

Emotional Selling Tools

The 'secret' to writing copy that practically forces your prospects to part with their money -- legally, ethically, and even enthusiastically!

By Dr. Joe Vitale and Larry Dotson



NOTICE: You Do NOT Have the Right to Reprint or Resell This eBook!

You Also MAY NOT Give Away, Sell or Share the Content Herein

If you purchased this ebook from anywhere other than <http://www.EmotionalSellingTools.com> , you have a pirated copy.

Please help stop internet crime by reporting this to:
<mailto:support@nitrosupport.com>

Copyright 2003 - 2004 Dr. Joe Vitale and Larry Dotson

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without the expressed written, dated and signed permission from the author.

LIMITS OF LIABILITY / DISCLAIMER OF WARRANTY:

The authors and publisher of this book have used their best efforts in preparing this material. The authors and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability, or fitness for any particular purpose. The authors and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages. As always, the advice of a competent legal, tax, accounting or other professional should be sought.

This manual contains material protected under International and Federal Copyright laws and Treaties. Any unauthorized reprint or use of this material is prohibited.

How to Get Started

One of the most difficult things to do in starting any business, including an Internet business, is getting started right. In order to get the most out of your relationship with Nitro Marketing, we've created some first steps you can take that will help you get a leg up in your business.

4 Steps You Can Take Today To Boost Your Online Business

STEP 1: Has your "Big Break" eluded you up until now? Nitro now offers everyone a way to work with us on rewarding online projects and get paid, no matter what level of experience you currently have.

We have 3 different routes you can go down, all the way from teaming up with us as one of our Nitro "Project Managers", to receiving all the tools and step-by-step training needed to show you how to start your own internet business from scratch.

We even offer you a way to make money with just an idea, basically you give us your great idea, and we turn it into a business and you sit back and get a cut of the profits. Get all the details on the 3 specific programs at:

www.NitroProjects.com

STEP 2: One hour, dozens of great ideas, and years of fat profits... Listen in for free as successful marketers and business owners share their secrets to success with you every month. It'll be the best 90 minutes you spend every month – GUARANTEED! Sign up for free at:

www.NitroWebCasts.com

STEP 3: If you like this product, we'll pay you to tell others about! Nitro Marketing has one of the most lucrative affiliate referral programs on the Internet.

- 60+ high converting products
- Lifetime commissions on everybody you refer
- Residual commissions on our popular monthly services
- Commissions as high as \$100 and \$200 per sale.
- Super easy tools and training to help you tell others!

Find out more and sign up for free today at:

www.NitroAffiliates.com

STEP 4: You can get free samples of many of the products available from Nitro Marketing so you can check out the quality of the information and tactics. Profit from the information, knowledge, and tools available to you at:

www.NitroMarketing.com/products.html

People Who Bought “Emotional Selling Tools” Also Bought...

Over the years, we’ve developed a very good relationship with our community of budding – and very successful – Internet marketers. And, we’ve noticed that one of the overriding characteristics of the successful marketers is their lifelong commitment to ongoing education – they never stop learning.

In order to succeed in this business, you need to immerse yourself not only in the latest technology and trends, but also in the fundamentals of direct marketing. Good copywriting is the single most important skill you can learn, followed closely by a genuine understanding of human nature.

As you absorb the powerful content of “*Emotional Selling Tools*,” I’m sure you will be looking forward to the next great learning vehicle. So, here are some of the products that complement the information in “*Emotional Selling Tools*”:

- [Hypnotic Library](#) – The Hypnotic Library Super Package is a CD-ROM packed tight with a complete collection of Joe Vitale's popular series of hypnotic marketing products.
- [Magic Words That Bring You Riches](#) - Written by Ted Nicholas, widely recognized as one of the greatest direct marketing wizards of all time. In "Magic Words" Ted reveals the 17 magic words that can make you a fortune.
- [Psychological Triggers](#) - “Triggers” is a groundbreaking book that takes you deep inside the caverns of the human mind and reveals secret strategies you won't find elsewhere. No weapon ever forged in marketing has been as powerful as the knowledge of psychological triggers that cause people to buy what you’re selling.
- [Advertising Headlines That Make You Rich](#) - David Garfinkel has been called the, "the world's greatest copywriting coach." He's a successful results oriented copywriter and his new ebook shows you exactly how to adapt proven money-making headlines to your business.
- [How To Create Net Profits On Demand](#) - This is a complete audio and video course, with workbook manual, on How To Create Net Profits On Demand. Although the creator of this product, Joshua Shafran, has just recently started teaching his system, he has an amazing track record. In less than 4 years, he has created 20 businesses that have made over \$ 30 million dollars. He has created a quick and easy bulletproof SYSTEM that has stood the test of time and consistently cranks out the profits. This is the exact formula Nitro uses to roll out successful project after successful project after successful project...

For more information about the complete lineup of powerful Nitro products, simply visit:

www.NitroMarketing.com/products.html

Table Of Contents

Word Of Warning	6
Introduction - Sell Emotions To Get Anything You Want	6
Chapter 1 - Emotional Selling Tools (1-15).....	7
Chapter 2 - Emotional Selling Tools (16-30).....	11
Chapter 3 - Emotional Selling Tools (31- 45).....	15
Chapter 4 - Emotional Selling Tools (46- 65).....	19
Chapter 5 - How To Conduct Emotional Market Research	24
Chapter 6 - 25 Emotional Selling Formulas.....	26
Chapter 7 - 155 Types Of Benefits That Trigger Buying Emotions	28
Chapter 8 - How To Emotionally Charge Your Ad With Color Alone	30
Chapter 9 - How Visuals Can Add Emotional Value To Your Product.....	31
Conclusion - Sell Emotions To Get Rich Quick	35
Bonus 1 - How Emotional Controversy Sells!	36
Bonus 2 - How To Express Your Non-Verbal Emotions On The Internet!	37
Bonus 3 - Emotional Picture Persuasion!	38
References	39
About the Authors	40

****Word Of Warning****

A word of warning is in order here. Some of the techniques you are about to learn may sound manipulative. And if used in inappropriate situations, they most certainly would be. But when they're appropriate to the situation and the claims can be made with 100% accuracy, they are not only NOT manipulative, they're beneficial to all concerned. They move your prospects in a positive direction and they portray your position in an irresistible light.

