pitching them on additional products.

But it's all done automatically so I could be anywhere in the world and these little autoresponders are continue to follow up with people that have paid money and we want to help nurture as customers.

Alex: We'll that a good segue to the resource we have for everybody. You have been gracious enough to give something away. It's our first bonus gift; tell them more about it and how they can pick it up.

Yanik: Sure, it's a product called <http://www.AutoresponderMagic.com> and what that is, is a collection of it's about five hundred and something pages. So it's a big fat e-book loaded with the best examples of top on-line marketers of their sequential autoresponder sequences. So it's like a autoresponder swipe file.

Alex: The greatest hits.

Yanik: Yeah, the greatest hits. So you'll be able to go through there and model your autoresponder sequences and based on what you want to do if it's a customer sequence or a prospect sequence, it's a affiliate sequence, I think we have in there we have a whole bunch of sequences. For all sorts of different categories

Alex: How do they get it?

Yanik: They go to <http://www.AutoresponderMagic.com/download>

Alex: And what do they get?

Yanik: They will get the entire ebook which is five hundred and some pages and plus they also get resell rights if they so choose to sell or give away the ebook as they see fit.

Alex: Excellent. Thanks for that. Mind-Motivator #3 ... we've talked about stories. We've talked about frequency. What is Mind-Motivator #3?

Mind-Motivator #3: Reason Why - To Eliminate Skepticism

Yanik: Reason why.

Alex: You'll love this one.

Yanik: Oh this is my absolute favorite if there could be something written on my tombstone you know it would be reason why.

Alex: He was a great reason why online marketer.

Yanik: Yeah. I'll explain this Mind-Motivator and everyone should be able to grasp right away why it's so powerful. I don't know if anyone remembers those old, I think it was for, I can't remember which one it was. It was one of the beer commercials, it was really dumb, it said: "Why ask why?"

Well, completely unknown to the ad agency they had actually stumbled onto a break through marketing concept. And telling the people the reason why you're doing something is really one of the most powerful influences on human behavior.

Alex: If someone comes up with a promise or benefit, doesn't it make sense for them to write down the reason why in their head or at least on paper so there's a good reason so it's just not like water off a duck's back?

Yanik: People want a reason and let me tell you, here's case study #8.

Case Study #8: Harvard Study of Reason Why

Yanik: And this is as Harvard study and you'll see why this is so important. This was featured in Robert Cialdini's book he's a professor at Arizona State University. He has a

book called Influence: The Psychology of Persuasion. I know you read that thing several times. I've read it at least seven times. It's a great incredible book.

So, there's a Harvard Psychologist named Ellen Langer and she concluded that people like to have a reason for what they do. Remember most people make decisions emotionally but they want to have the logical backup to say to themselves, "oh yeah I came to logical conclusion." So, here's what her experiment was.

Her experiment consisted of people waiting in line to use the library copy machine and then her experimenters try and ask to get ahead a spot in line. The first excuse the experimenter use was "Excuse me I have 5 pages may I use the Xerox machine because I'm in a rush?" So this request along with the reason was a success 94% of the time.

Alex: And why?

Yanik: Here's the really cool part. Then they tried it like this. "Excuse me I have five pages may I use the Xerox machine?" Without anything, but "Because I'm in a rush." This request was only granted 60% of the time. Now here's the big shocker. Ok, now it might seem like the main difference was the information, "because I'm in a rush."

Not so.

Here's what they did in the third experiment. The experimenter said, "Excuse me I have 5 pages may I use the Xerox machine because I have to make some copies?" There was no reason mentioned no new information presented just the word, because.

Alex: Then what happened?

Yanik: 93% of the people said yes.

Alex: It's astounding.

Yanik: So it went down from 94% to 93% and you didn't even have to have a reason you just use that little word, because.

Alex: Now you use this masterfully when I look at your upsell pages and I even talk about it at some of the seminars we both speak at. You start some of your upsell phrases with because you're ordering today. Now, they haven't ordered yet. Ok, I mean I read it. I read it I go "Oh yeah, I am ordering today." So you not only get them for the upsell, that particular one has a 33% upsell value from I think \$33 to \$99.

Yanik: Yeah \$29 to \$99.

Alex: And what, what offer is that product?

Yanik: Check it out at <http://www.33DaysToOnlineProfits.com> and you just click on the order button and the headline says; "Pssst ... want an even better deal? Because you're ordering today" And it's a little date script. "You have the opportunity to upgrade to a Silver resell license..."

And it goes on to talk about the benefits of why you want to do that and official bonuses. But it's really incredible gets a 33% conversion. People have no idea that they're going to see this upsell.

Alex: And I think you get more initial orders too because you use the word because. I mean that word is so powerful. Just a real quick story, Amy my wife, we just had a baby together on November 4th. Actually she did most of the work. And I'm in the room, I'm in the delivery room and she's going through labor and the anesthesiologists comes in this was in Morin General in Northern California.

And he's administering the epidural right, so she is no longer in pain. You know what he says? He says, he's putting in the shot and he says; "You're going to feel a slight pin prick because I care." And I thought what does the first part of that sentence have anything to do with the second part?

But Aimee bought into it. She said; "Ah yeah, of course." And you know I've never seen. Can you imagine? I don't know of anything more painful than a woman who's in labor. Just ask any woman. Any mother on this line will probably agree and here this anesthesiologist is masterfully using the word because I was going to ask him if he had read the Cialdini book or something.

Again, here is what he said he says "your are going to feel a slight pin prick because I care" so eliminating that pain because he care's because what's going to happen afterwards is that she's going to be numb and she's not going to be experiencing those labor pains so I thought you would enjoy that. That just happened less than a week ago.

Yanik: That's great. Well here's what one of my other marketing hero's Mark Maxwell Satchem has to say about using reason why. And he's the guy famous for the long ad that ran for 40 years called, you know with these headlines "you make these mistakes in English" he's the originator of the "Book of the Month Club" so he's a pretty impressive guy. He said whenever you make a claim or special offer in your advertising come up with an honest reason why. Then state it sincerely to sell many more products this way.

Alex: Excellent advice!

Yanik: He knew it way back then, you know what's really cool about Satchem is actually he and I share the same birthday and the same birthplace.

Alex: You have like a campaign that's reason why based, for you birthday.
What do you do?

Yanik: Oh, I had a... This is how powerful reason why can work. I woke up September 25 last year and I thought to myself you know why don't you give yourself a little birthday present so I simply sent out an email to part of my list saying "Happy Birthday" and it said actually I don't have that, let me, give me two seconds and I'll pull up that email

Alex: While you're talking about it, I was waiting tables at a restaurant called "Plat de Jour" when I was in college and I had four birthdays a year and I would make people sing Happy Birthday and I would get a lot bigger tips on those four days and one time I got caught and someone said didn't you have a birthday about 3 months ago. And I said well yeah because I can't say why I did that but a...

Yanik: I celebrate my quarter birthday

Alex: Exactly.

Yanik: Yeah, it's a good point. Maybe I should do a birthday every couple months. But here's I wanted to pull it up so I got it exactly straight. Here's the subject line: Happy Birthday... But it said you know Alex, Happy Birthday. So he's opening it up huh it's not my birthday. And it says you know at the top September 25, 2001 from Yanik Silver. Hi Alex, it's my birthday today but I wanted to celebrate by giving you a present. I'm giving you a gift of 50% off the instant Internet Profits Program.

Stick with me for a moment and I'll tell you all about it. And so, I explain all about the program in there and that's a

Alex: Stick with me, Stick with me for a moment. I mean there's "Curiosity," which is another mind motivator but you do that brilliantly.

Yanik: Yeah, well I've learned from some of the best and you do it incredibly well as well. But here's a perfect I have a bunch of examples here. Let's go over case study #9.

Alex: Right.

Case Study #9: Fetal Doppler Ad

Yanik: But we have one when I used to sell Medical Equipment working for a family business and we sold most people don't know what this is but we sold one of our best selling products that I wrote an ad for way back when I first started learning about all this stuff was a for Fetal Doppler's. Those are a, well you probably might know about it now since Amy went through her pregnancy.

It's almost like a little microphone that you use for pregnant women so you can pick up the baby's heartbeat. And Doctor's use it to check the rate of the baby's heart and so on.

Alex: Pretty obscure product to sell right?

Yanik: Yeah, somewhat obscure but you know it's two Doctor's who are not exactly emotional effaced you know or think that they're not. It's a, you know something somewhere where you probably think that our kind of advertising wouldn't work. So here's the ad that we sent out. The pre head above the headline says Manufacturer says crush the competition.

Headline "How can we offer this new Fetal Doppler for only four hundred forty seven dollars, read the facts below to find out how to save hundreds, one time only." So let me just read a little bit more of it. If you're waiting for the best time to get a new Fetal Doppler then now is the time to act because you will probably never see this incredible discounted price again. Sub head here's why. The Manufacturer Hundley Health Care wants to gain significant market share by introducing their new "Flexi Dopplex"

3Megahertz Fetal Doppler and they're offering our company a special discounted pricing to push their sales.

But instead of buying these units for this special price and then selling them later at a regular price and keeping the higher profits, we want to pass on the extra savings to you right now. And we figured the best way to sell Doppler's is simply getting Doctor's and Nurses into the habit of using a particular brand then we hope you'll continue buying more from us. It seems fair right?

Alex: You're just having a conversation with the reader.

Yanik: Yeah, a conversation and explaining why we're doing it. Why are these Fetal Dopplers on sale now for \$447 and that thing just went on to make us actually the largest independent distributor for this particular Doppler. I should have got commission on that

Alex: I think you should have. You've done it in scratch and dent type of sales if you have excess inventory. That's great reason why to lower price, right?

Yanik: Oh yeah, absolutely. Those scratch and dents sales, you know if you have and it helps obviously if it's true. And my last email for that was so powerful because, my wife and I had taken a work vacation type thing for 2 months in Manhattan Beach, California. Where I've always wanted to live on the beach and with the Internet business it affords us the lifestyle that we can do that.

So we went off for 2 months and we had you know my parents here take care of all the mail and all the packages and so on. So if something got shipped from the printer incorrectly or someone had shipped something back because, you know unopened or whatever the case may be you know we had a big stack of boxes of certain products that we sell that are hard products, you know manuals, videos, audios etc.

So I had this big stack here and then I sent out an email saying you know the reason why you know we were away for 2 months and we didn't have access to all these packages so now I have a big load of them and you can say even get these discounts.

Alex: It's a great, great idea and Robert actually Robert Collier. He was the master of that and we'll give plenty of resources at the end of this call on where to find some of his works, but he was the master at selling commodities which were left over merchandise like raincoats and things like that because it's no longer the winter season.

Yanik: Oh yeah, yeah, I mean the Robert Collier letter book. I'm in the process of moving. And that's one of the handfuls of books that I kept out that I want to make sure that don't get into a box and can't possibly get ruined.

Alex: I'm right with you. I use reason why on a website that has no testimonials from people who are happy customers and a lot of people listening probably have brand new products and they may ask themselves. You know, what do I do if I have no testimonials. People talk about how powerful testimonials are, I don't have any.

Well, here's one technique that just eliminated that problem and again it's all because, all because of the mind motivator reason why and here's what I do and anyone listening can go to <http://www.CopywritingCoach.com> and just read that letter, you can print it out if you want because you can you know sit on your couch and highlight some of the areas where I have done this in the copy.

Case Study #10a: Testimonial Strategy

But what I do is I make a \$100 dollar wager and say look I don't have any testimonials but I need yours. So I'm willing to discount copywriting classics by \$100 dollars if you're willing to give me a testimonial within the next 90 days. Ok. So what a great reason to lower price because you want a testimonial and everyone knows the

importance of testimonials. So it puts the reader on the spot and sometimes readers I mean I've had a few readers do this you know they take advantage of you and you don't get a testimonial.

But, I end up getting the sale. So the bottom line is how do you use reason why when you don't have testimonials, give them a little bit of a discount in my case a \$100 bucks off in exchange for a testimonial and you say because I'm going to get your testimonial in 90 days I'm willing to knock off \$100 bucks because it's that important to me. And then we can raise the price later.

Case Study #10b: Leftover Power Tables

Yanik: That's pretty brilliant. Hey, let me share with everyone another example of a case study and this is actually going to be in the supplemental resources that you get from me of several copies of ads that are pretty obscure. But this is one that we used. Our company was in a bind and we had these power tables.

When you go to the Doctor's office they have regular tables and they also have power tables that move up and down. The back goes up and down, and all these different things and they are really expensive. So we signed up for this promotion and we had a bunch of them sitting around and then we had them sold and my boss was getting a little bit worried.

So here's the simple letter I drafted up Headline was "Can you get a new \$8,000 dollar power table for \$417 dollars, read the amazing facts below to find out how" Ok and then into the first, the second paragraph into it, it says last April our little company took a big gamble and signed up for a power table promotion.

In order to get in on the promotion we had to agree to take three power tables for only \$15,000 dollars and for a small company like us that's a lot of money to be tied up in inventory. Only one of those 3 power tables is sold. So we're left with two. And my

problem is your opportunity in order to move these last 2 tables I have decided to make you a bold and somewhat daring offer.

First, you should know that the manufacturer's promotion of these power tables ends June 30th and any unsold inventory I have could be sold to another dealer at wholesale cost. But instead of doing that I would rather sell you the table at a wholesale price and gain your goodwill. And then it goes on from there to explain about it.

So this is just total reason why. We're in a bind, we have this inventory, we could sell it off to another manufacturer but we'd rather sell it off to you.

Alex: Make your problem, their opportunity.

Yanik: Yeah, and it cost us, we did this as a fax broadcast to our customers. It cost \$138 bucks and brought in \$9,794 in sales plus some several Doctor's who are waiting around to try and buy it.

Alex: Pretty powerful. One of the resources for reason why is reason why advertising. John E. Kennedy -- the world's probably first millionaire copywriter at the turn of the century, wrote the book. This book was written I think in 1906 and it's still valid because its principle centered.

It talks about the power of reason why copy. Everyone should get his or her hands on it. I believe its public domain or people can pick it up for chump-change and it's available on copywriting classics. I think you're going to have a special offer that has that already there.

