


Persuasive Marketing Principles & Techniques To Inject Into Your Copy For Maximum Effect

BE CONVERSATIONAL

- So many of you want to come across as professional and it kills your copy
- Saying words like implement, convey, or any other “**PROPER**” language (it’s corned out asl)
- Look at my headline, I say “inject”. Don’t you think using inject does the same exact thing as saying “implement”?
- Be a  human
- This takes me to the most important part of being conversational...

BUILDING RAPPORT

- Being conversational shows you are a human and it’s the first step in getting the prospect/potential buyer to “**Know, Like, and Trust**” you.

Frame Yourself As An Expert

- Reveal their roadblocks
- Point out their dream state
- Amplify pain
- Actively pointing out these things without them ever having to tell you, shows you are perceptive and that you “GET IT” (a.k.a. You are an expert in your field)

!? **How To Build Curiosity Around Your Service!?** (show solution/mechanism)

- Tell them what your service is/does (but not how to use that information)
- You guys keep thinking that by letting them know what your services are they will do it themselves or get someone on their team to do it. If this is you, stop with this childish mindset. EVERYTHING you do is practice!!! You didn’t get that client? That’s practice for the next one. Your sales call didn’t go as planned? That’s practice too!

- What this **DOES NOT** look like “I create ebooks for people in the e-comm niche”
- What this **ACTUALLY** looks like “I create free trainings for my clients as a first step in capturing a potential customer's attention”

Communicate “Ease-of-Use”

- Subtly steer them to believe the solution is fast and easy to implement and all they need is your service.

Empathy

- Empathy is a nuclear bomb for persuasion.
- If you can convey you understand their struggles (without saying “I understand your struggle, hurrurr durrrr”, that’s braindead shit), then

Make use of Olfactory senses

- Use these sparingly because it’s very easy to go over the top and sound super salesy with these.

Make a claim > Show them proof

- Don’t **EVER** bring dishonor to yourself and your family by lying and not actually having evidence to back up a claim.

Get them to take micro commitments (indoctrination: **we have a lesson in this)**

- By having them make micro-commitments it does a couple of things
- First, it gauges how engaged a prospect is. If you can get them to click your CTA but don’t respond, they are still considered a lead and could potentially still buy a product/service. you just need to follow up with something more compelling than what you originally presented them.
- Second, if you can get them to do 1 small thing, you can get them to do another, and then another, and so on. This is fundamentally what funnels do, but you can

also use micro-commitments within your copy. The more you get them to do something the more they are willing to do something else for you.

Appeal to their EGO!

- Don't just give blanket compliments, give specific compliments on who they are as a person.
- If you say some corny ass shit like "You must really know the ins and out of your industry!", I'll fucking disown you.

Exclusivity

- Make them believe that by working with you, they are part of an exclusive group that's at the cutting edge of the market.

Risk Reversal!

- Refunds, money-back guarantees, free trials, I will get you (x) result or I'll work with you for free until I do, etc.