Introduction - Sell Emotions To Get Anything You Want

FACT! People buy products to gain emotional rewards and justify buying with logical reasons. Your ad copy must trigger emotion(s) that will persuade your prospects to buy your product. When they become emotionally attached to a product, they will often buy automatically on impulse. The stronger the emotional reaction, the quicker your prospects will buy.

Selling is simply the exchange of emotions. Think about it, the world is an economy of emotions. Your prospects pay you for the emotion they want and you use the money to buy the emotions you want.

Most studies show 80% of people will buy your product based on emotion. It may be an even higher percentage because the 20% of people who usually buy based on logic will make quick buying decisions if your ad is emotionally charged. You'll have an unfair advantage over your competition if you concentrate on selling the emotional rewards of your product and backing up it up with logical reasons.

Emotions are triggered by mental thoughts and images that people get from reading your ad copy. Your prospects will:

1. Read Your Sales Letter
2. Interpret The Information With Their Situation
3. Experience Mental Images/Thoughts
4. Feel The Emotional Reactions
5. Justify Their Emotions With Logic
6. Buy Your Product

Emotions can also influence people to do other things like visit your web site, subscribe to your e-zine, join your affiliate program, etc.

Apply this simple formula and you can literally get anything you want.

In the next three chapters you'll learn 65 emotional selling tools. You'll learn how to trigger a specific type of positive or negative emotion that will motivate your prospects to buy. All the related or similar emotions are grouped together.

Chapter 1 - Emotional Selling Tools (1-15)

1. Happy - Joyful - Merry - Delighted

Describe what the future will be like if customers buy your product. Tell them all the goals they'll accomplish, the benefits they'll get, what their friends and family will think and say, etc. Explain the feelings and emotions they'll gain or avoid like happiness, fear, sadness, excitement, etc.

They may imagine feeling happy about avoiding sadness and buy your product to keep that emotion alive.

2. Surprised - Stunned - Shocked - Awed - Amazed

Use reverse psychology, tell people not to buy your product. This will usually stun your readers and make them want to buy your product. Examples: "If you can find a better product, don't buy ours." "Don't buy our product if you can't afford it."

3. Angry - Mad - Enraged - Upset

Ask your prospects to remember a time when they were angry or upset because they passed on buying a product that could have helped them solve their problem or reach their goal. This will allow them to think about how they felt and make them want to avoid feeling that way by buying your product. For example, "Remember a time when you were mad because your financial problem got worse because you didn't do anything about it?"

4. Sad - Unhappy - Depressed - Disappointed

Describe what the future will be like if they don't buy your product. Tell them all the goals they won't accomplish, the benefits they won't receive, what their friends and family will think and say, etc. Explain the feelings and emotions they'll gain or avoid like happiness, fear, sadness, excitement, etc. They may imagine not reaching their goal and start to feel sad. They won't want to feel that way and may decide to buy your product.

5. Afraid - Fearful - Frightened

Magnify the size of your prospects' problem in your ad. Tell them how their problem could get worse. The bigger their problem sounds, the more sales you'll have. Just show them how your product can solve all of their fears. For example, you could say, "Imagine if you never get out of debt. Imagine falling further and further behind paying your bills. Well now you won't have to experience any of these problems if you purchase..."

6. Interested - Involved - Curious - Engrossed

Make your visitors curious about your product by telling them they need to sign up to get into a password protected site to read the rest of the ad. This will give your product extra perceived value because it is so well guarded. Just like a diamond in a bank vault.

Most people also are curious about things which could affect their current lifestyle. You could use words like "Secret" or "Confidential" in your ad. For example, you could say, "If you order before June 24, 2002, you will also get a Secret Mystery Gift valued at \$200!"

7. Eager - Anxious - Impatient

Tell your prospects that the first 1000 who order get a surprise bonus. This will make them feel eager to order because they're really not sure what number they are at the current time. The bonus could be another product, a discount, a second product for a friend, etc.

You could also give people a deadline to order by. Tell people if they order by Sept.15, 2002, they will get a discount or free bonuses. This will create urgency so they don't put off buying. Another example, "Order before 8:00 p.m. US/EST and get a second product of your choice for free!"

8. Obligated - Indebted

When people give you a gift for your birthday, you feel obliged to give them a gift on their birthday. This works in business too. When you give your web site visitors a freebie of perceived value, sometimes they will feel obliged to give you something of value back, like ordering your product. This is a very powerful technique.

9. Worried - Stressed - Tense - Concerned - Uptight - Nervous

When people usually worry they use the phrase "What if" in their mind. "What if I can't pay my credit card bill." "What if I'm late." Most of the time people usually worry about things that haven't actually happened in reality or never will happen. You could also use the phrase "what if" in your ad copy. For example, if you're selling security alarms you could say, "What if someone breaks into your house while you're sleeping?"

10. Excited - Enthusiastic - Passionate - Thrilled - Ecstatic

Get your prospects excited about your product by letting them know how excited you are about it.

For example, "I'm so **EXCITED** to offer this product to you because it's fulfilled my wildest expectations and then some!..." You should use exclamation points and capitalized emotional words that relate to excitement. For example, "**THRILLED!**" and "**ECSTATIC!**" Just mentioning an exciting emotion in your ad can trigger your reader to feel it. If you're excited and enthused about your product, they will be too.

11. Accepted - Received - Belonging

Most people want to belong to something or a select group. When you write your ad include some testimonials or a list of people/companies that have bought your product. If those people or companies are anything like your prospects or your prospect wants to belong to that group, they are likely buy your product.

You could also add a private membership to an online club as a bonus for your product. Your prospects will want to buy your product in order to be accepted into a group which has the same things in common with them.

12. Confident - Sure - Courageous

You need to make your prospects feel confident that they can reach their goals or solve their problems by using your product. Many people can get confident by using positive self-talk. For example, they might say or think, "I know I can do it!" You could apply this to your ad copy by converting your benefits into positive self-talk. For example, you could use a benefit like, "I know I can lose 10 pounds in two weeks!" When they read it, they will be actually talking to themselves in their mind. It's like they are persuading themselves to buy your product!

13. Greedy - Selfish

Allow people to make money reselling the product or service. Tell people they can join your affiliate program. You could pay them per sale, per click, per referral, etc. Just provide them with proven and tested marketing materials, detailed statistics and plenty of affiliate training. Even if they don't buy your product, they can make other sales for you. Or you could allow them to be even greedier by including the reprint or reproduction rights with your product if they buy.

