

Human persuasion

For answers open the FAQS chat

Set up a invoice receiving service such as venmo or cash app

Step one: understanding businesses and humans

Step two: learn how to write

Step Three: How to find a business to partner with

OODA

Observe	Learn and understand
Orient	Add meaning and begin
Decide	Make plan
Act	Act on plan

Be a professional

When I am awake I am working

Don't use phone

Set a timer and work (G session)

1. Daily morning power up call on rumble, or replay.
2. Watch all the videos on each stage, and take notes after the video is done.
3. Do the missions everyday, and take the quiz.
4. Help other students.
5. 100 push-ups EVERY SINGLE DAY.

6. Make sure to do all of these every day.

Try to solve my questions

- State problem
- What is happening
- What I think it is

Do pushups after g sessions

Helps my focus and gives me energy

What is a business?

Mutual trade of value

What they are willing to pay for compared to what they need and/or want

2 levers: Scale and amount of value

Give the customers more value

Get more customers

Set up initial trade

Help increase value

Use social media

Draw attention

Post

1. Free lead magnet
2. Low ticket product
3. Medium ticket product
4. High ticket product

Need to understand what humans want and why they want it

Take action based on emotion

Desires and fears

Toward pleasure or away from pain

What is keeping them from what they want

Products are tools

Solution to use product

Lead them toward product

Once solution is found, find how to incorporate a product

Providing identity instead of solving problem

Get an identity

Less about problems

Marketing system

Attract attention

Monetize attention

How businesses get attention

Find a good fit of someone looking for it

Attention through search

Organic or payed

Attention through interrupt

Find a way to stand out and provide value

What catches my attention?

- Colors
- Big words
- Neat
- Small amount of words that lead directly to the point

Monetizing attention

Leaf funnel

Give the content info

Increase the value ladder

Offer valuable things such as a discount code for a form of contact such as a gmail or phone number

Redirecting

Sales funnel

Live event funnel

Webinar

Home page funnels

Where it leads

Newsletter

Course and products (Sales page)

Take notice to other businesses setup

Collect examples

Save the good ones

The first attempts are going to be bad just use it as a learning experience

Find what market you will be working in and the kind of people they are

What keeps them up?

What do they worry about?

Research unable to understand them and sell the product.

Compare other products to make yours seem better, look at the positive and negative

Also talk to the business owner and top customers

Amazon has good info on positives and negatives

[Practice these skills](#)

Use that templet above to create a series of info to help connect to the viewers

Use things such as amazon reviews, facebook, and reddit.

Whoever controls dopamine controls the universe

Catching attention

How do you win?

1. Have to understand how humans work
2. Need to break the pattern

3. Find a way to stand out and be different

4. Presenting an opportunity or thread

Dopamine is released when they find something good

They need to know there will be a reward on the other side

How to get them to believe there is dopamine to be found

Fill in the gap that they don't know

Cliff hanger type of search to find the dopamine

Needs to be specific

Specificity creates reality and curiosity

They make their best guess so tell them it wasn't that to make them want to know

Borrowed secrecy

If it is unexplainable they will want to know more

If you complete this you can get them to take step by step to create customers

Write fascinations to draw them in

See beginner bootcamp-2, lesson 6 to review them

There are TWO minds that work inside my mind

Subconscious

Conscious

How to use them?

Conscious makes plan and sets intention

Subconscious makes ideas

Avoid distraction

Not enough material?

Need to research

If not you will run into problems

Don't have to harsh a filter too early on, put all thoughts on a paper and make decisions.

Let all ideas have a chance

Eventually you will find a good idea

More volume=higher rate of success

Brain is overtasked

Take time to reset

Creative thinking is extremely important

How to evaluate and improve my writing

Not enough to just brain dump

Need to go back and review

Improve until confident

OODA loop ^^^^

First: Read it out loud

Second: Imagine how the avatar will effect the reader

Third: What can i do to trigger the effect I want

Forth: Grammar and Spelling check, How you do the little things is how you do everything

(Grammarly)

ALWAYS REVIEW

What is "Short Form Copy"

The beginning of engagement

To sell the click

Get the reader to get to the place where you sell from

Paid ads

Photos

Grab the reader's attention

Give them a reason to go to your website

Take them away from a crowded environment and get them into your control

Take them outside into your website

Selling the click not the product

Short form copy is the beginning

D-I-C Framework

Disrupt	Grab attention with fascinations
Intrigue	Start to amplify curiosity
Click	Call to action, The click, and don't reveal the truth

P-A-S

Pain/Desire	Increase the pain or desire to make them want to act.
Amplify	Amplify this and make them more persuaded (Sensory input, emotions, urgency,)
Solution	Give them a solution to find the problem with one of your products

Note: What I have noticed is human persuasion is made by emotion such as memories or future fear

H-S-O

Hook	Catch attention based around a strong fascination. (Bribe)
Story	Shift beliefs, Get them to relate
Offer	Glve them an offer to find their dream state

Start story at the height of drama

Relatable to the reader

Look at the “ I Survived “ novels

Look at danny duncan adds

Short Form Copy Practices

Under 150 words

Mini skirt rule, little words many facts but don't give it away

No neutrals or negatives

About 1 main idea

Each line should connect the next line

No frictions no gaps

Normal fonts

Grammar and spelling on point (grammarly)

Bold or underline but not to much

Maybe emojis

Avoid being to professional

Have fun with it