Yanik: Yeah, that's great.

Alex: It'll be a Special Bonus Offer.

Mind-Motivator #4: Surveys - To Acquire Valuable Feedback

Alex: Ok, here're the three most important questions I ask when I'm faced with a customer service call. If some one is upset with me...

Case Study #11: Customer Service Questions

Alex: and says, you know; "I want a refund." Ok, it happens, it happens to anybody. Here are the three questions I ask. They're the most powerful questions. They are survey questions and a guy by the name of Roy Williams; he's the author of three books the Wizard of Ads, Magic Words and Secret Formulas. Brilliant guy he knows all about the jewelry business.

Study his work and we'll have him as a resource as well. Here're the three questions he taught me to ask customers:

First question: "What happened?"

Just ask a question and survey and see what their story its. Ok the...

Second question: "What should've happened?"

Pretty powerful, if you're doing most of the talking you're not surveying. And then the third question, this is magical Third question: "How can I make it right?"

What happened? What should've happened? and How can I make it right? Ok. So if you have any customer service calls use those three questions and use surveys to your advantage because you'll get valuable feedback.

Let me give you another case study.

Case Study #12: Brain Dump Teleconference

Alex: Lets say you want to have a teleconference and you don't know what to do it on. You have no subject matter. You can do what Jonathan Mizel and I did, and this is just a great way to have content. If you have over 500 people in your database you just email them and ask them what are the most important questions about blank, and just fill in your industry, you have?

What are the most important questions you have about blank? About postcard marketing lets say or about Internet marketing that is the question Jonathan and I asked. And guess what happens? You get a bunch of feedback. Jonathan and I got over 170 questions. Some of the people on this call where on that call and from those 170 questions there was some over lap and we whittled it down to 73.

And now we have an offer that's the 73 most important questions on Internet marketing. We called it a brain dump and that teleconference went for two 2 ½ hour sessions and all it was, was a giant survey. Giant FAQ of all the questions we got from our constituents.

Case Study #13: Zoomerang Survey

Alex: There's a service I use it's called Zoomerang.com If you want to do an online survey use that service and after every teleconference I personally do I usually have a survey that goes out to all the participants and I want to get their feedback. And I have an extra bonus for you to see the actual questions I ask. I ask nine of them.

And you can find that at <http://www.CopyWritingCoach.com/survey.pdf> See the pattern here Yanik? And you get to see the questions I ask and guess what? When you set up a survey the way I did then you can use it for your next teleconference or next

marketing event. You can say, this is what 80 out of 100 teleconference attendants said about. Right. And now you have a great testimonial.

Yanik: Yeah, you can use it for all kinds of other things that we talk about other Mind-Motivators like mirroring and even testimonials from an authority so.

Alex: They are all about to come up so. The resource is <http://www.Zoomerang.com> and they have a fast easy way to create surveys. They do all the work for you so it shouldn't be a problem. Dr. Steven Covey once said, "Seek first to understand and then be understood." That's the key to that customer service three-part questionnaire. What happened? What should've happened? & How can I make it right?

Sometimes people just want to relieve the tension. "The UPS driver isn't here yet." Let them say it. Let the talk and by using surveys you'll find that it will not only diminish some of the rejections that they've had in the past but you may get a customer for life like I've had many, many, times. Want to add anything, Yanik?

Yanik: No I think you did a great job there.

Alex: Ok if you have a new concept or new teleconference or a new product just ask your database; What's the most important question you have about ... and then fill in the blank -- real estate marketing, postcard marketing, Internet marketing, or whatever. And they will give you the feedback you need to create a curriculum. Ok.

Yanik: Mind-Motivator #5.

Alex: Go ahead.

Mind-Motivator #5: Specificity - To Encourage Believability and Creditability

Yanik: So let me jump in on this Case study #14. If I said to you, “Alex, 99 ¼% pure.” Who would that be?

Alex: I’d say Ivory Soap.

Case Study #14: Ivory Soap

Yanik: Exactly. Now if they said 100% pure would you believe them?

Alex: No I wouldn’t even believe 99% But that ¼ makes all the difference.

Yanik: Yeah 99 ¼% they got to be telling the truth because it’s very specific. Here’s another quick one. I’m looking right about my desk I have a couple framed ads. One is by David Ogilvy who we both immensely respect.

Everyone should run out and grab his books at <http://www.TWIpress.com/alex>

But he has in the headline for a Rolls Royce and the headline says; “At 60 MPH The Loudest Noise In This Rolls Royce Comes From The Electric Clock.”

Alex: Wow! I love that ad.

Case Study #15: 27 Year Old Maryland Man Headline

Yanik: That’s pretty darn specific. Here’s a headline that I came up with for a product. This is case study 15. A product called <http://www.InstantInternetProfits.com> I’ve taken down this headline and you’ll see why in a second. But here’s the headline; “27 Year

Old Maryland Man Reveals His Proven System For Creating Instant Internet Profits from a Simple Two Page Website Even If You Hate Computers. A Simple Story of How A Completely Different Approach To Internet Marketing Took Me From Zero to Making \$51,351.94 in Just 6 ½ Short Months Working from Home and Why I'm Convinced Anyone Can Copy What I'm Doing.”

There are five specifics in there. One I'm 27, two I'm a Maryland man, three a two page website, four zero to \$51,351.94 not \$50,000 and five in 6 ½ months.

Alex: Now I don't want to embarrass you but how successful has that copy been.

Yanik: Incredibly successful and...

Alex: Give me a dollar amount.

Yanik: A dollar amount. Well actually I don't know off the top of my head but it's definitely responsible for at least \$100,000.

Alex: They're just words. They're only words.

Yanik: Yeah since that time we've also changed around the site a lot and we used tons of specifics on this one Webpage. But I had to change the headline because people found out that I'm not 27 anymore.

Alex: Telling the truth, that's one of our other Mind-Motivators that we'll get to.

Yanik: Everyone should check out <http://www.InstantInternetProfits.com> and you just look for all the incredible specifics on there. We'll also bring up that website a couple other times.

Case Study #16: Mind Motivators Sales Copy

Alex: Case study #16. In our sales copy for this particular conference in the headline remember we talked about 21 Mind-Motivators? It's more specific than 20 or 10 and we're going to have a couple bonuses too. But 21 is very specific. Anyone listening knows that there were only 153 slots and that still holds. This is a sold out call.

We only had 153 tele-slots. Typically we get 150 but we had a couple moderator lines so we had to add a few. And if you remember in the copy we wrote somewhere about 750 words down into the page, 11 out of the 21 motivators we've already used on you right now in the copy. And we promised to give you where those 11 mind motivators in the copy so you can see exactly what went on in our heads when writing this copy.

So I'm going to give you that right now if you go to. Here it is:

<http://www.CopyWritingCoach.com/spotting11motivators.pdf>

Yanik: And notices we said there 11 Mind-Motivators and that specific. Plus also borders on curiosity that is another Mind-Motivator we're yet to hit and we can just go on and on, on how these things are layer upon layer on top of each other.

Alex: Yeah many people are on this call because that piece of copy that was written. I got a bunch of calls and I said why you attending and they said; "Well you know we've heard you guys before we love your content. We want to know what those 11 motivators are." And so curiosity, specificity and all kinds of motivators as Yanik talked about layers upon layers.

One of the greatest resources that talk about specificity many of you probably heard, by Claude Hopkins My Life In Advertising, Scientific Advertising. They're two books they're all in, they're usually in one volume right?

Yanik: Yeah all in one volume right.

Alex: Yeah, My Life in Advertising and Scientific Advertising by Claude Hopkins. You can get that at <http://www.TWIpress.com/alex> or <http://www.MarketingClassics.com/alex>

Yanik: Yeah, Scientific Advertising is now public domain so sometimes you can even find that one for free but not My Life In Advertising.

Alex: Yeah that's true. Another one that we both recommend -- listen to the specific title here: "2,239 Tested Secrets for Direct Marketing Success" by Denny Hatch and Don Jackson. Isn't that just an amazing book?

Yanik: It's not 200. It's not 2,300.

Alex: But 2,239! There're actually that many. And that can be at either <http://www.TWIpress.com/alex> again or <http://www.MarketingClassics.com/alex>

What's the key point for specificity?

Yanik: The major key point here is specifics are credible and believable than generalities.

Alex: Right.

Yanik: That means if you can create a 15% return on investment for people. Tell them 14.8%. Make it lower, but make it specific. It will be more believable than 15%.

Alex: Right. Absolutely. Mind-Motivator #6 what is it?

Mind-Motivator #6: Consumption - To Grow Customer Lifetime Value

Yanik: This is for you, consumption.

Alex: Consumption Theory grows customer lifetime value. Man if there was a concept that I really hold a flag on it is consumption theory. And let me talk to you about case study #18.

Case Study #18: Marketing With Postcards Autoresponders

Alex: If you've ever opted in to <http://www.MarketingWithPostcards.com> you get three free chapters of the course. And what happens is...

Yanik: You need to do that to not only study what Alex does but also because it is a great product.

Alex: Well that to but there also the studying part and I welcome you to do both. Definitely study before you purchase because there's a lot of value there. It's a very, very high conversion rate with the autoresponder series. The problem is, most folks pitch their offer with their auto-responder email series.

You know they go; "Hi, it's me again your buddy I want you to buy something today." They don't do that literally but that's basically the spirit behind the autoresponder message and people can see right through that. People can see right through if you're trying to pitch them so what I do with my autoresponders series of any kind is I get them to opt in to something.

We call it an ethical bribe right, Yanik?

Yanik: Right.

Alex: And it's an ethical bribe because we're giving something of value. Three free chapters in this case from a \$247 course. Anyone spending that much money from someone who doesn't know me they at least want to try before they buy. And what I do is I give them a tip a day. I gift a marketing tip per day for about seven days.

And there're a few offers in there. You know laced in there later on. But all the auto-responder series email messages have less than 40 words per message. It talks about going back into the three free chapters and it points out a specific area in one of those three chapters and teaches them to consume the three free chapters.

It's not enough to get an opt-in teach them to consume that opt-in. People can consume information products like they can consume shampoo or a stick of deodorant. They have to read it. Anyone listening to this call selling books or tapes can relate to this. If I have four or five books and tapes and Yanik has three or four books or tapes that you've sold us what are the chances of us buying that fifth and sixth book and tape or course?

I mean nil because we haven't consumed. It's not enough to sell the product teach your customers. Teach them and your evangelist, the people who keep buying from you, teach them to consume. Now a little tip here: Most important day for an autoresponder is day one. Because, remember they opt-in on that day. Day 7. Why? It's simply because it is a week from "opt-in" day -- exactly the same day of the week.

So if you know it was a Wednesday and it's the following Wednesday the chances are they are going to be around to read their email. It's just the law of large numbers. It's a hard tested fact. And then the next most important day is day 14. Why? It's simply because it's two weeks after "opt-in" day.

So put your most important messages, mine are certainly on day 7 and day 14. On day 1, day 7 and day 14. That's just a little tip you can take to the bank.

Case Study #19a: Follow-up Postcards

Alex: Another case study #19. Anytime someone purchases my course I send him or her postcards they get one per week. And I teach them how to consume the course. Hey did you go to chapter one and check out the marketing plan. What you do about the new postal rate? Have you checked it out what the bulk rate is for a 6x9 postcard?

So people get postcards from me. I teach them to consume the course they've already purchased from me that is the beginning of the relationship and it's not the end.

And I hope anyone listening does the same thing with his or her customers.

Case Study #19b: Print This Page

Alex: Another consumption technique is, "PRINT THIS PAGE". Now, print this. Yanik can I give the details on this one?

Yanik: Absolutely, it's a nice secret but go ahead.

Alex: Ok. Print this page is probably the three most important words on a Website. Because if you go to <http://www.MarketingWithPostcards.com> if you go to <http://www.CopyWritingCoach.com> or you go back to the landing page we have for this seminar <http://www.CopyWritingCoach.com/21motivators/yanik> you'll see something there that increases in my estimations so far increases visitor value by 22%. At least it has for Marketing with Postcards.

I just added three words. And that is "Print This Page." Why? Simple when someone goes to a Website are they going to read every word? Of course not! Are they going to read every bullet? Of course not!

Yanik: Only if I wrote it.

Alex: Only if you wrote it. Not me I haven't got to the level you at yet. So what happens is, if we get them to print these pages and that's certainly easy enough to do. It's just a link. Then what is now they have a piece of cyber real estate in their home and they can read your Website sales copy ... Curl up on their couches ... Highlight key points. And now you have them.

You have your Website inside their home or office longer than them just bugging off your website after 1 or 2 minutes. You can have them for as much as a month. I have people who print it out the pages and purchase a month later.

I called them and said why? They said, "Because I printed out the page and just had time to read it." Use 'print this page' because it's a great consumption case study.

You want to jump in there for a sec?

Yanik: I need to go back to all my Websites and do that.

Alex: It's very, very powerful and so trivial but it's a consumption theory and it's a very powerful Mind-Motivator. Ok case study #20.

Case Study #20: Prell™ Shampoo

Alex: Listen to this. You sell millions upon millions of shampoo. Right? Millions of more bottles of shampoo ... you add one word. Six letters and you double your sales. It's on the directions on the back. Here it is, Rinse, lather and then they added this word, Repeat. Who on this call doesn't shampoo twice per shower?

Yanik: I don't.

Alex: That's why I don't stand close to you at seminars. The flies are circling your hair. I'm just kidding. But the word, R-E-P-E-A-T gets people they've been given an embedded command in the instructions to repeat that process.

Yanik: I just don't follow directions. I don't read instructions.

Alex: Yeah, there you go. Well, I mean the second piece of instructions, because some genius at Proctor and Gamble figured this out and he added two words. He or she I'm not really sure who did it. But in the directions they used these two words, brilliant and it added – tripled the consumption. And here are the two words, "Use Daily."

Use daily. Brilliant right? Look how simple. Use daily. So repeat, double. Use daily, triple ... because now they're using it more often.

Case Study #21: Colgate Opening

Some guy walks into Colgate headquarters. I think this is a true story. Walks into Colgate. Actually Colgate – Palmolive the single largest selling toothpaste in the world especially overseas.