14. Smart - Intelligent - Brilliant - Wise - Keen - Sharp

One of the best ways to make people feel smart is by simply telling them they are. Just include a reason to buy your product with your statement or compliment. Here are a few examples, "You're smart enough to know that you can't rely on winning the lottery." "You're an intelligent person for wanting to make your life better!" or "You're wiser than most people because at least you're making an effort to quit smoking!" You could use these types of phrases as openers, closes or within your ad copy.

15. Dependable - Reliable - Responsible

Ask your prospects to do you a favor. Instead of directly asking people to buy your product, ask them this way: "Could you please do me a small favor? Try out my product for 30 days. If you're not completely satisfied, return it for a full no-questions-asked refund." People have been raised to believe it's only proper to do a small favor for someone.

Chapter 2 - Emotional Selling Tools (16-30)

16. Motivated - Driven - Determined - Persistent - Inspired - Refreshed - Rejuvenated - Energized

You need to influence your prospects to feel motivated to change their lives with your product. You can do this by converting your benefits into affirmations. You can make your prospects read the benefits as normal or suggest they read them out loud. When your prospects read the benefit, it will inspire their subconscious mind to start searching for the answers and drive your prospects to buy your product for the answers. For example, "I will discover five secret tips for increasing my sales."

17. Open Minded - Accepting - Suggestible - Agreeable

People usually tend to agree with you if they agree with themselves. You can ask them questions in your ad copy so that they will agree with themselves and, at the same time, persuade them to buy your product. Examples: "You are a smart businessperson, aren't you?" "You know when you see a good opportunity, don't you?" "You want your business to be successful, don't you?" "You know that when you purchase our product, it will make your job easier, don't you?"

18. Relaxed - At Ease - Mellow - Calm

You can persuade your prospects to purchase by getting them to relax first and then they'll be more susceptible to your ads. It will also be easier for them to absorb, store and remember the information as well, which is good for branding.

Haven't you ever been tired or very relaxed and one of your family members or friends asked you to buy something for them and you agreed? Then later on you think, "I can't believe I spent my hard-earned money to buy that for him/her." You likely wouldn't have bought it if you weren't so tired or relaxed. Being relaxed lowered your buying defenses.

You can just suggest they relax at the beginning of your ad. For example, you could say, "Just ease back into your comfortable chair and relax."

19. Mesmerized - Hypnotized - Entranced - Focused

It's important that your ad copy flows together well. Regular transitions or copy connectors keep all the parts of your ad copy flowing together. Hypnotic transitions do the same thing but trigger your prospects' imagination and appeals to their subconscious mind. Here are a few examples.

"As a result you remember...." or "In short just imagine...." You simply combine a transition with some mind words like imagine, recall, remember, visualize, etc. They can put your prospects into a hypnotic-like state, flow or zone while they're reading your ad copy.

20. Guilty - Ashamed

You can actually make people feel guilty for not ordering your product. You must ask your target audience something that you know they will say "yes" to. Example: "Do you care enough to protect your family? Of course you do, that's why you must read our new self-defense book!" Your readers already made a commitment to say "yes" they want to protect their family. They will feel guilty if they don't buy your product because it would look like they don't care about their family. This strategy can propel your sales if used properly.

21. Frustrated - Annoyed

Ask your prospects to remember a common frustrating experience they have had with a past business. They will actually start to feel or relive a piece of that frustration. Just tell them why that type of frustrating experience can't happen when they do business with you. For example, "Do you remember a time when you didn't get your product on time like the business promised? That won't happen when you do business with us because we offer guaranteed shipping dates."

22. Confused - Lost - Dazed - Bewildered - Puzzled

Even though you caught your prospects' attention with your headline, they're still thinking skeptically. They are looking for and thinking of reasons not to buy. They're unleashing their buying defenses. You must do something different to get them out of this state of mind. You do this by using unexpected, uncommon or unpredictable words and phrases. Even make up new words and phrases that don't exist...but you'll have to explain what they mean to your prospects. You can even write words backwards or scramble them up. Don't be afraid to use these types of words and phrases anywhere in your ad copy. When your prospects see them, they will interrupt their buying defenses and open up their subconscious mind to find the meaning of them. Their mind will now be open to the rest of your information without interference. For example look at this headline, "Money! Power! Cows! Fame!"

23. Challenged - Confronted - Competitive - Daring

Challenge your prospects to buy your product or service. People love a good challenge. Tell them

if they can find a flaw, you'll give them a refund. You could also dare them to buy your product. A dare also gives them a challenge. For example, you could say, "I dare you to try out our product for a week. I doubt you will ever return it for a refund."

You could also openly doubt your prospect's financial, intellectual or even emotional status. For example, "You may not be able to afford it." "You may not understand the instructions." "You may not be able to handle it." "You may be too scared to change your life." So buying your product would be kind of daring.

24. Impulsive - Spontaneous

Offer your prospects a money-back guarantee. They may buy on impulse because they will have nothing to lose if they don't like your product. The longer the guarantee, the more effective it will be. It could be a 30-day, 60-day, 1 year, or lifetime guarantee. You could also offer them double or triple their money back or a set amount of money back like \$25. You could also allow them to keep the product if you can afford to do that, even if they ask for a refund.

25. Jealous - Envious

Have your prospects imagine their friends, family members, enemies or business competitor buying your product before they do. This could make them feel jealous or envious. For example, you could say, "Picture your competition purchasing this sales-increasing software before you do."

You could also list how many famous or respected people have purchased your product in your ad. These people should be fairly well known by your target audience. This could make them jealous because they want to be part of that group. For example, you could say, "Just look below to see a list of all the corporate clients we've helped!" Another example, "We've had many experts buy our product in the past, just take a look..."

26. Betrayed - Used - Played - Ripped-Off - Cheated

List all the ways your product is different and better than your competition's. Include in your ad copy all the differences that make your product better than theirs. For example, you could say, "Our product comes with a 5 year warranty unlike the competition." Another example, "Our competition doesn't offer any bonuses but we offer 5 of them!" If they've already purchased a product from the competition it may make them feel cheated in some way because your business offers more incentives for around the same price.

27. Educated - Informed - Enlightened

Give your readers some free tips within or around your ad or web site that will help improve their lives. They will feel educated, informed and enlightened. It also builds rapport, credibility and trust. Provide them with free e-books, e-zines, articles, case studies, tips, courses, etc. They may feel it's only proper to buy your product.

28. Entertained - Amused - Humored

Use a little humor in your ad copy. It could be the little extra push needed to close a sale. People are usually persuaded easier if they're in a good mood. How many times have you let your guard down and bought something when you were in a good mood? You could use jokes, comics or funny pictures to put your readers in a better mood.

Stories are very entertaining. Things that are entertaining grab and keep people's attention. Think about how much time you spend in front of the TV or computer. How much money have you spent on movies, books, DVDs, audio books, etc? Even video games are actually stories that you are in control of. Stories will entertain people into your ads and influence them to order your product or service.

29. Hurried - Rushed

If people have a long time to decide about buying your product, you will usually lose the sale. Persuade your readers to make quick buying decisions by creating urgency. Example: "Order before midnight tonight and receive 5 free bonuses!"

30. Lucky - Blessed - Fortunate - Thankful - Grateful

Provide a free contest or sweepstake at your web site. It's a fact, people like to win things. If you can fulfill that need, people will visit. You can also attract them to revisit by holding one every week or month. You could also start an opt-in list for people who enter your contest or sweepstake so you can follow-up with them regularly. They may feel lucky enough to buy your product while they're at your web site.

Chapter 3 - Emotional Selling Tools (31- 45)

31. Ordered - Controlled - Bossed - Regulated - Commanded

Most people like to be lead. They often choose to be followers rather than leaders. That is why it is important to use action commands in your ad copy. Your words must become the leader to get them to take action. Examples of action commands: Order Now! Change Your Life Forever! Improve Your Business Now!

32. Rewarded - Honored

Reward customers one point for every dollar they spend. Let's say your customers can get a free computer for 300 points. That means your customers will spend \$300 on your products and services to get enough points to get the free computer. You will make a bigger profit off each customer in the long run.

33. Praised - Complimented - Congratulated - Flattered - Charmed

Give your readers compliments as they're reading your ad copy. Compliments can create rapport and trust, and show your readers you care about them. They can be for things they have already done or for future actions. When you give them a compliment for a future accomplishment, they are influenced to complete it. They want to feel all of the benefits that go along with the compliment. Examples: "You will be a very loyal person for buying my product." "You are an intelligent person for reading this entire ad."

34. Tempted - Stimulated - Provoked - Enticed - Aroused

Give away a free sample of your product. You will gain people's trust when you allow them to try out a free sample of your product. If they like it, they will be tempted to buy it. Your sample should only give them a small taste of what's in it for them if they buy.

35. Sympathetic - Compassionate - Caring - Helpful - Kind - Supportive

You could tell your prospects that you will donate a percentage of their order amount to charity. For example, you could say, "Our business will donate \$2.50 from each product sold to the local library to help teach kids how to read." Another example, you could say, "I will donate \$1 from every product I sell to help clean up the environment." Your prospects will want to buy so they can help. It will be even more powerful if a target cause is one which your audience really cares about.

36. Friendly - Neighborly - Sociable

Develop a friendly relationship with all your prospects and customers. Tell them how much you appreciate them visiting your web site or buying your products. Invite them to online and offline events like free chat room classes, parties, dinner gatherings, business events, etc.

37. Trusting - Believing - Unsuspecting - Unsuspicious

If you're going to use survey results, studies and statistics, you should have third party sources collect this information instead of inside sources. People will believe a third party over your own information because they expect you to make such claims since you're the one keeping all the profits. Your readers will believe your claims quicker if they see a third party compiled them.

38. Private - Secure

Tell your potential customers that your ordering system is highly secure. Also reassure them that you take every effort to protect them. People want to feel they are safe online. They want to know that you care about their well-being. Tell them all about what you currently do for them to make them feel more secure.

Provide a privacy statement and all your contact information on every page of your web site. This'll persuade your visitors and prospects to trust you. For example, if your contact information was only on your home page and they had a question about ordering one of your products on another page, they might just get frustrated and leave your web site.

39. Assurance - Ensured

Make your testimonials more powerful. You can have people include pictures, handwritten signatures and normal net contact information with each testimonial. Other ideas would be to have people produce an online audio sound bite or video clip of themselves, home or cell phone numbers, proof of their credibility or authority, etc. Your prospects will be assured that other people have definitely had success with your products.

40. Supported - Backed

Tell your prospects what kind of support they'll get after they buy. It could be free consulting, tech support, free servicing, etc. This may also answer some of their buying questions ahead of time. People don't want to buy products without knowing you will be there to help if they have problems.

41. Satisfied - Pleased - Fulfilled

Give your customers more than they expect. Send thank you gifts to lifetime customers. E-mail them online greeting cards on holidays or birthdays. You could always send a back-end product offer with any contact you make. Award surprise bonuses to your customers who make big purchases.

42. Free - Unbound - Rid-Of

Gain your visitors' attention by telling them your problems. People like to hear about other people's problems because it takes away from their own. They will feel free of them while they are listening to or reading yours. Just state your problem and lead them into a reason to buy your product. For example, you could say, "I'm very upset because our competition is charging hardworking, underpaid people such high prices!"

43. Popular - Famous

Publish a celebrity endorsement in your ad copy. If people link a positive or enjoyable emotion to that particular celebrity, they will associate it with your product and buy it. Just make sure you have the celebrity's legal permission to use his or her endorsement. They may feel a little famous because other famous people have bought your product too. Plus after they buy your product, you could ask them for an endorsement.

44. Wanted - Needed - Useful - Important

Create a friendly, long-term relationship with all your customers. Practice good customer service and follow-up with them on a regular basis. You could follow-up with gifts, greeting cards, free things, coupons, special offers, reminders, your e-zine, helpful advice, etc.

Also, use the words "you/your" in your ad. People want to know that you are talking to them. This'll make them feel important and attract them to read the whole ad. For example, you could say, "You could be the winner in our next contest!" Another example would be, "You are experiencing the benefits already, aren't you?"

45. Unique - Special

Have your prospects imagine your product is specialized for them. If your target audience has a name for their group, like "accountants", use the group name in your headline and in the body of

your ad. This is acknowledging the fact that you are talking to them only and that your product was specifically created for them.