Everyone has probably used it at one time. He walks into Colgate in New York City and says; "I know how to double the consumption of your toothpaste." The guy says; "Really." The Marketing Director says; "Yeah but I want a non-disclosure to tell you." He says; "Tell us what it is." The guy says; "No I want a non-disclosure."

As the story goes, it may be an urban legend but it's a great story. The guy says; "Ok." The guy at Colgate; "I will give you a non-disclosure." He says; "What do you want for it?" He says; "A million dollars. Come on if I double your sales what's a million dollars it's a drop in the bucket? It's a pittance."

So they signed and they said; “If we use it we’ll pay you a million bucks.” Well they used it and they paid him a million bucks. Guess what he said to do? Open the opening. You know the orifice where the toothpaste comes out? They doubled the size of that and more toothpaste comes out.

When you see toothpaste commercials for Aim, you see two rows of toothpaste right? It’s commanding you to use more toothpaste right. Teach your people teach your customers how to consume your product and use more of your product.

Starbucks does this.

They say hey we have Internet access so people go with their laptops they peruse the Internet and guess what you drink more coffee. Rice Krispie Treats -- what does marshmallows and Rice Krispies have to do with cereal? Nothing you just eat more Rice Krispies that way.

Yanik: It’s like Chex Mix.

Alex: Yeah, Arm & Hammer Baking Soda I mean it’s the only company that teaches you to throw stuff down the drain. You know to freshen the smell of your sink. They teach you how to consume. So my wife Amy buys two boxes of Arm & Hammer now; one for the fridge, one for the drain.

That isn’t the reason why the product was created. So, consumption theory is extremely important and the Mind-Motivator consumption is #6. The resource, if you go to Harvard Business Review September 2002 edition you can get it at a library, you can get it at Barnes & Noble. I think you can get it online.

That issue, I think it is on page 90. It’s titled, “Pricing and the Psychology of Consumption” by John Gourville & Dilip Soman. Pricing and the Psychology of

Consumption Harvard Business Review September 2002 read it put it under your pillow read it over and over it's that powerful.

If you teach your customers to consume more often, it pays to know HOW, WHEN and WHY they do it. If you teach them how, when and why then they will give you more business in the future because they'll buy more products.

Mind-Motivator #7: Truth - To Quickly Persuade Skeptical Prospects To Buy

Alex: Mind-Motivator #7. It's all yours.

Yanik: Truth: To quickly persuade skeptical prospects to buy. The whole truth, and nothing but the truth! How many times have you heard that or the passage the truth shall set you free. Well you know what it should be revised to the truth shall set you financially free.

Case Study #23: John E. Powers Ad

Yanik: Because, believe it or not the truth is one of the most powerful motivators around. Here's a perfect example from the turn of the century. It's from a guy John E. Powers, one of the top copywriters in the 1900's. A lot of John E's, Weren't there John E. Kennedy, John E. Powers.

Alex: A lot of E's

Yanik: Yeah, He wrote this ad for a Pittsburgh department store and he saved it from financial trouble. Here's the little ad, "We are bankrupt we owe \$125,000 dollars, more than we can pay and this announcement will bring our creditors down on our necks, but if you come and buy tomorrow we shall have the money to meet them, if not we shall go to the wall." How's that for being truthful. So that was case study #23

And so instead of yelling sale, like every other store would do he told them the truth about why people should spend their money. Here's another ad written by him, I love this. It's for a different merchant and said, "We have a lot of rotten raincoats we want to get rid of."

Alex: There you go. It sounds like a Robert Collier ad almost.

Yanik: Yeah, Yeah, Well I guess they were contemporary. So that sold out the entire inventory of raincoats by next morning. Here is case study #24.

Case Study #24: “Lazy Man’s Way To Riches” Ad

Yanik: A famous ad was this ran in the 70’s or the 80’s Joe Karbo’s “A lazy man’s way to Riches” you can find at <http://www.TWIPress.com/alex>

Alex: In the 70’s, I think.

Yanik: Yeah, so he’s a very popular, he sold millions of his book. And it’s called “The Lazy Man’s way to Riches.” Here is part of the ad. It said “I used to work hard, the 18 hour days the 7 day weeks but I didn’t start making big money until I did less, a lot less.”

For example this ad took me about 2 hours to write with a little luck it should earn me 50 maybe 100,000 dollars. What’s more is I’m going to ask you to send me \$10 for something that will cost me no more than 50 cents and I’m trying to make it so irresistible that you’d be a darn fool not to do it. How’s that for being honest.

Alex: I love it.

Yanik: So your going to send us ten bucks for something that cost him 50 cents and he’s going to probably make 50 to 100,000 dollars. Actually he made a lot more than that with that ad.

Alex: Very convincing though.

Yanik: Oh yeah, absolutely. It’s totally disarming because your telling them, you’re actually, you know you’re letting people in on the methods of your madness. You’re taking them under, into your confidence. Here’s one more ad. This is from Joe

Sugarman. I wish he would have been on the line to talk about this one. But he has so much brilliant material out there.

This was during his catalog days and he had a product called Magic Stat, which was a thermostat program. The headline was “Magic Bologna” here’s how the copy starts. You’re probably expecting our typical sales pitch, but get ready for a shock instead of telling you what a great product the Magic Stat thermostat is we’re going to tear it apart unmercifully.

When you first saw the Magic Stat we took one look at the name and went yuck, we took one look at the plastic casings and said how cheap looking and when we looked for the digital reading it had none. So before the salesman showed up how it worked we were totally turned off. And then it goes on and on, pointing out all the bad parts of this product.

And then he turns it around, brilliantly and that’s all in his book. I believe the copywriting book “Secrets of the written word.”

Alex: He made more of a case of why not to buy, which is so unusual but yet, I think it is effective because the reader isn’t used to seeing that.

Yanik: No, no, no. Every advertiser goes out there and telling how great they are, why they are the best and if you go completely against that you are well ahead of the curve.

Alex: I have a few general advertising examples. Now, if you’ve ever read the book “The 22 immutable laws of Marketing or Positioning” you know that Al Ries and Jack Trout are geniuses, they come from the general advertising arena but, they are direct marketers, they think like direct marketers.

Yanik: They get it.

Case Study #26: Law of Candor

Alex: They get it ... they totally get it. And it's dangerous when a general advertiser thinks like us because then they can just control the world, you know. They call it the Law of Candor. Ok. Mind-Motivator for Truth (we call "Truth") and Trout and Ries call it the Law of Candor.

And think about Orville Redenbacher, it's popping corn but what made that so special. It came in a jar instead of a bag. It said right on the jar shamelessly it said The world's most expensive popping corn. How about Avis, Hertz was #1, Avis said we're #2 we try harder. Now a lot of people know that example but they never use it in their ads.

I love to be #2. In fact, when I'm trying to get a new account I tell them look, I don't want to be number one let me be number 2 and within a year by default I will probably be moved into number one because for at least 25% of your accounts because someone will do something wrong, they may move, they may no longer be around. I get there by default.

Try to be number 2 and you will become number one very, very quickly. Listerine mouthwash Ok the taste you hate twice a day. I mean look at the candor the taste you hate twice a day. And so the point here is to make a negative statement and you're get accepted instantly.

Case Study #27: Plat du Jour

Alex: Best example of this is; I'm a Waiter. It's in the 80's at Plat du Jour. It's plate of the day is the translation. It's a French restaurant in college. I sold more wine at that restaurant than anyone else in fact the interesting thing is I did it this way. And it was totally ethical and totally the truth.

Alex: We offered two main dishes that were specials one was Salmon al la Cruz, which as a salmon dish. And then Poulet al la Broche, that was like skewered chicken. And the salmon was \$21 and the chicken was \$16. So if the salmon wasn't fresh that day and I gave the specials, if someone ordered the salmon I'd look to my left. I'd look to my right and I'll say; "Umm, you the salmon is fresh frozen today I'd highly recommend the Poulet al la Broche at \$16.

Ok. So that's fine. Now I highlighted a weakness and they bought that right away. I mean they're not going to judge me because they know that I'm going against my best interest they accept it.

Yanik: Yes because you're even selling them a lower priced meal so you're going to get a lower tip.

Alex: Yeah, yeah. And so what I did after that is I came back and I said. Which wine selection would you like with your Poulet al la Broche? And if they chose the Robert Mondavi the regular Mondavi I would look to my left and look to my right and tell them the Reserve was much better. Which it was ... I mean that was the absolute truth but it's five bucks more. Ok.

Now here's the funny thing about wine. Are you more likely to drink a second bottle of wine after you've downed the first? Of course! By the way people who drink wine tip better. So I'm not espousing drinking alcohol but what I am espousing is tell the truth and don't worry if you're going to sight a blemish.

I put an ad in the paper one time. The car is in mint condition, with a slight scratch in the lower right fender. You know how many people came to see that scratch and when it didn't fulfill their expectations they go; "Ah that's nothing." Then they didn't mind. I did the whole Cialdini thing I invited everyone at the same time. And I said; "You, you stand over there and let this guy look at it."

And that was the whole scarcity thing. The resource for Truth, which is Mind Motivator #7, I'd would recommend "The 22 Immutable Laws of Marketing" by Al Ries & Jack Trout. <http://www.TWlpress.com/alex> What's the key point here?

Yanik: You need to point out imperfections and tell the truth because you gain instant report with strangers.

Alex: You can do this with copy, email, or any other kind of marketing communication!

Yanik: Yeah. Let me give you one more, quick example. I know we're running short on time but another one of the ads you get for free in my bonus material. This is an ad for a thermometer and here's a little piece of body copy from it:

"Here's why we're willing to give you a free thermometer. The truth is all the real profit on any thermometer comes from the repeat purchases users make of the probe covers. It's just like the razor to manufactures who make their money on the razor blades and not the actual razor."

Then BAM! Just explained it to them.

Alex: Yeah, absolutely.

Yanik: Most distributors or sellers would try to say "oh we're having this great deal a free thermometer" on so on. Well you know explain to them why you are doing it. Give them the truth.

Alex: Absolutely.

Yanik: Yeah. So ok, Mind-Motivator #8

Mind-Motivator #8: Demonstration - To Instill Instant Credibility

Alex: Ok case study #28 demonstration.

Case Study #28: Demonstration

Alex: Gosh I have a quote right next to me. “True Greatness is Admired Most When Demonstrated not just talked about.” If you can demonstrate your skill through a consultation and people experience what your knowledge is much more powerful than just talking about it in web copy.

The best demonstrable products have been on television. Triple-Edge Windshield Wipers, The Singer Hand Stitch, The Ginsu Knife, all of these are demonstrable. I was involved in the infomercial business early on. You know the way we wrote ads?

We didn't care about copy as much what we did is we would put the television set on mute.

And if that muted sequence in 45 seconds didn't sell that product we just tossed it and we went with a new creative. That's how powerful the demonstration had to be. Because the demonstration is typically visual, you know all the stain removers and all the knife products, the Wok that was around for a while. The Singer Hand Stitch -- these products were all demonstrable products.

Know we have a resource for you. I have the actual script to Triple Edge Windshield Wipers, the Signer Hand Stitch and the Ginsu Knife. That's courtesy of Arthur Shift a dear friend and one of the most talent scriptwriters on the planet. He was responsible for many mega hits.

Here's where you go to get this at: <http://www.CopyWritingCoach.com/tvhits.pdf>
Enjoy it read. Even when you read the copy folks you want get the value of the demonstration because you have to see it on TV.

Yanik: Anyone who has seen the Ginsu Knife commercial years back. Everyone remembers. You won't just get, one knife you get pop, pop, pop, pop, pop, pop. All those knives keep popping up. And all these little popping noises keep popping up.

Alex: I like that.

Yanik: That's from what I remember as a kid.

Alex: It's very powerful. You have a case study with Instant Internet Profits don't you?

Case Study #29: InstantInternetProfits.com

Yanik: Yeah. This is case study #29. If you want to go check out the site to see how this works, go ahead. But as you scroll through the site you'll see click here to see my two recent bank deposits. Click on that and you'll see inside the copy it will say something like, "Finding orders waiting for you in your email box. I usually work in a pair of lacrosse shorts."

That's another link to a picture of me. And all these things are from the site. There are screen shots and so on of each, you know what will bring you in and that makes it very powerful.

Case Study #30: Supersmile Whitening Toothpaste

Alex: Very, very powerful. It's Case study #30: Supersmile Whitening Toothpaste. Many people listening have never heard of this but it is the number selling whitening

toothpaste at sixteen bucks a tube in day spas and salons. It's a very niche oriented product. I was the chief marketing officers for about sever years.

You know what our demonstration was? It was before & after pictures. Because when you can see the tarnish and spotted teeth there with red wine stains. And coffee teeth tobacco stains versus post Supersmile. It's a legitimate product I still use it everyday. You have the before, you have the after that's why you see that. So, how can you use this in your marketing communications?

What if you had a new client and he was broke and he showed you. He or she showed you their bank statement.

Yanik: Yeah or his welfare card.

Alex: His welfare card, yes. And then all of a sudden six months later he shows you probably your JV partner by this time. He shows you how much money is in the bank account. That is demonstration very powerful technique.

Case Study #31: Sweet Watermelon

Alex: I'm at in Southern California about a month ago at Pacific Palisades and I'm at a swap meet and there's a young Hispanic boy cutting slices of watermelon. Now this is very special watermelon. It's Pig me watermelon and the say it's the sweetest watermelon there is.

So I went up to this young gentleman and I said. He was about 11. Right? I went up and I said; "Hey, is that as sweet as they say it is?" This guy is going to be a millionaire because he used no words. He just took a cut out of that watermelon and handed it to me. And then I tasted it and I said you know what? Give me four of them.

Case Study #32: Pink Miracle Tennis Shoe Cleaner

Alex: So that's the power of demonstration. At a swap again when I was in college I has this product called; Pink Miracle. It was this little show polish for tennis shoes. You know white tennis shows. Instead of throwing those shoes away we made them white again and it has like saddle soap in it and it was pink.

And so what used to do Yanik was I have someone put their foot up on this, you know, bench and we would whiten one of their shoes.

Yanik: Just one.