Also, use words that are only used by your target audience. If your audience consists of doctors, use words like prescriptions, stethoscope, nurse, etc. This is telling them you are communicating with them (doctors) only and your product was specifically designed for them.

Chapter 4 - Emotional Selling Tools (46- 65)

46. Skeptical - Suspicious - Disbelieving - Distrustful - Unsure - Leery - Uncertain

Most people are distrustful of businesses nowadays. Just identify your prospects' defense mechanism for being skeptical. Explain to them it's normal and everyone has one. For example, you could say, "Should you have any thought about not buying our product, it's just a little defense mechanism that everyone has in his or her brain. It's there because other businesses have ripped off your money in the past. You don't want it to rule your life, do you?"

47. Thrifty - Frugal

Make sure you show your readers that they are getting a bargain. For example, tell them the usual price you sell your product for is \$99. Then tell them that if they order today, they can buy it for \$69.95. People love to tell their friends and family what kind of bargain they got. You could also add on free bonuses and other incentives to create an even more persuasive bargain.

You also could give your potential customers a bonus that will actually pay or make up for their purchase. It could be money saving coupons, an affiliate program, etc. For example, you could say, "Buy our product for only \$47 and get 6 bonuses valued at \$250!" Another example would be to say, ""Buy our product for only \$47 and just 2 affiliates will pay for it!"

48. Giving - Generous

People care deeply about their close friends and family. Offer to give one of your prospects' loved ones a free gift if they buy your product. This will create rapport and persuade people to buy. To make your offer more powerful, use a phrase similar to this in your ad: "If your (friend, family member or colleague) saw this ad, they would want you to buy our product so they can get the free gift." Your prospects will get a generous or giving feeling if they buy.

49. Alert - Attentive

The key to making people feel alert or attentive is to make your ad's headline not look like a headline and your ad not look like an ad. You want to write your headline so it sounds and looks like an article, news story or helpful information. Here are a few examples, "How To...", "Special Report!..." or "5 Ways To..." You could also include your name under the headline to make it more informative, for example "by So and So".

50. Loved - Adored - Cherished – Cared For - Liked - Desired

Your ad should sound---and be---sincere. Make it come from your heart. If your prospects sense you really care about them and are looking out for their best interests, they will take your advice. Plus they will refer back to you for future recommendations if they are fully satisfied with the product. For example, "I really want you to experience the same freedom that I now have." or "I truly want you to feel all the joy that I now experience."

51. Overloaded - Overwhelmed - Swamped - Hassled - Burdened

Have your prospects imagine they're having a conversation with you. Ask your readers questions then actually answer the questions for them. This is very powerful if you've researched your target audience and know how the majority of your readers will answer the questions. You can ask and answer your readers' questions that can make them feel overwhelmed with their problem or future problems. For example: "What will happen if you don't buy our product? You'll probably say, 'I'll sink deeper in debt and have to declare bankruptcy.'"

52. Moral - Ethical

Give your prospects a chance to own your product without paying for it. Like allowing them to try it for thirty days before you even charge their credit card. Some people will feel since you gave them a risk-free chance, it's only ethical to keep and pay for your product.

53. Serious - Logical - Rational

Most prospects experience a serious or logical feeling when they are reading logic-related information about your product. They are trying to justify their emotional purchase. You should include information that supports your product and their emotional purchase like case studies, third party facts, scientific studies, numbered graphs, logical features, etc.

54. Lonely - Alone

Ask your prospects to remember a time with another business when they couldn't get hold of staff when they needed help with a product. This could bring back their feeling of being alone with their question or problem. After that just give them a reason why it won't happen to them if they buy your product. For example, you could say, "We employ many customer service staff so you don't have to be on hold."

55. Criticized - Condemned - Judged - Humiliated - Embarrassed

Tell your prospects what their family, friends or others could say to them if they don't buy your product. For example, if you were selling cars you could say, "Imagine what your former classmates will say at the reunion when they see you get out of your rusted old car!"

56. Loyal - Faithful

One of the best ways to make your prospects or customers feel loyal to your business is by starting a reward program. You could reward them with a free product every time they buy over a certain number of products.

57. Influenced - Persuaded

You need to use words and phrases in your ad that will trigger your prospects' five senses. The more your story appeals to their senses, the more it will open up their imagination and get them interested. Their mental scene will appear more real and persuasive to them.

Use words like: feel, hear, see, vision, picture, taste, smell, look, listen, sense, think, experience, etc. You can also use words that describe sensory impressions, like: spicy, blue, rough, bright, loud, etc.

For example, if I use the word "steak" alone it doesn't trigger your senses that well, but if I use the phrase "tender, juicy steak seasoned to perfection" it opens up your mind and appeals to your senses. The more detailed and vivid your ads are, the more persuasive they will be.

58. Limited - Stuck - Trapped - Confined - Bound

Ask them a question that will make your products feel specifically designed to solve their problem or current situation in life. It will persuade them to buy your product so they don't feel limited, stuck or trapped where they are at in life. For example, "What if you don't solve your shyness problem and you never meet the person of your dreams?"

59. Punished - Penalized

Tell your prospect a story about how a customer put off buying your product and their life got worse. Stories will trigger mental movies in people's minds. Your prospects will interpret the story as their own experience. They'll pick out pieces of the story that are similar to their own life and add their own information. They will feel like their life was punished just like the customer in the story. That will persuade them to buy.

60. Reasonable - Fair

Tell your prospect a metaphor that makes them feel your offer is a fair deal. Metaphors usually suggest one thing is like another thing. For example, "Ordering our product is like a win/win situation." After reading that, the prospect would probably think of a past story or situation

where he or she bought something that turned out as a win/win situation. You could also use or embed words like equal, fair, mutually beneficial, etc. in your ad copy.

61. Capable - Skilled - Qualified

Sometimes people won't buy products because they don't feel skilled enough or qualified to use them to reach their goals or solve their problems. You can use the phrase "You don't need to..." to make them feel capable of using your products. For example, "You don't need a college degree..." or "You don't need a large bank account..."

62. Unqualified - Inadequate - Lacking - Deficient - Incompetent

Use an analogy to make your prospects feel inadequate without your product. An analogy compares something unfamiliar to something familiar so people understand the unfamiliar. For example, if you were selling an e-book about starting a business, you could say, "Starting a business without proper instructions is like getting tackled by a pro linebacker." This may make them feel they need to get your e-book to start their business.

63. Abandoned - Deserted - Neglected - Forgotten - Ignored - Left Out - Excluded

Use a simile to make your prospects feel left out if they don't order. A simile compares two unlike things as being alike. For example, "Not ordering is like missing out on a big opportunity to improve your life." The prospect would probably think of a past situation where he or she didn't order a product and ended up missing out on something that people who ordered didn't. Most similes use the words "like" or "as" in the middle of them.

64. Vulnerable - Insecure - Susceptible - Open - Exposed

Show your prospects a list of possible problems that can happen if they don't order your product. This will make them feel vulnerable to more potential problems if they don't order. For example, if you were selling a sales tip book you could say, "Your business could lose sales." "Your business could go bankrupt." "You could have to work for someone else." etc.

65. Hopeful - Optimistic - Wishful - Positive

Tell your prospects what someone else saw, has seen, heard, felt, tasted, smelled or even sensed which backs up your product claims. That will make them feel hopeful or optimistic that your product will do what you say it does. You can use the exact source if you have their permission or if you don't, you can use a general name like: book, TV, he, she, experts, etc. For example you

could say things like: "I heard on (source) that..." or "I saw on (source) that..." "(source) says..." etc.

Chapter 5 - How To Conduct Emotional Market Research

One of the most effective ways to uncover your prospects' emotional buying triggers is to conduct market research. The best way to conduct emotional market research is to just regularly interview your current customers. People base their buying decisions on emotional impulses. You just have to find out the most common scenarios and motives that caused the buying emotions. You just design your sales message around those scenarios. You can also find out which logical information they used to back up their emotional decision to buy your product.

You will be able to find out how your customers felt before they bought your product, while they were reading your ad and after they bought your product. You'll find out which stimuli motivated them to buy your product for emotional and logical reasons. You'll find out which deep emotions you should be targeting and what goes through their mind as they are ordering.

There are many forms of communication to conduct these types of interviews. There is e-mail, instant messaging, telephone, in person, messages boards, chat rooms, etc.

Here is a list of good example questions to ask your customers while doing your emotional market research (you can use some or all of them):

What were your main problems, goals, wants or needs that lead you to purchase our product?

What kind of emotions were you feeling before you owned our product?

What type of real life and mental scenarios or situations triggered you to feel those emotions?

What kind of emotions did you feel as you were reading or viewing our advertisement?

Which specific sections or parts of our advertisement triggered those emotions?

What was the final emotion that triggered your final decision to buy our product?

What logical reasons did you use to rationalize your final decision to buy our product?

Did any thought or memory of the past persuade you to buy?

If so, what was it, what happened and how did it make you feel?

Did anyone close to you do or say anything that persuaded you to buy?

If so, who was it, what did they do and how did that make you feel?

Which problems, goals, wants, or needs did our product take care of?

What kind of emotions do you feel now that you own our product?

How else has your life become better now that you own our product? Give us some specific examples.

Compare and contrast how your life was before and after you bought our product.

Describe a situation(s) in the past when you wished you owned our product.

What is the biggest strength and weakness of our product?

What things do you like most and least about our product?

Has buying our product benefited anyone else in your life? If so, how has it benefited them?

Did you buy our product the first time you read our ad or heard about it? If not, why and how did it affect your life by delaying the purchase?

If you were trying to persuade someone else to buy our product, what would you tell him or her?

Have we missed something that you would like to add?

Chapter 6 - 25 Emotional Selling Formulas

The formulas below can help you write sales letters about your current customers who have gone from bad to good emotions because they bought your product. This will persuade your targeted prospects to buy because they are likely in a bad situation and want to get out of it.

To be open to both points of view, some bad emotions are considered good emotions by some people.

Before: What emotion(s) your customer felt before owning your product.

After: What emotion(s) your customer is feeling after owning your product.

Before / After

- 1) Sad / Happy
- 2) Insecure / Secure
- 3) Unloved / Loved
- 4) Unexcited / Excited
- 5) Unsurprised / Surprised
- 6) Angry / Happy
- 7) Afraid / Fearless
- 8) Hopeless / Hopeful
- 9) Disappointed / Pleased
- 10) Distrustful / Trusting
- 11) Guilty / Guiltless
- 12) Punished / Rewarded
- 13) Insignificant / Important
- 14) Controlled / Free
- 15) Nervous / Relaxed

16) Apprehensive / Confident

17) Cowardly / Brave

18) Unintelligent / Smart

19) Unmotivated / Motivated

20) Bored / Entertained

21) Unlucky / Lucky

22) Criticized / Complimented

23) Unsure / Sure

24) Unwanted / Popular

25) Ordinary / Special

Chapter 7 - 155 Types Of Benefits That Trigger Buying Emotions

When people read or hear product benefits they automatically imagine in their mind receiving or not receiving the benefit and the emotions that go along with it. Here is a list of some of the common types of benefits that trigger positive or negative emotions that persuade people to buy.

- | | |
|---|---|
| 1) making money | 2) increasing profits |
| 3) increasing sales | 4) high investment returns |
| 5) getting a raise | 6) gaining a promotion |
| 7) working from home | 8) having a fulfilling career |
| 9) working less | 10) eliminating debt |
| 11) having excellent credit | 12) paying bills before they're due |
| 13) getting a bargain | 14) retiring early |
| 15) spending money without worry | 16) buying whatever they want |
| 17) being successful | 18) winning money |
| 19) losing or paying a lot of money | 20) slow sales |
| 21) small profits | 22) low investment returns |
| 23) getting laid off | 24) getting fired |
| 25) working long hours | 26) having a dead-end career |
| 27) going bankrupt | 28) having no credit |
| 29) paying bills late or having late fees | 30) paying a high price |
| 31) working only to make ends meet | 32) being on a budget or having financial worry |
| 33) only being able to afford their needs | 34) being unsuccessful |
| 35) being beautiful/attractive | 36) being in good health |
| 37) living a long life | 38) being pain-free |
| 39) being muscular | 40) being full of energy |
| 41) being strong | 42) being drug-free |
| 43) being ugly/unattractive | 44) being in bad health |
| 45) dying at a young age | 46) having physical pain |
| 47) being out of shape | 48) lacking energy |
| 49) being weak | 50) being addicted to drugs |
| 51) being smart/intelligent | 52) being a leader |
| 53) being an expert | 54) looking credible |
| 55) being informative | 56) gaining knowledge |
| 57) being educated | 58) being dumb/unintelligent |
| 59) being a follower | 60) not being credible |
| 61) being ignorant | 62) being uneducated |
| 63) collecting whatever they want | 64) being famous |
| 65) being in fashion | 66) being popular |
| 67) being trendy | 68) being sociable |
| 69) being in first place | 70) losing one's famous status |
| 71) being out of style | 72) being a loser/unpopular |
| 73) not being trendy | 74) being unsociable/independent |
| 75) being in last place | 76) finding love |
| 77) losing love | 78) getting married |