Alex: Yeah, just one. We demonstrated how much whiter one show was from the other and we didn't let them do the other one until they bought the product. Which was only \$15. So when they saw the before and after and they're walking with one tarnished show with stains and just dirt and the other one just white, brand new Pink Miracle had a really great statement, so.

Yanik: Yeah I mean the more dramatic of a difference you can show the better. There's a short TV spot on QVC on occasion I don't know if they still playing it anymore but it used to be for the hair removal products.

They would have something where they had a man a hairy guy with a hairy beard. They would put this stuff on one side of his face. And then the other side was hairy. It looked really strange and disturbing.

Alex: You know some wrinkle removals, you know how they split the woman's face in half and they show the wrinkles on one side and they show the other product on the other. I have one client who in the skincare business who focuses just on a certain age range of woman. And what she did herself she used to put product on one side of her face and say; "Look, look what happened."

And so she was a walking testimonial for the power of demonstration. Um I have a resource for everybody. It's called 108 Most Powerful Verbs in the English Language. When you use demonstration you need to use verbs not adjectives. Many, many copywriters use adjectives and it really diminishes the power of your copy.

Because amazing, incredible these things have be hacked and overused. But if you use verbs and some of the greatest, greatest pieces of literature have the lowest percentage of adjectives like the Gettysburg Address and the blood sweat and tears speak of Winston Churchill.

Yanik: Yes, less adjectives less adverbs.

Alex: Less adverbs and adjectives. So use verbs and I put together 108 of them. Here it is: <http://www.CopyWritingCoach.com/108verbs.pdf> if you want to see the power of demonstration just become an insomniac and watch late night TV, they're amazing

Yanik: Absolutely.

Alex: So what's the key point here?

Yanik: You hit on it earlier. Greatness is admired when demonstrated not just talked about Mind-Motivator #9.

Mind-Motivator #9: FAQ - To Shatter Objections on the Spot

Yanik: Answering objections before they surface. So shatter those on the spot. So, I think you have a good one here.

Case Study #33: Interview Ex-Customers

Alex: Well one of the things I do with any kind of copywriting client I pick up. And we'll give some resources for copywriters in a second besides Yanik and myself because we have our own projects. One technique is I interview ex –customers and if I figure out why someone defected then I can come up with a good objection to writing copy to start with and to tell the truth from the get go.

Like this product is not going to last forever. In fact if you're lucky it will last for a year. But isn't it worth \$19.95? You know that kind of thing I just made that up. Interviewing ex-customers is very, very important and some of them will give you interviews they just want to tell you how bad the product is and you'll come up with some great FAQ's.

What I typically do is before I write one piece of copy when I'm staring at a computer screen or blank piece of paper I ask myself this question. "What is the conversation going on in my prospect's mind when he or she is reading this marketing communication?"

Yanik: That's great.

Alex: Right? And that will give you some answers.

Yanik: That's along the same line of what I do. I think about why wouldn't they respond? And that's pretty similar. So here's case study #34 that I have.

Case Study #34: Cosmetic Surgeons

Yanik: I used to sell a course. Actually we still do, for a cosmetic surgeon on how to increase their practice. And inside that the report selling the course we had little block of copy that when like this; “Before we go on I’m sure you probably have some unanswered questions and concerns so here are some of the most common questions. My practice is driven by word of mouth all this marketing stuff isn’t for me.”

And then it says, “Answer. Yes a great deal of your practices comes from word of mouth and it will continue to.” Blah, blah, blah and then it continues to finish that question out and then it says, “Question. Will all of this work for me in my part of the country? My patients are different.

Answer. People are people they’re response to emotional charged marketing. Just doesn’t matter if you’re practicing in a major city or you’re out in the country.” So it just went on. You know a lot of times people are scared to bring up an objection thinking that their prospects aren’t really going to think it so if we bring it up then it’s going to enter in their mind.

Well, that’s totally not the case because they are thinking it and you’re just deceiving yourself if you think that they’re not. So, it’s really important to bring them up and handle them especially if, this because kind of tricky to do but with some practice and experience you can actually anticipate where the questions are going to come.

Alex: Absolutely.

Yanik: And so I have a little block of copy from one of our most popular products. It’s called Instant Sales Letters and there’s a little section on there and the copy and it says; “Ok now I hear you grumbling, I can’t write or I’m not creative. Actually that’s the whole point of these sales letters templates even if you can’t write a grocery list and you don’t

think you have a creative bone in your body you can still create powerful profit producing sales letters just by filling in a few simple blanks.”

Alex: Brilliant. That’s brilliant study that copy when you get the transcript because that block of copy can be implanted. Don’t plagiarize Yanik. Obviously that can be planted in any type of offer by just admitting some type of shortcoming. You’re saying I’m like you.

Case Study #35: 21 Mind-Motivators P.S.

Alex: We used it in our P.S. for the 21 Mind-Motivators sales page. And if you’re on the fence and you read the whole sales page at the very bottom it was P.S. click here if you’re still on the fence and you’re wondering if you should attend this conference. Not looking at it, but it was something like that.

That was the spirit of it. And then it popped up a FAQ. I interviewed a bunch folks and I said look if you’re going to attend a conference and here are the benefits from my sales page what are the biggest questions you’re going to ask? What are the most pressing questions?

I got like 40 of them and from the 40 I think we chose 6 or 7 or 8 of them. I think 8 of them. We did which is a very, very powerful technique. Anyone listening to this call should be doing that. We offered an order link on the FAQ itself so they’re one click away to the order page.

Yanik: You want to do that on your website. So they are close to giving you money.

Alex: Yeah, I mean get them closer to you. So always have a FAQ and don’t underestimate the power of that FAQ. And again to see an example of that go to <http://www.CopyWritingCoach.com/21motivators/alex> and it’ll show you an example of that. The key point here is that the question mark is far more convincing than the exclamation point. Number 10 what do have?

Mind-Motivator #10: Proof - To Transform The “Virtual” Into The “Real”

Yanik: Why don't you start us up.

Case Study #36: Consultation Certificates

Alex: Ok, the proof I use is anytime someone purchases the course from me with Marketing with Postcards I send them a consultation certificate which is has actually an embossed marketing of my corporation stamp. And they get that physically. They get in you know, in the mail because it's worth it to me for them to see the physical proof.

Case Study #37: Diplomas and Other Methods

Think about it. A diploma -- that's proof. Did all that hard work but sometimes the proof on the wall is worth more. A coupon is proof. Think about this -- a poker chip if I give you. Lets say I said Yanik there's \$100 waiting for you in Las Vegas ok you say yeah sure right Alex.

But if I gave you a poker chip which was a black poker chip that is in most of the Casinos worth a hundred bucks you're going to believe me.

Yanik: Yeah, that would be a great mailing piece.

Alex: Proof is very powerful. Employee of the month that's proof of how great that employee did. A reprint -- Jay Conrad Levinson uses a great reprint technology well actual strategy. He'll go to time magazine and he'll buy a full-page ad in like Savanna, Georgia. Which is a pittance for a full-page ad and he'll run it and it will show, Time Magazine full page ad.

And when he sends the reprint to prospects they think it was a full run ad all over the country. I don't know what it is. It's probably over \$100,000 worth of advertising. So, that proof in physical form is very, very powerful. Talk about what you do at Instant Internet Profits.

Yanik: Yeah you know when you hear it, it sounds pretty similar to what we're talking about with specificity. When you show them screen shots of exactly what's going on and you show them you know pictures of you. When you show them all these things like proof. People naturally when they see it they think; "Yeah right."

But if you prove it to them but they have to believe you. So here's another way you can use proof and this is case study #39.

Case Study #39: MillionDollarEmails.com

Yanik: If people go to <http://www.MillionDollarEmails.com> you can actually see right at the top of the webpage we have a little yellow box. FACT: Jupiter Communications report that email marketing will be a 7.3 billion dollar business by 2005.

FACT: Over 50% of people will be communicating via email by 2001 according to Forester Research. Email volume already eclipse post mail. So all these things are facts and when you see research that proof. That's another way to instill proof.

Bonus Case Study: Medical Equipment Ad

Yanik: Now I have another ad this is another bonus case study. I don't think you even saw. This is for another ad we did at that medical equipment company and just listen to all these crazy facts I through in here. This is for a piece of equipment that is a bone densitometer. Which measures your bone density. It's used a lot for woman to see if they are at risk for osteoporosis.

Alex: Now if you can sell that you can sell anything right?

Yanik: Yeah. I was looking back at these ads and I just couldn't believe the stuff that we were selling. And so "The National Osteoporosis Foundation releases new guidelines for primary care providers. Here are the facts you must know about for prevention of osteoporosis.

The National Osteoporosis Foundation, N.O.F. is making new recommendations for the detection and treatment of osteoporosis. NOF recommends the following people to have a bone mineral density test, BMD." And then it lists the factors. And then it says facts about osteoporosis a little bit later on. "Fact: Nearly 28 million Americans suffer from osteoporosis another 15 million are at high risk.

"Fact: American Medical Association reports in 1995 that osteoporosis fractures where responsible for 32,000 hospitalizations and 2.5 million physician visits and 180 nursing home admissions." There're all theses other facts and I have like CPT codes which doctors use when they bill insurance companies and Medicare.

And then I have something from the archives of internal medicine reference and it is so dense with facts and research that there is no possible way you can dispute what I'm saying in here.

Case Study #38: Tax Reduction Course

Alex: Yeah, it's like irrefutable evidence. I use something with proof that was very powerful. It dealt with a tax reduction course. It's a how to course it's called the Tax Toolbox. It's still around and what I did is I showed them my IRS Refund check. I just removed my social security number and it was for \$27,236.

That's a lot of money!

You don't want refunds that large. In your first year you are learning these strategies we taught and still teach it's possible to get that much of a refund. But talking about versus seeing the actual check from the IRS, from the federal government.

If you want to see a picture of this, it's exactly in the form we've been marketing this course. <http://www.CopyWritingCoach.com/irsrefundcheck.pdf>

What's the key point?

Yanik: Well because the written word is physical it demands more attention. So, just like we talked about when you hear a benefit, someone says something you automatically dismiss it. But if you got proof to back it up it makes it real.

Alex: Ok, Mind-Motivator #11.

Mind-Motivator #11: Mirroring - To Be Known, Liked and Trusted

Alex: Which is case study #40. You have a great one.

Case Study #40: The Truck Driver

Yanik: This is one of my buddies, Joe Schroeder. He sells a lot to the network marketing industry. He does something that I call, “Uh huh, that’s just like me.” You want to get people nodding their heads thinking, uh huh, that’s just like me. And they are surprised that people do business with people they like.

Here’s what he does and he uses tons of spelling and grammatical mistakes because you know what he was a truck driver. So, he can’t have perfect English.

Alex: And there’s the truth again.

Yanik: He’s a truck driver. So, here’s a quick little thing in his copy. He says; “The way the money builds up.” And he builds in all caps. “There’s a formula. Naturally you place ads and sell this and that and blah, blah, blah. But you do not earn \$250,000 in one year hocking information products because you place some crazy ads.” And then he just keeps going on from there. It’s great.

Alex: That is a great example and you know sometimes he’s speaking to the salt of the earth. Not everyone is a PHD and if there is someone who is driving a truck and has great marketing skills you don’t need to have a PHD to do that. And he kind of resonates with that group.

Yanik: Right.

Alex: So how about Instant Internet Profits.

Case Study #41: Instant Internet Profits

Yanik: Yeah, this is a great one how we're selling the course talks about. One of the paragraphs in there, in the original copy says; "I started InstantSalesLetters.com just last February. I started from absolute zero so I know exactly where you're coming from. It's definitely not some distant memory for me." So that's a great phrase you can use. And if you use a phrase like; "If you're like me.."

Alex: Exactly.

Case Study #42: Cable Descrambler Client

Alex: I have a great case study there is a gentleman who is a great traffic creator who lives in Chicago and he sales cable descramblers. And he was doing very well but he wanted to get is value per visitor up. And we just mirrored conversation in the prospect's mind. I asked him one simple question. "Do you get phone calls for these cable descramblers?" And he said; "yes we do."

I said what's the number one question they ask? And I thought the number one question would be; "Is it illegal?" Well guess, what's the number one question they asked, do you think?

Yanik: That's what I thought, was it illegal.

Alex: No. Is it available in my area? So when you went to his page that was is opt-in. We just changed it. That's all we did is put that opt-in box and then it said yeah Yanik it is available in the Maryland area. You know blah, blah, blah. And now their mind was off the ball of getting sold and it was focused on, oh boy I get it. So that's a very powerful case study. It increased the value per visitor for this gentleman by about three times you know, three hundred times just by mirroring the conversation in the prospects mind.

Case Study #43: 1ShoppingCart.com Exit-Popup

Alex: I have another case study you go to <http://www.1ShoppingCart.com/alex> the shopping cart that I use and I think Yanik that's the shopping cart you use sometimes too. Just go to that site and let the site load and then close the browser and you'll get an exit popup routine. Study that routine because it's very, very powerful.

I'm not going to divulge what the mirroring technique is. But when you see how specific the mirroring is you'll find why they get so many people to come back and recycle customers and prospects who were never going to buy they have them come back and handle specific mirroring questions. The key point is: mirror the conversation going on in the prospect or customer's mind.

Yanik: Yeah, Robert Collier use to say; "Enter the conversation going on in the prospect's mind." And that's exactly what we are doing here.

Alex: Very very powerful and we promised everybody to see the, spotting the motivators. The 11 motivators I gave it before. Look for that just read all the post-it-notes we put there. <http://www.CopyWritingCoach.com/spotting11motivators.pdf>

Just check out how we're mirroring the reader's conversation with each point and it's pretty powerful copy. Anyone who's on this call would agree because it convinced him or her.

Yanik: Right. Ok, Mind-Motivator #12.

Mind-Motivator #12: Courting - To Build Rapport At A Comfortable Pace

Alex: I do give away 3 free chapters at <http://www.MarketingWithPostcards.com>

Case Study #44: Examples of Courting

Alex: An opt-in is courting the customer. We aren't asking to buy. We're asking them for a date. For a first date -- \$3.95 test drive for thirty days. That's what 1ShoppingCart does. Now here's what happened with 1ShoppingCart before it was a free trial. And there's no such thing as a free lunch right?