Emotional Selling Tools

- | | |
|---|---|
| 79) getting divorced | 80) attracting men/woman |
| 81) being unattractive to men /women | 82) having a girlfriend/boyfriend |
| 83) breaking up with girlfriend/boyfriend | 84) being an excellent parent |
| 85) being a bad parent | 86) having sex |
| 87) having no sex | 88) saving time |
| 89) gaining time | 90) accomplishing a goal |
| 91) not accomplishing a goal | 92) gaining a talent/skill |
| 93) losing a talent/skill | 94) fulfilling a craving/taste |
| 95) not fulfilling a craving/taste | 96) fulfilling hunger |
| 97) not fulfilling hunger | 98) quenching thirst |
| 99) not quenching thirst | 100) losing weight |
| 101) gaining weight | 102) fulfilling a dream/fantasy |
| 103) not fulfilling a dream/fantasy | 104) being clean/sanitary |
| 105) not being clean/sanitary | 106) being organized |
| 107) being disorganized | 108) being free |
| 109) not being free | 110) having pleasure |
| 111) having pain | 112) getting over obstacles |
| 113) not getting over obstacles | 114) owning rare possessions |
| 115) not owning rare possessions | 116) being entertained |
| 117) not being entertained | 118) being in trouble |
| 119) not being in trouble | 120) having friends |
| 121) not having friends | 122) being safe |
| 123) not being safe | 124) looking younger/older |
| 125) not looking younger/older | 126) being informed |
| 127) not being informed | 128) having convenience |
| 129) not having convenience | 130) being understood |
| 131) not being understood | 132) feeling younger/older |
| 133) not feeling younger/older | 134) having things easier |
| 135) not having things easier | 136) belonging to a certain group of people |
| 137) not belonging to a certain group | 138) completing a project/task |
| 139) not completing a project/task | 140) changing something/themselves |
| 141) not changing something | 142) having authority |
| 143) not having authority | 144) gaining benefits/features |
| 145) losing benefits/features | 146) solving a problem |
| 147) not solving a problem | 148) breaking a bad habit |
| 149) gaining a good habit | 150) gaining an advantage |
| 151) having a disadvantage | 152) thinking positively |
| 153) thinking negatively | 154) quick or instant results |
| 155) slow or no results | |

Chapter 8 - How To Emotionally Charge Your Ad With Color Alone

It's a fact that colors can trigger emotional reactions in people. Colors are usually the first thing people register in their brain when they see your ad or web site. You must know which colors to use in order influence your prospect's buying emotions. It can be the difference between making and losing a sale.

Think of all the strategic places you can use colors: in text, backgrounds, graphics, pictures, business cards, letterheads, product packages, etc.

Below is a list of common emotional reactions to some of the main colors. Note: The emotional reactions can vary with the lightness and darkness of any color or with people's upbringing, experiences, beliefs, environment, etc. These reactions may or may not happen with each and every person who sees the color(s).

Red: passionate, impulsive, excited, aggressiveness, intense, anger, attentive.

Orange: warm, cheeriness, happiness, creative.

Yellow: cautious, jealousy, warmth, cowardly, positive, optimistic, curious, hopeful.

Green: greedy, rejuvenated, generous, hopeful.

Blue: sad, trusting, loyal, calmness, secure, inspiring, relaxing, confidence.

Purple: powerful, passion, sensitive, sophisticated, dignified, sophisticated.

Brown: cozy, warm, comfortable, secure, responsible mature.

White: peaceful, clean, youthful refreshed.

Black: powerful, depressed, serious, revengeful, sadness, remorseful, fear.

Pink: romantic, loved, tender, charming, sexy, loving.

Gray: sadness, depressed, bored.

Chapter 9 - How Visuals Can Add Emotional Value To Your Product

Do you realize that people interpret everyday objects and symbols into emotions and meanings? What do you feel when you see a snake? Most people feel scared. What do you think of when you see a picture of a light bulb? Most people think of light, a bright idea and electricity.

So, when people see graphics and pictures at your web site or on your advertisements they will interpret them into emotions and meanings.

Not all objects and symbols have the same effect on everyone. It depends on their upbringing, experiences in life, their culture, where they live, etc.

Below are some examples of common, everyday objects and symbols. You need to use graphics and pictures on your ads that will trigger buying emotions.

The emotions listed below depend on the exact situation and the personal experiences of the person viewing them.

Someone Attractive: excited, loving, happy.

Children Playing/Smiling: joy, caring.

Someone Doing Something Kind: sympathetic, caring, happy, merry.

People Hugging/Kissing/Holding Hands: loving, passionate, happy.

Someone Smiling/Winking: happy, delighted, enthusiastic.

Hearts: loving, caring, romantic.

A Romantic Scene: passionate, loving, caring, happy.

Baby Animals: caring, happy, excited.

Babies: caring, happy.

A Pleasurable Nature Scene: relaxed, happy, calm.

Pretty Flowers: happy, passionate, loving.

Sunrise/Sunset: relaxed, calm, joyful.

Blood/Skulls/Tombstones: fearful.

A Violent Scene: scared, angry, annoyed, frustrated.

Insects: scared, annoyed.

Violent Weather: frightened, nervous.

A War Scene: angry, scared, unhappy.

A Bad Crime/Someone Breaking The Law: sad, frustrated, disappointed, upset, scared.

Another's Misfortune/Loss/Calamity: compassionate, helpful, supportive, upset, sad.

An Ill/Sick Person: helpful, sad, supportive, caring.

Environmental Litter: mad, frustrated, sad.

Homeless People: sad, helpful, supportive, compassionate, giving, upset.

Someone Frowning/Crying: sad, supportive, compassionate.

Computer: informed.

Books: smart.