So, people who got the free trial with 1ShoppingCart about 14% of those people converted to customers after going through the process about 30 to 90 days. The moment I slapped up \$3.95 test-drive. That's more of a committed courting process

Yanik: A little.

Alex: Just a little bit. It's not stinging so much right?

Yanik: No.

Alex: But its kind of like oh I got to put some good clothes on to meet this date. You know I always liken it to having a first date and you take it seriously. Well guess what? The answer is a 14% to 52% conversion. About 4 times just by adding a \$3.95 test drive. Mike Litman at <http://www.MikeLitman.com> he uses free audio interviews as, you know, his courting process. Listen to what I have.

Mark Victor Hanson and Jim Rohn and all these guys. These are amazing personal development folks. Bob Proctor he gives you a little taste of what he has there

and he courts you. Armand Morin who's on this call right now. Armand uses for Ebook Generator he gets you to test it out for free.

Right now at this moment I wouldn't be married and have two kids if I didn't court my wife. If I asked for marriage the first date I would've got a slap on the face and I would've never seen her again. But you know the fact is I asked her out to lunch not dinner. There's too much vulnerability there. It's asking too much. I asked her out to lunch and we went to dinner.

We dated exclusively for 3 months and then after about a year and a half we got engaged and then we got married. She's been my best friend for about 8 years. It all started with courting. You would never ask for someone's hand for marriage on the first date. You wouldn't ask certain things from people on the first meeting or date. Why do you ask for the order on the first date?

Yanik: Great point!

Alex: You know it just doesn't make sense.

Case Study #46: Larry Carlson

Alex: Yanik this is a gentleman who got the notice from you. He's on this call right now. You want to hear the courting vibe that he gave his wife on the first date? They're at a dance right, his wife Donna. I talked to him. I'll never forget this. You know what he said? They're at the dance and he courted her. And he didn't say hey lets go to the back of the car. He didn't say lets go to a movie.

You know what he said? "Can we sit this one out?" What a great question. Can we sit this one out? I mean what an amazing case study. That's like courting and mirroring all in one. So use that process when you're opting in people into your sales process don't ask for the order too soon build rapport at a comfortable pace.

Profitable marketing is determined by the quality of your relationships. Gain those relationships slowly. There's a great book by Ian H. Gordon, it's called Relationship Marketing, new strategies, techniques, etc. and to win the customers you want to keep and keep them forever. Definitely get that book. Do you have anything to add on courting?

Yanik: No. I totally agree with you. If I asked my wife to marry me the first date we wouldn't be married.

Alex: Yeah, how long were you engaged with Missy?

Yanik: We were engaged for a year and a half.

Alex: And you know what I noticed that the longer you court a customer the higher the lifetime value. I mean you can do it selfishly and do a slow sale and what the lifetime value goes up because people just know like and trust you.

Yanik: Well here's one of my favorites #13 Mind-Motivator.

Mind-Motivator #13: Curiosity - To Seductively Attract More Attention & Interest

Alex: You're good at this too.

Yanik: Remember Joe Sugarman at the top of our call talked about how he adds curiosity to his stories as well. Here's something that's so important to get. Everyone knows the old Enquire commercials. "Enquiring minds want to know." Well people are so extremely curious. And a lot of times you can use curiosity in just about anything. So here's case study #47.

Case Study #47: John Wright's Intro

Yanik: There's a guy named John Wright who sells a business opportunity in a bunch of ads in publications. And here's one piece of the copy.

"This secret is incredibly simple. Anyone can use it. You can get started with practically no money at all and the risk is almost zero. You don't need special training or even a high school education. Doesn't matter how young are old you are. And it'll work for you at home or on vacation." Does that make you curious?

Alex: Yeah, I want to know what's coming next.

Yanik: Yeah, I want to know what his incredible secret is.

Alex: Joe Sugarman used curiosity with the Blu-Blocker infomercial. He talks about his a lot. He never showed you what it looks like through the glasses but he just showed you through the reactions from all those people.

Yanik: Great point!

Alex: You know the whole commercial was just a compilation of testimonials. People going “Oh my gosh! Look at that!” And what do you want to do you want to look through the right side of the glasses to see what they see. And he never gives you that opportunity. It’s a brilliant, brilliant use of curiosity.

Bonus Case Study: Val-Pak Coupon Ad

Yanik: Absolutely. Here’s a little Val-Pak coupon. This is a bonus one of my ads that I created for my uncle who use to own a deli. And people will recognize this if they’ve studied Gary Halbert. Here’s the headline for the Val-Pak; “Local Deli Owner Swears Under Oath That His Matzo Ball Soup Doesn’t Contain Any Illegal Addictive Ingredients.” How’s that?

Alex: Anyone with a restaurant can totally relate to that. See you don’t have to be a information publisher. This works for any type of product.

Yanik: Yeah, that totally works great.

Case Study #49: Teaser Email Copy

Alex: One of the email “teaser” copy used by Jim Maddox who is one of the great traffic creators and traffic generators of our time. He speaks with us at the system conferences.

He sends out a teaser email that read; “Pop-quiz: What’s the fastest easiest most economical way to increase your sales and profits without spending a dime or more on promotional cost?” Right. I mean you want to know what that is.

Yanik: You got to know.

Alex: And click here for the answer. So a lot of people are on this call because they read that teaser and that's how powerful curiosity is. You're a living testimony being on this call to how powerful this Mind-Motivator 13 is. What else do you have?

Case Study #48: Nightingale-Conant Envelope Copy

Yanik: I have a great case study from Nightingale-Conant on their teaser copy of their envelope. Which is the ad copy on the front of the envelope to get you to open it. Here's how it goes; "The business executive was deep in debt and couldn't see no way out. The creditors were closing in on him. Suppliers were demanding payment. He sat on a park bench, head in hands wondering if anything could save his company from bankruptcy.

Suddenly an old man appeared before him. I can see something is troubling you, he said. After listening to the executive's woes the old man said, "I believe I can help you." He asked the man his name and wrote out a check and pushed it into his hands and said take this money.

Meet me here exactly 1 year from today and you can pay me back pay me back at that time. Then he turned and disappeared as quickly as he come. The executive looked down and saw in his hands a check for \$500,000 signed by..." And it says; "continued inside."

Alex: Would you open that envelope?

Yanik: Yeah, you got to rip that open.

Alex: Here's another one. It's a large 8x10 envelope and it says; "The general figured he had nothing to lose when the brash young man who never held a pistol in his life boasted that he could cut training time in half for the United States Army pistol shooting program the general smiled. When he vowed that he raise his success rate at the same

time, the general laughed. But when the man insisted that he wouldn't take a penny in payment unless he was 100% successful, the general said; you're on!

Using the very same techniques that would make him a millionaire before his 29th birthday continued inside." That man is Anthony Robbins the product is Personal Power. And there's probably no one on this call that has never heard of that product.

Yanik: How about you tell us the one about Boardroom Reports.

Case Study #50: Boardroom Report's Teasers

Alex: Well if anyone wants to go online to <http://www.BottomLineBooks.com> This is the company that was built by your friend and mine. Unfortunately I never got to meet him but he was one of the greatest copywriters of all time. Eugene Schwartz. He has a book called Breakthrough Advertising that is...

Yanik: Nearly impossible to find.

Alex: Impossible to find I had to bribe someone and paid them a couple hundred bucks. I think that was Bret Ridgeway. Bottom Line is of course Boardroom Reports and they use curiosity like nothing else. They're the best. So study them. If you go to <http://www.BottomLineBooks.com> you'll see; Health Secrets, Wealth Secrets; Life Secrets; Business Secrets; People Secrets.

I'm sure for woman's menopause there would be Menopause Secrets. Any type of secret you can think of they talk about and according to Joe Sugarman. I was listening to an audiotape while going to Starbucks this morning and he said; "Look the number one driver, the number one technique to sell books and tapes and how to courses is, curiosity."

Yanik: Or anything in direct marketing.

Alex: Yeah, it's curiosity. So this Mind-Motivator has work since the time of Caesar and it is as powerful as they come. In fact, Mark Anthony writes his speech after Caesar had died. If you study that speech it's all about curiosity because he first starts by talking about what Brutus had done and all of a sudden he had the mob turn on Brutus because of this curiosity appeal and keeping the crowd captivated.

Yanik: Let me give you one headline or bullet from <http://www.BottomLineBooks.com> so you guys can see how powerful they are.

Alex: Sure.

Yanik: "What never to eat on an airplane."

Alex: Or the number, I mean we have a lot of curiosity appeals in our bullet points; the number two secret that will drive more sales day after day month after month, or the number one marketing secret to use on a weekend.

Yanik: That's great.

Alex: You know really, really powerful. I did something using curiosity. I wrote a letter that had a ad enclosed and the ad was three pages and on the envelope is said; "Do not open yet." Right? And the cover letter was to 100 people. I sent it on January 2nd it was like a New Years gift. I put a pin with my name and my phone number.

It was to people like Mark Victor Hanson and Jay Abraham and people I really wanted to get to know me better ...Robert Allen, Harvey Mackay, etc. And what I did was I put a cover letter and said look I'll tell you about the envelope in a minute please don't open it yet. You know the one says do not open yet? Right.

Which makes someone want to do it.

Contained in that envelope is the word's most successful ad of all time. This ad has sold billions and has been a lead generator. Rumor has it that the copywriter, T.J. only wrote it in one sitting. This ad is only 1,478 words long. I think it is something like this I'm getting it from my head. And it has over 50 testimonials at the end.

This ad drives leads day after day, month after month, year after year. It's been running for 200 years and it's the single greatest ad of all time. You and I would not be living in this country if it weren't for this ad. What is this ad? Well I'm not going to tell you. You're going to have to find out.

Yanik: Now you just tipped me off to it.

Alex: Jonathan Mizel told me this, he said; "When I read that cover letter and I opened up that envelope." And you see how I'm building curiosity here?

Yanik: Absolutely.

Alex: He said; "You know, Jules and I cried." When I read that. I'm being serious for a moment because it has that kind of emotional appeal because at that time it was just after you know.

Yanik: 9/11

Alex: 9/11 and I didn't mean it to be that way. It just turned out that way and what a great idea to put a premium into someone's hands to call attention to it. Everyone can read that ad and see what it was anytime anywhere because it is available in about every library.

But if you want to see the cover letter to that ad, it was pretty clever. Go to <http://www.CopyWritingCoach.com/doicover.pdf>. The key point here is curiosity attacks prospects, salesmanship often repeals.

Mind-Motivator #14: **Authority - To Borrow Credibility From Trusted Individuals**

Yanik: Authority to borrow credibility from trusted individuals.

Case Study #51: Stanley Milgram's Experiment

Alex: Let me talk about Stanley Milgram's experiment. Now he had a famous experiment. Robert Cialdini talks about it and a lot of other folks talk about it. Here is the deal. Yanik you act like you're my subject. You're one of 40 people. You're asked to come in individually and you come into a setting and you see a teacher and a learner.

And the learner is hooked up to this shock machine that has like these 30 shock switches on it that gives these volts from worse to deadly. And there all these gauges and what happens is every time the learner forgets something and loses their memory because they have been given a test, there's an electrical shock administered.

And so the person administering the shock saying going ahead is the subject. Which is "You". So you say go ahead and administer the shock because he got the wrong answer. So they get another answer, shock again and the shock value goes up. And gets another wrong answer and the shock goes up.

The whole thing was a farce. This Mind-Motivator is called the power of authority to borrow credibility from a trusted individual. Here the authority was the white coat you know with the experimenter. And here's what happened I mean it's not only shocking but, no pun intended. It's really alarming.

But what happened was these shocks would go up. They had to stop the experiment because people were having breakdowns who were the people being the subjects. They would go up to this painful area of the shock meter and it would say: "Extremely painful but no permanent tissue damager." And they would keep going and

they would keep on all 30 switches. In fact, as the switches got more and more it even said deadly. Do you know not one out of those forty subjects quit? You know so they just keep saying keep shocking this person.

You know, so two out of the forty said, “Yes” to all 30 of them, but not one out of the forty quit after the victim demanded to be released. That is a bad example of how to use authority. Of course there are many dictators in our past (which I won’t name) who have used the power of authority the wrong way that’s why we said we only want you to use this ethically and morally.

Case Study #52: Joe Sugarman Endorsement

Alex: But we used it in our sales letter with Joe Sugarman. You know he was an endorsement for us. (See <http://www.CopyWritingCoach.com/21motivators/alex>) He wrote the book on Psychological Triggers. I said, who better than to give us a testimonial? Right? Consider this interesting story -- Case Study #53 ...

Case Study #53: Oakland Chamber of Commerce

Alex: When I first came to the North Bay, Oakland is not far away and I had a relationship with the Oakland Chamber of Commerce. Didn’t know a soul. Ten days into living here, after coming here from Manhattan, because my son Gabriel was born and we wanted to be close to family, I filled a room of 80 chairs by using authority.

And here’s what I did. I went to the Oakland chamber. I emailed everybody, fax blasted everybody, and the authority copy line started this way; “By special arrangement with Joe Haraburda ...” was the President and CEO of the chamber of commerce, “You are cordially invited to a very exclusive 1 ½ hour conference.”

This had to do with tax reduction and how to reduce business taxes. And it was around March so it was very relevant. So how does a stranger fill a room like that? Well you borrow credibility from a given authority. It's called a Bell Cow Theory.

Now here's what a bell cow is. I know Roger Parker is on the line. I know he is acknowledged as "the \$37 million man." He's written all these books for the Dummies™ people, designs for dummies books. The bell cow concept works as follows: a farmer gets the most intelligent cow and puts a bell around the cow's neck and trains that cow to come into the barn.

Now if you have 50 cows out in pasture you only have to train one cow and the 49 others follow because they hear the bell. That's where the bell cow concept comes in. Does that make sense?

Yanik: Absolutely.

Alex: Very leveragable. You only train one cow instead of all 50. Well if you borrow credibility from lets say an affinity group, a chamber of commerce, a networking community, an Internet marketing trade association and you'll get the same. I used one for a home alarm system.

Case Study #54: Home Alarm System

Alex: This is a pretty funny authority story. It was an alarm system a home alarm system that was on television and they asked the question, "we need an authority figure here and we want to use a police chief. Do you think that is a good idea?"

What do you think I said?

Yanik: I think you said no.

Alex: I said no. Because you know, a police chief is chasing people who broke into homes. Instead we had a redeemed thief who'd gotten out of jail and new all the ends and outs of alarm systems. So that thief is a much more credible authority than a police chief. Doesn't that make sense?

Yanik: Absolutely that's great.

Alex: What's the resource for this?

Yanik: The resource everyone needs again we talked about his a little bit before is; Influence The Psychology of Persuasion by Robert Cialdini.

Alex: Yeah the key point is again here is this: by borrowing credibility you shave off years of rapport building with total strangers. Ok number 15 Mind-Motivator is scarcity why don't you take it away.

Mind-Motivator #15: **Scarcity - To Elicit Action By Inducing The “Fear of Loss”**

Yanik: You know people are pretty funny. They’re motivated by the thought of losing something more than the thought of gaining something. So that’s why deadlines, limited opportunities, limited production numbers will work really well.

Case Study #55: Hot Christmas Toys

Yanik: So here are a couple examples; a couple holiday seasons ago the hottest thing out there was the Play Station II. I’m not a huge video game person but I do like to play them every once and a while and even I was out there looking for it.

I was going to find it and I really wanted bad because it was so raw. And think back to a couple years ago even before that, Tickle Me Elmo. You had women beating each other up over it. Cabbage Patch Kid, Furbies you know, just because they’re so scare. So here’s another personal example; case study 56 is the car that I drive now.

Case Study #56: S2000 Roadster

Yanik: A Honda S2000 Roadster. A little cool two seat convertible silver with a red interior. And uh when I bought it the first year Honda came out with that car they only made 5,000 of them. So this increased my desire even more. I was comparing a between a Mercedes SLK and S2000. The SLK was available through any dealer and the S2000 was so hard to find that I really wanted that one more.

And the silver with red interior was even more rare. So I had to be put on a waiting list and dealers are getting all these ridiculous mark ups like \$5,000 over MSRP and so on. So I even traveled. I called dealers all over the country and even traveled 600 miles to go and retrieve this thing. So I went up to upstate New York to get it.

Alex: You were victim of scarcity.

Yanik: Absolutely, absolutely.

Alex: Did we talk about the Jerry Garcia postage stamp?

Yanik: That was a good one too. A lot of times you will see in USA Today there's a company here. Actually I'm a friend of the guy who knows the owners of them. So I'm hoping to meet them one night for dinner. And a lot of things they sell are collectables and they run a lot of ads for limited edition commemorative stamps.

So here's the copy that they run for Jerry Garcia stamps. "Collectors are already predicting that in the very least these Jerry Garcia stamps will be more sought after and be more desirable than the United States Rock & Roll stamps series featuring Elvis and Buddy Holley the most popular and commemorative postage stamps of all time.

Over 500 million Elvis and Buddy Holley stamps have been issued. When you compare that to the Garcia stamps that were issued in a strictly limited edition. Just a few thousand were available worldwide. You can see the irresistible appeal these stamps have on collectors, Grateful Dead and Jerry Garcia fans with advertorial copy.

Alex: Even postage stamps?

Yanik: Even postage stamps.

Case Study #58: Robert Collier's "Closeout Sale"

Alex: I have a great case study this is number 58 from Robert Collier. It's from his "Million Dollar Sales Letters" book. It's not the "Letter Book" big version, it's the ...

Yanik: Million Dollar Sales letters.

Alex: Yes, “Million Dollars Sales Letters.” It’s part of Copywriting Classics actually I should know the name of it. Here’s the letter it says; “790 left over Ulster’s at a big discount.” If anyone doesn’t know what an Ulster is, I think it’s like a long coat. And it say; “Dear Sir. In the rush and excitement of selling in the past two months 21,000 keep warn winter Ulster’s.

There was no time to pay attention to exactly how sizes and colors were running. The result is now, with the season nearest end we find ourselves with 790 coats leftover in all sizes but without a complete range of sizes in any one color. There are dark grays and blues and beautiful brown, heather mixtures. We’ve sold these in the past...” listen to this. ...all the way up to \$47 dollars.”

Obvious this was in the 30’s and 40’s right. “Really handsome collars, all of them but we can’t be sure of having your exact size...” Great reason why and great truth.

He continues “... in the color you specify and you know how the over coat season is. If these Ulster’s are not all disposed of before Christmas...” another great reason why, and adds, “... some of them will be probably on our hands until next Fall.”

“So rather than carry any of them until then...” Until then,” that’s great us of Scarcity. And “...we’ve decided to make one sweeping reduction and offer these 790...” Ok specificity and scarcity. Followed by “...smart distinctive beautifully tailored great coats a fine warm double texture pure wool cloth for only \$27.65.”

Again specificity. Listen to this. “This is the lowest price we have ever made on these all wool keep warm Ulster coats. Just try to find their equal in style, in workmanship, in find quality material for \$40 or \$50 dollars you won’t be able to only 790 coats left.”

Yanik: Yeah it combines a bunch of different Mind-Motivators that’s so powerful.

Alex: What are the different types you use for scarcity?

Yanik: We've used deadline, limited supply, prepublication offer and a lot of things. What else have you've used?

Alex: Well I love wine. Wine is a great scarcity commodity because you know you can buy wine as futures, you know, in a barrel. And if it's really good wine what ends up happening is the futures get sold out and it creates a feeding frenzy for the following year. So scarcity is key. Sometimes you have a bad year in wine and they sell it at a huge discount and they use that as a reason why.

So the Million Dollar Sales Letters by Robert Collier is a great resource for this so is the Influence The Psychology of Persuasion by Robert Cialdini. The key pint here is the scarcer the product or service the greater it's value. Number 16.

Mind-Motivator #16: Challenge - To Dare People Into Quickly Taking Action

Yanik: Challenge to dare people into quickly taking action.

Case Study #59: Copywriting Classics “\$100 Wager”

Alex: Right now I do this with a \$100 wager. I’ll make you a \$100 wager on Copywriting Coach. I’ll bring up the copy. It’s been pretty successful for me. Let me bring it up here. It goes as follows. It’s kind of like the Joe Sugarman concept.

It says; “How many times have you asked yourself what will it take to make big profits on the Internet? Well, I’m going to make you a \$100 wager that you’re far better at Internet marketing than you think. If I’m right you win. If I’m wrong you loose nothing. Could anything be fairer than that? Let me explain.” So there you have curiosity there you have challenge, and there you have nothing to use.

By the way there, the \$100 wager is the testimonial. If you give me a testimonial I’ll give you a hundred bucks off because I have none on this page. It’s pretty powerful. Another one is I think by John Carlton great copywriter and I think you met him this past weekend right?

Yanik: Yeah I saw him last week.

Case Study #60: How To Golf Course

Alex: He is one of the great copywriters living today. It’s an ad and it’s about golfing listen to this it’s a great challenge. “If petite woman and 12 year old kids are using this to hit perfect drives over 250 yards. Imagine what it can do for you. How does a out of shape 55 year old golfer crippled by arthritis and 71 pounds overweight still consistently

humiliate PGA pros in head to head matches by hitting every tee shot further and straighter down the fairway.”

Yanik: And that also combines curiosity and stories so.

Alex: Yeah and specificity.

Yanik: Yeah.

Alex: Very, very powerful.

Yanik: Two three four punch there.

Case Study #61: Oreck Vacuum Cleaner Mailer

Alex: Yeah and then you got David Oreck he sells these vacuum cleaners that are industrial strength.

Yanik: He kind of looks like the Purdue chicken guy.

Alex: Yeah he looks exactly like him. I bet you he's like a double or maybe his twin. Here's what his headline states. You see a picture of him. You see him leaning on his Oreck vacuum cleaner and he's crossing his legs.

He says; "I'm so confident you'll love my 8 pound Oreck SL I'll give you \$10 just to try it out, David Oreck." And you have a \$10 bill there. I mean it's a great challenge. You talked about the Body for Life challenge when we were doing the curriculum. Tell them more about that.

Case Study #62: Body For Life Challenge

Yanik: Case study 62 is <http://www.BodyForLife.com> it's a guy name Bill Phillips who has a best selling book by the same title. They challenge people to take the Body For Life fitness challenge for 12 weeks and they have all these cash prizes and all these other prizes that are really cool. But they really challenge you for 12 weeks to get into your optimal shape.

Alex: Yeah and of course there's the Pepsi Challenge right?

Case Study #63a: Avon

Alex: And Avon had a great campaign called Dare to Change your Mind about Avon because they were talking about higher quality products because people had an image of low quality products in the 80's about Avon.

Armand Morin a friend of both of ours. He's doing the Big Seminar in January. At <http://www.BigSeminar.com/alex> listen to this headline this is pretty cool. It says; "I'm telling you to use me and tap into my personal network of some of the most successful marketers on the Internet. Let me personally introduce you to each one and I'm going to let you pick their brains for 3 full days."

And it goes on and on it's a thousand dollar seminar and you can check it out at <http://www.BigSeminar.com/alex>

Yanik: Let me read one little block of copy from <http://www.InstantInternetProfits.com> because this shows another way of doing a challenge it's almost like intimidating people to buy. So here's the paragraph; "Listen, there's something else I need to mention and please don't take it the wrong way..."

To me, financially it doesn't matter if you invest in this course or not because my first web site along with the half-dozen others I've set up since then will continue providing me with a high 6-figure income. My office expenses are nearly all fixed and I really don't have much to worry about.

In fact, your decision to get started won't affect my lifestyle one way or another - I'll still go on long vacations, rollerblade in the park and generally keep having a good time...but I guarantee it will affect yours.”

Alex: Great, it's brilliant. Again I was listening to Joe Sugarman tape this morning and he talks about, his great advice is to sell concept not the product. And selling a challenge is selling the concept right?

Case Study #63b: Chess Computer

Alex: And he sold a chess computer. Do you remember that? He sold the chess computer via direct mail and it was endorsed by Anatoli Karprov he is one of the great Soviet chess champions. And he created this Soviet challenge. This was during the cold war right so it had some emotional appeal to it.

And his headline the way he reads it is; “Can an American chess computer beat the Soviet chess champion?” It went on with: “Confrontation between American space age technology and Soviet physiological weapon.” That thing was so powerful Yanik he got a letter from the Soviet Union demanding him to stop. You know he talks about that. So throwing down a challenge is very powerful.

Case Study #63c: Autoresponder Sequence

Alex: In my autoresponder sequence anyone goes on that and you don't purchase the course from me you'll get; “Frankly I'm puzzled Yanik. Everyone else seems to be

talking about Market with Postcards at this point and you haven't ordered yet I'm wondering why. Did I do something wrong?" And that's the frankly I'm puzzled or frankly I'm astonished letter. And if you opt-in at <http://www.MarketingWithPostcards.com> you can take a peak at that. I think on day 18. That's case study #63. What's our resource for this one?

Yanik: This is one of my favorite books. There's one of them is by Maxwell Satchem that is totally rare and you can't find but this one I think is pretty reasonable to get and it's called "Billion Dollar Marketing" by Maxwell Satchem and Jerry Buchanan.

Alex: Well it looks like we're definitely going to meet our 3-hour deadline. At least we're over delivering right?

Yanik: Yeah.

Alex: Ok, the key point for challenge by the way for Mind-Motivator #16 is throwing down challenges dares prospects to take action faster.

Mind-Motivator #17: Social Proof - To “Herd-in” More Sales and Profits

Alex: Now this is different that just “Proof”, right?

Yanik: Yeah, there are some slight differences and social proof really deals with other people. Let me give you an example. Case Study #64 so you can see exactly how it works quickly and easily.

Case Study #64: Standing Ovation

Yanik: I was in New York recently and we saw a show called, “Suessical,” which is about Dr. Sues all his works brought to life in a Broadway show. Its really amazing a great production. After the shows over a couple people got up to give the actors standing ovations. I was sitting looking around to see what was going on. A couple more people stand up.

A couple more people stand up. It comes to a certain point where you were just compelled. There was no possible way you could just site there in your seat while everyone around you were giving a standing ovation.

Alex: You can't help it.

Yanik: No. There's no way.

Alex: That's a great example. I think canned laughter is another great example. When you're watching a sitcom that laughter is canned and it's kind of motivates you to laugh because it's social proof.

Case Study #65: Grand Opera In Italy

Alex: Robert Cialdini talks about, I think it's pronounced, "Claquers." They're the grand opera in the 1800's in Italy. They were actually paid to clap and they were paid certain amounts of money to clap for certain things, you know.

Yanik: Yeah like loud clapping would be this amount. Standing ovation with yelling or something like "Bravo, bravo! Was assigned another dollar amount. And that starts people doing it because they see other people doing it.

Alex: No question.

Case Study #66: Bartenders Tip Jar

Yanik: And you see this all the time in the bars where bartenders salt their own tip jar.

Alex: Yeah, if there is anyone who works in a bar just put a few bucks in the jar and you'll get dollars. If you put cents in the jar you will get cents.

Yanik: Yeah it's pretty interesting. Now here's a very practical application for social proof and that's case study 67, testimonials.

Case Study #67: Testimonials

Yanik: You know, testimonials from all kinds of people are very powerful not only for proof but it's social proof because hey the more you can make it these people are just like me in the testimonials that's even better.

Alex: Right.

Yanik: And Ken McCarthy who runs The System training seminar that we've been alluding to does a great job of testimonials on a website promoting the seminar. You

can check out <http://www.MoreTrafficNow.com> and you can see what he's done there are audio testimonials which are very, very hot. And I know that you've have tested instances where that has increased your conversion and visitor value right?

Alex: Yeah visitor value because it increases session time by breaking the silence of the web. We talked about that a lot. What Ken did, that was just sheer brilliance in marketing is he took videos testimonials from The System #1 which was in April.

And then for System 2 just recently it was in September what he did for the landing page sales page was he took those pictures of the people that were on video and he took the audio testimonials, Matt Fury who makes over a million bucks a year selling self defense video tape. Right. He took those testimonials of how great the system was and he gave social proof auditory and visually.

What a brilliant way. Take testimonials after you first conference or teleseminar and then run it on your sales page for the son of and the grandson of and you're have social proof second to none.

Yanik: Yeah. You don't even have to do that you can get people calling in and you can record it right?

Alex: That's right.

Yanik: Calling in over a regular telephone.

Alex: Now, Armand Morin does this very, very well he has people record audio testimonials and when you go there you can just click on to audio testimonials. <http://www.SalesLetterGenerator.com/alex> and at <http://www.GoGenerator.com/alex> There's an audio testimonial of me and basically he just called me up one morning and I have the product and I love the product and he asked me a few questions. I gave an

audio testimonial. People stay on longer just to listen to it again it's curiosity based and there's much more to do than just to read. Listening is more interesting.

Yanik: Yeah and also another place you can check out testimonials with using visual and pictures. And also using screen shots of people's websites to make it even more realistic is at <http://www.InstantInternetProfits.com>

Alex: That's right and the key point is?

Yanik: Social proof gives prospects more comfort and confidence to take action.

Alex: Number what 18?

Yanik: 18. This is contrast. So this is Mind-Motivator 18 to introduce an offer with best, better and good.

Mind-Motivator #18: Contrast - To Introduce An Offer With Best - Better – Good

Alex: Ok, what is best, better and good? Here's the way I use it.

Case Study #68: Exit-pop Down-sell

Alex: If you go to <http://www.MarketingWithPostcards.com> and you read the whole sales page and you don't purchase I'm assuming that \$247 for the 3-ring binder is not in your budget. A huge assumption but I'm making it anyway. The moment you click off that website you get a popup. And it is an exit pop up that I think you talked about at Dan Kennedy's conference this past weekend.

Yanik: Right.

Alex: And here's what it said; "Still undecided? If you're anxious about parting with your money..." I'm trying to mirror what they are thinking. "...now you can get Market with Postcards Cdrom and save \$100 it comes with the same unconditional guarantee." And the reason why I'm giving the \$100 off of course is because I don't have to give you the notebook, it's a cdrom and it cost me less.

That's great reason why copy and to pour on the benefits, you still get the same \$650 in bonus gifts. Does it work? Yeah it puts an additional three to four thousand dollars in my pocket depending on my traffic and what did it cost? Nothing just the time it's digital. I get the orders because a lot of people who didn't want to pay the \$247 are willing to pay the \$147 if they print out the pages.

In fact if you take a look at that popup at <http://www.MarketingWithPostcards.com> and shut the browser then you'll see the popup. Every time someone clicks; "I'll take it" I get \$21.40 Ok the landing page after that popup which is the order form. I believe the conversion is about 21%, which is very, very high.

Yanik: Yeah, isn't that amazing. For recycling your visitors people that would've left anyway you're getting \$21 what did you say?

Alex: \$21.40 as of this morning and this is a recycling strategy and here's the key. Where's the contrast? I started with \$247 and we went to \$147.

Yanik: Yeah you start high.

Alex: Now you build value with <http://www.InstantSalesLetter.com> the same way. What do you do?

Case Study #69: InstantSalesLetters.com "contrast copy"

Yanik: We have a little paragraph that goes like this; "Ok so what's the cost for this incredible resource. Well realize this collection of sales letters templates could easily sell for thousands of dollars in fact if you ask a top copy writer like myself to produce 39 sales letters for your business you'll be charged in the neighborhood of ten thousand to \$50,000 not including royalties.

I currently charge a minimum of \$1,500 for a copywriting job and that for a really small job." Actually it's gone up quite a bit. "So at a bar bones minimum you're getting thousands of dollars worth of powerful sales letters at your disposal. I'm not going to charge you anywhere near that amount are even my minimum project price. In fact your total investment for all thirty nine money making fill in the blank sales letter templates is just \$39.97."

Alex: That's awesome. I'm on my knees praising you on that one. That is such an awesome piece of copy and it just put this motivator in place.

Yanik: Yeah let me tell people how you can do it as well. Here's a perfect example; <http://www.GetFitWhileYouSit.com> this is another one of my sites that I've partnered with my personal trainer. When we talk about price.

How much his little book is I say; "Ok Jeff what's the cost for this incredible program? Lets do a quick comparison the last time I check the NordicTrack will set you back over \$1,000 and almost everyone I know bought one uses it as a clothing rack within a few weeks anyway. Or you could easily pay \$50 - \$75 bucks per month for a gym membership you'll probably go to a few times that's over \$500.00 per year!

Or you could hire a personal trainer like myself to work with you. I currently charge a minimum of \$50 per hour for personal training. Normally, my clients work out 3x a week with me - so that's \$600.00 per month. This way, I figure at a bare bones minimum you're getting hundreds and hundreds of dollars worth of my expertise and training at your disposal inside the new program."

Case Study #70: Movie Theaters and McDonalds

Alex: That's awesome. You know theaters do this all the time with Coca Cola and Pepsi. McDonalds does it. It's called the aversion to extreme. That's the psychological term for it. You have 3 choices and you have the small, medium and large. And the medium is only 25 cents more and it's 23 cents profit. Super sizing your fries or coke.

That is the contrast principle. Now here's the key. This is the key to this whole mind motivator which is number 18, you have to start high and then end up low. But it has to be at the point of sale.

Case Study #71: Selling High First

Alex: So if you go to Sears and you want to buy an appliance, this is also called the appliance sales persons trick. They show you the most expensive refrigerator. Oh, you don't want that? They show you next in line, least expensive. Oh you don't like that? They show you less, then you don't like that because it's bottom of the barrel.

Because you're not willing to give up all those features you kind of go back up. But if they started low and worked high it wouldn't have the same psychological value or persuasion factor.

Yanik: Yeah, it seems like a lot more.

Alex: Yeah, like Men's Warehouse. They don't sell you the vest for \$90 first. They go and they sell \$450 suit, you don't want that? \$325, you don't want that? \$150, you don't want that? How about this vest for \$90? Well, I'll take the \$125 suit can't be that bad.

Yanik: Yeah and car dealers are brilliant at this. When you're buying a \$25,000, \$30,000 car then that's when the real wheeling and dealing goes on. But after they settled you on that, that's when the fun starts. Because then you've committed to spending all that money then they'll add the alarm system, undercoating, paint sealant, etc. They all just seem like small potatoes so.

Alex: It works because of best, better, good. <http://www.1ShoppingCart.com/alex> If you click to order now, you don't have to order it but just check out what we have there. It says please select your package and I have the Pro package with details at \$599. That's 25% savings if you buy annually, that's first. The Basic package is \$349, The Starter package is \$199 and then guess what?

The trial package is everything that the Pro package has for \$3.95 for the first thirty days. It's very, very effective. Check that out it's there for a reason. I want you to know we did this for this conference. The people who are on your list, my list and a few of our affiliate partners, people paid \$79 for this call but many people got in at \$49

because they got a \$30 discount. Now anyone who got that discount they saw it at the shopping cart, it said save \$30 right above the price.

There they see \$79 they go; “Oh no!” and then they go down a bit and see \$39 off \$49. And I’m sure using that technique we got a lot of people on this call because \$49, fifty bucks versus \$79 and it’s a much bigger difference. We did it by having the ad tracker (which was a \$30 discount), take the money right off.

Now granted a few people listening didn’t get the discount and I’m sending them rebate checks because they were absolutely eligible to get it but for some reason the cookie didn’t work or whatever. So there are pitfalls with any shopping cart system but it is a very powerful approach.

The key point here is increase your dollar value per order by first offering the best price, then the better then the good in that sequence.

When we talk about the Law of Contrast, it doesn’t have to do with price testing for example if you have a, if you’re price testing the Thigh-Master which we’ve price tested at \$19.95 and \$29.95, when you price test you always test the lowest price first. Because if you have a bunch of people test at \$19.95 and then the next week you go to \$29.95 then no one is going to be upset if the winning price is \$29.95.

But if you start at \$29.95 and then the winning price is \$19.95 you’re going to get a lot of returns. So this law of contrast isn’t for price testing as far as campaigns go, It’s within each point of sale. You could’ve said well the Thigh-Master was \$99 and we thrown a bunch of bonuses in and now it’s \$19.95. Now, that’s the law of contrast going into effect. But when you’re price testing always test with the lowest price first and move up because if it doesn’t sell at \$19.95 you know it isn’t going to sell at \$29.95!

You know you’ve heard of <http://www.StopYourDivorce.com>? I think Dean Jackson is the mastermind behind that. I think he started at, maybe \$27 bucks and now

he's at \$77. So he just kept going up and up and up and he just got more money. He didn't upsell anyone purchasing it at \$27

There are some masters at this. There's a guy by the name of, the person who runs <http://www.Coachville.com> Thomas Leonard if you're attended any of his seminars and he packs them with 850 people. He does it like an airline ticket. The first 100 get in for \$250. The next 300 get in for \$350. I paid over \$400 because I got in late. A hotel room and an airplane, you'll buy the same seat, if the plane is packed.

Supply and demand the prices go up. So please don't confuse the law of contrast with price testing there's a huge difference.

Yanik: Thank you Alex. Ok, number 19.

Alex: Reciprocity.

Mind-Motivator #19: Reciprocity - To Begin “Gifting” Process Of “Quid Pro Quo”

Alex: Why don't we start with Missy's holiday guilt? I love that one.

Case Study #74: Holiday Guilt

Yanik: Ok she's milling around in the kitchen anyway, she'll perk up when say her name. So, here's what happened a couple holiday seasons ago we, I bet everyone has had this happen to them. We sent out holiday cards early. Obviously she was in charge of that or else they would never go out.

So we figured we were all done and all set. So we sent out our cards and then like a day a two before, we celebrate Hanukah, like a day a two right before it we got few unexpected cards from acquaintances we didn't send cards to. So, of course we had to send these people back holiday cards as well. It's just a real simple illustration of reciprocation.

Alex: Now why you think that is? I mean because you got something so you give something?

Yanik: You feel indebted to people it's a natural way that we're wired.

Case Study #75a: Daisy For \$1

Alex: What about Robert Cialdini talks about the Hari Krishna giving away daisies in exchange for a buck how did that story work?

Yanik: What they do is they run up to you usually in an airport. I haven't seen this lately but they use to run up to you in an airport and just give you a flower. They would not take no for an answer. They would say this is our gift to you and they would make sure

that you could not give it back to them they would not accept it back. And so now this person is looking around and feel totally embarrassed and didn't know what to do. To create equilibrium in their head they give a donation.

Alex: And they get it.

Yanik: Yeah, you know what the funny thing about it is? The Hari Krishna would go out, they knew that these people would just throw away the flower. So they go and check all the garbage cans right close to the area that they were giving them away and recycle them.

Alex: Recycling right? Yeah that's hysterical. Well I'm going to do some reciprocity for Roger Parker I said rogerparker.com and he emailed me and said; "Dear Alex, Best every I have to bug out but it's <http://www.OnePageNewsletter.com> take a peek at that that's were you can find Roger Parker's stuff. Reciprocity goes a long way. We get a lot of JV partnerships that way.

Yanik: Oh yeah, you scratch my back I'll scratch yours.

Case Study #75b: Personalize Pens

Alex: That's right because fundraisers work this way. Have you ever got a personalize pen from Myron? I can't remember how many I've gotten with my name on it.

Yanik: You told me to look out for that. I just got one yesterday...

Alex: It's amazing, isn't it? It's incredible the power of this.

Case Study #72: Free 1 On 1 Guerilla Marketing Plan

Alex: What I do is for all my coaching clients. My biggest profit making activity for my business is coaching. I enjoy it and it's one on one coaching, but I give a free 1 on 1 Guerilla marketing consultation based on a seven sentence guerilla marketing plan. And it's given as a freebie on day 7 of my autoresponder sequence with Marketing with Postcards.

And that statement alone is "Reciprocity", right? You know, go there and you'll get this. By the way all the resources we've been giving you, that's reciprocity. Napoleon Hill calls it the Golden Rule. You know, it's lesson 16 in his book, The Law of Success. And basically you can generate a lot of sales if you create it.

Yanik: One thing we need to mention, the Hari Krishna story really illustrates that, people don't even need to ask for it. If you give them an unexpected gift they need to set things straight with you -- to set the balance sheet.

Alex: You have a much larger database than I do right? So, I volunteered to do a lot of the work for this class, right? So because I should, you have a database 10 times larger you perspired for that and I honored that. If you have a small database, start thinking about becoming the reciprocity person. You know the person who is the perspiration side of it and does a lot of the work and setting it up.

You know I'm taking all of the customer service calls and why? Why should Yanik? He has 40,000 people in his database, I have a tenth of that. So that was my reciprocity and thanking him to do this with me because there's an unfair advantage for anyone who has a huge database. Because they know like and trust him and many more people I'm going to be a stranger to on this so.

Yanik: Not any more.

Alex: Well not any more.

Mind-Motivator #20: **Commitment - To Capture Sales One Shy “Yes” At A Time**

Yanik: Case study 76. Once again going back to Robert Cialdini’s book. Lets just back up for just one second. What kind of person do you would you like to be know as? Would you like to be known as someone who changes his or her mind anytime the wind blows a certain direction? Or would you rather be known as a person of consistency and commitment? And I would have to say. You know, Alex what would be your answer?

Alex: Well you know the answer. Consistency breeds trust. So does commitment.

Case Study #76: “Drive Carefully” Sign

Yanik: Right and so that’s the whole idea behind this mind motivator and here’s a great little story. They had college kids going around giving a little 3-inch square sign that said; “Be a Safe Driver.” They had 76% of people said yes to putting up a huge poorly written sign on their front yard that said; “Drive Carefully”.

And it was like the worse looking sign ever! It was so ugly. But 76% of the people said yes to this request because two weeks before that those same people had said yes to this little tiny request displaying a square sign saying; “Be a Safe Driver.”

Alex: It’s amazing. I mean that’s in Cialdini’s book right?

Yanik: Yeah.

Case Study #77: Coin Collection Offer

Yanik: And here’s another one from Jay Abraham who we both revere as a master marketer. He developed a promotion for a coin company where they offered perspective

customers a \$23 starter coin set. 30,000 people purchased the introductory offer. Then from those 30,000 buyers, 3,000 when back and bought \$1,000 worth of coins.

That's \$3,000,000!

Within 6 months they went back to those 3,000 people and sold them 3,000 \$5,000 each a coin. Another \$3,000,000, at least! And then the company went back to repeat buyers and got 150 to 250 to purchase an average of \$10,000 in coins.

Alex: It's all about small commitments.

Yanik: Yeah.

Case Study #78: The Video Professor

Alex: A couple case studies I have is the Video Professor. You know you only pay for shipping and handling and you get the CD for free. And then there's all of these other course you can get once you have that piece of real estate in their home. Then they're committed. They're a little bit more committed.

The way I use this with a lot of my dental coaching clients is we have the patient fill out a postcard that is a reminder to come in for a cleaning in 3 months. They hand sign address zip code and city so when they get that postcard often in 90 days it's their writing they've committed to it and it just diminishes no show rates and you kind of feel guilty. Hey, I've committed to this I wrote it, I better go show up.

And it's a great way for, in dentistry it's called recall, it's a great way to get people back in by getting them to sign this postcard put it in a tickler file, mail it a week before their appointment and just people show up like magic.

Yanik: Yeah, that's wonderful.

Alex: You have Million Dollar Emails as a resource? Yanik, what's the actual download address?

Yanik: The reason we stuck this in here is it is a tiny little commitment to download it and people gone on to purchase all kind of things from us. So you can see how it works; <http://www.MillionDollarEmails.com/downloadit>

Alex: That's it and I got another resource I don't think I've shared this with you but it is amazing. I don't know if it works as accurately as they say it does but if it does it is an amazing concept. It's called, <http://www.ClickAlyzer.com> . You know what this thing does it tells you how far down the prospect is scrolling on your Website and where they're clicking.

And it tells you where they're committing. Now, Armand Morin told me about it. I haven't used it but it's definitely worth a look. If it does what they say it does I think this is going to be changing the face of Internet marketing because people want to know this stuff, Patrick Anderson spends a fortune measuring this kind of information Click Analyzer is a great concept if it does work.

Yanik: What was the key point on that?

Alex: People make big commitments only after making small ones.

Yanik: Great. All right, now our final Mind-Motivator is...

Mind-Motivator #21: Consistency - To Build Trust And Product Greater LTV

Alex: Case study #80.

Case Study #80: Postcard Follow-up

Alex: Here's what I do when I'm at a conference I tell people consistently that I'm a follow-up guy and I'm very sincere in my approach and I'll be a coach to them if they wish. And I'll have pre-stamped postcards and I'll write a little hand written note and before I leave that conference I'll mail that postcard in the mail box and they'll get it in a day or two.

And they are just floored they can't believe what a thoughtful thing that was I didn't wait till I got home. So I was consistent with what I was talking about.

Case Study #81: Tele-class, Mark Joiner & Marlon Sanders

Alex: We start our tele-classes on time 12Noon on the button. Mark Joiner if you take a look at his websites they all look the same. Marlon Sanders

Yanik: Yeah he does a great job. He just revised his sites all of them look exactly the same for the most parts there's some consistency there. When you go to a Sanders site you know its Marlon's.

Alex: Yeah they look the same. Case Study #82:

Case Study #82: Early Bird Special

Alex: Our friend Ken McCarthy. Hey, anyone listening, have you ever tried to go beyond the early bird special date to try to get the discount? What does Ken say?

Yanik: No.

Alex: No way! No way and you know what? I respect him for that because people know beyond a shadow of a doubt at System 3 means they have to act by that date. No exceptions.

Yanik: Oh, they know now for sure.

Alex: Yeah, definitely.

Yanik: Ok, what else?

Alex: Just one more case study.

Case Study #83: Long Distance Offers

Alex: I was using MCI for the longest time. I get a call and this MCI operator calls and says hey we have 6 cents per minute for all new customers. I said I'm not a new customer I'm an existing customer can I get that ... can I save a cent? And you know what she says, "No." I said your kidding! She said; "No, this is only for new customers." You think I'll ever use MCI again?

Yanik: I don't think so.

Alex: I'm a loyal Sprint customer. So, that's an example of a lack of "Consistency." Imagine they're willing to through away an existing customer in exchange for a new one. It's just ridiculous. But a lack of consistency looses sales that's case study #83 and the key point is that consistency breeds trust by fulfilling prospect's expectations.

Okay, so those are the 21 Mind-Motivators. You want to just read them off Yanik just one by one will quick?

RECAP

Yanik: Okay, here goes:

Motivator 1: Stories - To Create Memories and More Sales

Motivator 2: Frequency - To Build Greater Trust and Profits

Motivator 3: Reason Why - To Eliminate Skepticism

Motivator 4: Surveys - To Acquire Valuable Feedback

Motivator 5: Specificity - To Encourage Believability and Creditability

Motivator 6: Consumption - To Grow Customer Lifetime Value

Motivator 7: Truth - To Quickly Persuade Skeptical Prospects to Buy

Motivator 8: Demonstration - To Instill Instant Credibility

Motivator 9: FAQ - To Shatter Objections On The Spot

Motivator 10: Proof - To Transform The Virtual Into The Real

Motivator 11: Mirroring - To Be Known, Liked and Trusted

Motivator 12: Courting - To Build Rapport At A Comfortable Pace

Motivator 13: Curiosity - To Seductively Attract More Attention & Customers

Motivator 14: Authority - To Borrow Creditability From Trusted Individuals

Motivator 15: Scarcity - To Elicit Action By Inducing The “Fear of Lost”

Motivator 16: Challenge - To Dare People into Quickly Taking Action

Motivator 17: Social Proof - To Heard-In More Sales and Profits

Motivator 18: Contrast - To Introduce an Offer with Best – Better – Good

Motivator 19: Reciprocity - To Begin “Gifting” Process of “Quad Pro Quo”

Motivator 20: Commitment - To Capture Sales One Shy “yes” At a Time

Motivator 21: Consistency - To Build Trust and Produce Greater LTV

Alex: Ok, how about 5 more minutes and give them two free bonuses?

Bonus #1 Mind-Motivator: **Risk-Reversal - To Bear The Entire Burdon Of Risk**

Alex: You do this all the time.

Yanik: Yeah, I learned it from a lot of people and you included. Here's a great risk-reversal guarantee.

Case Study #86a: Nancy Quan

Yanik: There use to be a skin cream by Nancy Quan and she had her bottom of the jar guarantee. And the guarantee was; "If your friends don't actually accuse you of having a face lift send this back to use for a full refund. And you can send us back the entire empty jar."

Case Study #86b: Life Force International

Alex: That's a great guarantee. Life Force International is a network marketing company. They have a 45-day empty bottle guarantee.

Yanik: Here's another cool guarantee that I dug up from Maxwell Sacheim. This is for a pipe and the headline was; "Why I offer you this new kind of pipe for twenty bucks." Here's the guarantee; "If you are not entirely satisfied after a ten day trial ... break the pipe, send me the peaces, and you will owe me nothing."

Alex: It's a pipe you smoke right?

Yanik: Yeah, like a tobacco pipe.

Case Study #85: 21 Mind-Motivators

Alex: That's a great guarantee. What's the guarantee for our 21 Mind-Motivator Tele-class. 365 days after today if you don't think it was worth your \$49 or anything that you purchased from us today or later on you're guaranteed for 365 you can get your money back no questions asked. Just doesn't make sense to do it otherwise.

Case Study #84: Doctor's Book of Home Remedies

When I was in the infomercial business we had a spot TV commercial that was awesome by Rodale Press. Rodale is a huge distributor of books. This was the Doctor's Book of Home Remedies. Look at this risk reversal. Not only did they have a 21 day free trial but once you started paying it was 3 payments \$7.77. So, what an amazing way to capture more sales, eh?

By the way, give them the best offer first whether it's in price or 21 day trial because if that doesn't work, "buy now" is never going to work.

Yanik: Yeah don't waste your efforts otherwise.

Alex: Like Gary Halbert says; "Fail as fast as you can." The quick tip is by, Time-Life. They spent millions on this term on this phrase you know, remember it; "No further obligations, commitments or expectations on our part." No further obligations, commitments or expectations on our part.

Anytime I speak publicly I talk about should it be 30 days, 90 days, 1 year or lifetime guarantee. Well if someone was going to return your product anyway do you put more pressure on them if it's 30 days or 90 days?

Yanik: Of course.

Alex: 30 days. And, if it's between 90 days and a year what puts more pressure on them if they were going to return it anyway? You know, 90 days. So always give them a

longer guarantee because if they were going to return it anyway then you might as well keep the money as long as possible. The key point here is the more risk removed from the transaction the more sales are gained.

Yanik: Ok Bonus #2 Mind-Motivator is...

Bonus #2 Mind-Motivator: **Personalize - To Humanize The Virtual Enterprise**

Yanik: This is really good for online stuff. And Alex you talked about this earlier when you call customers after online purchases over \$150.

Case Study #86: Doctor's Book of Home Remedies

Alex: It's so easy. Anyone who purchases a postcard marketing course from me from <http://www.MarketingwithPostcards.com> ... I call them the same day. If I'm online I call them immediately and it just blows them away. And all I tell them is they are going to get the course. I tell them was it them who ordered.

And they're very grateful for that. And I tell them I'm calling to demonstrate that this is the beginning of our relationship in business not the end and I hope that our paths cross often. That's exactly what I tell them. And that one call lasts about a minute sometimes more because folks sometimes want a free consultation on the first call.

That has increased my lifetime value for that. If someone purchases a \$250 product from me, in this case, they're worth about \$750 on average within 90 to 120 days. Ok, I have measured it and that's how powerful it is. So please call up people and find out, you know talk to them they love personalization.

Case Study #87: Yanik Silver.com

One of the case studies... I want to just plug you because I think this is a very simple yet brilliant concept; <http://www.YanikSilver.com> What's on there?

Yanik: Just my head and a bunch of our products and our recommended resources and tools. Also another you haven't seen I think, is <http://www.YanikRecommends.com>

Alex: I think it's a brilliant URL because if anyone believes in you then it's a great way to personalize why you're recommending these things.

Case Study #88: VIP Guest Code

Alex: Personalize in our teaser email with VIP guest code. Ok, we want to give you \$30 off if you're a VIP guest if you're a part of the database for Yanik myself or any of our affiliate partners, so we gave you a VIP guest code.

And it said; "Yanik's VIP Guest Code is: am3964. By the way that's my birthday if anyone's interested and... reciprocity right? It was a very powerful approach because we even had a place in the shopping cart to put that guest code. And it was a VIP guest code it was a personalize guess code.

Case Study #89: Two More Example Websites

Alex: Two very important Websites for you to take a look at is <http://www.FloridaTicketErasers.com> Imagine you get a ticket in Florida, you get a postcard and it say; "Go check this out to erase your ticket online." Because you can go to online traffic school in Florida and erase your traffic ticket.

You go there you type in the count you got the ticket, you type in your name and you type in the ticket number, etc and it pops up a HTML message on the Website. "Hi Yanik in such and such county. Ticket number. You're in luck you get to save \$10 by taking a class within the next 10 days." And they give you reasons why.

It's just very, very powerful. <http://www.StateRecordsInformation.com> Jeff Radich a close friend of ours he runs that he's the number one affiliate for Net Detective which is a spy program to see if people are checking up on you or you can find people who are hard to find. That is a site that gets people into <http://www.NetDetective2002.com>. If

you take a look at how that works you'll be astounded at how personalize that Website is. These are very simple HTML scripts that I don't know how to use but they're I think CGI scripts.

Yanik: Yeah, they're simple for people that are smart and technically oriented.

Alex: Yeah very simple. And if you have a name that you want to create for a Website put all your products there if you have multiple products just like Yanik has done. Yanik you email me said AlexMandossian.com wasn't taken. Right?

Yanik: I don't think so.

Alex: And I took it.

Yanik: Can you believe it?

Alex: I took it and I don't know if anyone cares about it but maybe someday it will be a value so I took it. So put your name down and create that site and personalize it. You have any final examples for that bonus gift?

Yanik: For "Personalization"?

Alex: Yeah.

Yanik: There's this one little piece of script that I can't remember where I found it but I haven't started using it yet. But you can actually do things where you can inside email where you send them the email the link is personalized so when you get to the Website it'll say; "Hi Alex, thanks for visiting." And it takes it all from your database but that's an easy thing to install to.

Alex: Yeah absolutely.

Yanik: Like I mention in the beginning and several times through out by just layering them on top of one another you'll notice in a lot of these examples you see four of them all together and it just becomes a synergistic effect.

Alex: I do these things because, these Mind-Motivators make marketing more effective and a lot more leveragable and it's been an honor sharing this time with you.

Yanik: Thank you very much Alex and thank you everyone else for joining us.

End Of 21 Mind-Motivators Tele-Class Transcript

RESOURCES THAT ARE “ONE CLICK AWAY”

www.1ShoppingCart.com/alex

www.33DaysToOnlineProfits.com

www.AutoresponderMagic.com

www.AutoresponderMagic.com/download

www.BigSeminar.com/alex

www.BodyForLife.com

www.BottomLineBooks.com

www.ClickAlyzer.com

www.Coachville.com

www.CopywritingCoach.com

www.CopyWritingCoach.com/108verbs.pdf

www.CopyWritingCoach.com/21motivators/alex

www.CopyWritingCoach.com/21motivators/yanik

www.CopyWritingCoach.com/doicover.pdf

www.CopyWritingCoach.com/irsrefundcheck.pdf

www.CopyWritingCoach.com/spotting11motivators.pdf

www.CopyWritingCoach.com/survey.pdf

www.CopyWritingCoach.com/tvhits.pdf

www.GetFitWhileYouSit.com

www.GoGenerator.com/alex

www.InstantInternetProfits.com

www.InstantSalesLetters.com

www.MarketingWithPostcards.com

www.MikeLitman.com

www.MillionDollarEmails.com

www.MillionDollarEmails.com/downloadit

www.NetDetective2002.com

www.OnePageNewsletter.com

www.SalesLetterGenerator.com/alex

www.StopYourDivorce.com

www.TWIpress.com/alex

www.YanikRecommends.com

www.YanikSilver.com

www.Zoomerang.com