Bed: relaxing, sexual.

Couch: comfortable.

TV: entertained.

Sports Car: excitement.

Pick-Up Truck: strong, dependable.

Water: refreshed.

Fire: anger, determined, scared.

Airplane: adventurous, scared.

Police Car/Man: nervous, secure, intimidated.

Pool Table: happy, competitive.

Toys: happy, cheerful, playful, silly.

Video Game: competitive, entertained.

Haunted House: daring, fearful.

Amusement Park: happy, adventures, daring.

Golf Course: happy, relaxing, challenging.

Hospital: safe, nervous, relief, relaxing, calm.

Trees: relaxing.

Birds: free.

Bank: safe, greedy, private.

Umbrella: protected.

Sky: free, refreshing, inspiring.

Sun: powerful, cheerful.

Weapon/Sword: secure, unprotected, protected.

Number 1: united, pride.

Number 7: lucky.

Number 13: unlucky.

Wedding Ring: faithful, wanted, committed.

Ocean: free, peaceful.

Night Time: relaxing, scary.

Key: curious unstoppable, free.

Cemetery: respectful, scary.

Forest/Jungle: adventurous, curious.

There are millions of other objects and symbols. You can go to your local library and look up what certain objects and symbols represent to people in your country, and other countries if you have a global audience. Sometimes you can just think about an object or symbol and have an

idea about what emotions and meanings it will trigger. You could also survey your current customers to find out how they interpret different objects and symbols.

Conclusion - Sell Emotions To Get Rich Quick

In conclusion, people all experience emotions. People go from one emotion to the next all day long. Happy, sad, excited, etc. Think about it, people spend their whole lives buying and doing things that give them the emotions that they want to feel. Sell emotions instead of products and you'll get rich quick.

These tools are POWERFUL and it can be tempting to overuse them. It is wise to remember the old adage, less is more, when it comes to how many different emotional strategies you inject into your presentations.

If you try to employ too many strategies in any one piece, you may end up confusing rather than motivating your prospect. So rather than haphazardly tossing in these ideas throughout your material, select a handful of them that seem most appropriate to your proposal and DRIVE THEM HOME by illustrating how they're true and reminding your prospect of them throughout. Your pitch will have a simpler, stronger structure and in the end, your point will be made with a devastating impact.

The 3 Bonuses:

Bonus 1 - How Emotional Controversy Sells!

Most sales letters and ads are one-sided. The business tells their prospects how their product or service is so great.

If you were standing at a street corner, would you pay more attention to a couple getting along or a couple fighting? Unless you are different from most people, you would have paid more attention to the couple fighting. Why, because it's more controversial and emotional.

It might get your prospect's attention to add some opposing opinions about your product or service in your advertisement. Maybe a customer e-mails you and lets you know about a slight problem with your product. You could ask their permission to use it in your ad copy.

For example, what if you were selling an e-book and a customer e-mailed to say he was a little frustrated that when he printed out your e-book, the text was too close to the right and he didn't have room to punch any holes in the sides of the paper to fit it in his folder binder. You could resolve the problem by redoing your whole e-book or giving him a custom version of the e-book.

Now that's a small problem that really wouldn't hurt your sales because most people wouldn't print out a huge e-book. If your product has a huge problem you shouldn't be selling it in the first place.

Your ad may actually be more believable to your prospects because you're allowing someone else to admit that your product has a slight problem. It also shows that you are really confident about your product because you're not afraid to reveal something like that.

Your sales message will sink deeper into your prospects' minds because they would really have to think about which side they will choose. You (the business) or the customer who revealed the slight problem.

In conclusion, think about this: some of the most viewed sporting events are the ones that have the players publicly trash-talking about the other team or athlete. So maybe if you added a little controversy to your advertisement, people may actually buy your product to see who wins.

Bonus 2 - How To Express Your Non-Verbal Emotions On The Internet!

Use emoticons. They are multiple text symbols that are combine together to create an image of a facial expression. It's just like if you're listening to someone in person and you interpret their facial expressions to fully understand their message. Most offline salesmen are actually taught how to use their facial expressions to persuade people to buy. Using emoticons will help make your e-mail offer extra vivid and persuasive. Here is a list of helpful emoticons:

:) Happy

:(Sad

}:[Angry

(@_@) Stunned

:-S Confused

(o_o) Shocked

==:-O Scared

=;-/ Skeptical

/:-(Worried

:-e Disappointed

:-| Disgusted

%-) Amused

:C Bummed

8-(Surprised

(:D Laughing

:O Yelling

Bonus 3 - Emotional Picture Persuasion!

By Larry Dotson

Picture persuasion is using photos to influence your prospects to buy your product or service. Pictures can help your prospects mentally visualize your offer. They can help support your product claims. But, most importantly, they can trigger buying emotions.

Below are seven ways pictures can give you an unfair advantage.

1. Customer Pictures - Show pictures of customers actually using your product. For example, if you were selling a muscle-building video, you could show one of your customers flexing his/her muscles and smiling.
2. Non-Customer Pictures - Publish pictures of those who didn't buy your product. For example, if you were selling a muscle-building video, you could show one of your non-customers looking very skinny and frowning.
3. Before and After Pictures - Show the customer and non-customer pictures side-by-side. For example, if you were selling a weight loss video, show a picture of a person who is overweight and a picture of him/her after they used your product.
4. End Result Pictures - Use pictures that show the end results. For example, if you were selling an e-book about raising your grades, show a picture of a person graduating.
5. Credibility Pictures - Show pictures that represent you as an expert. For example, if you were selling computer classes, you could be in the picture holding your degree.
6. Imagination Pictures - Use pictures that don't have people in them but show the results of your product. For example, if you were selling a vacation to Florida, show a picture of beach with tropical palm trees.
7. Testimonial Pictures - Publish pictures of people who give you testimonials or endorsements. For example, if you were selling medical equipment, show a picture of a doctor who gave you a good testimonial.

You can also use pictures to get your prospects' attention. Here are some tips:

1. Use an uncommon hairstyle. You could style your hair to stand straight up like you're scared or use a wig to show off a mohawk or huge fuzzy hair.
2. Color your hair a bright color. You could color it pink, blue, purple, green, etc. You could even make it match your web site's colors.
3. Draw lines on your picture. You could draw a black eye or mustache on it before you scan and

upload it to your web site.

4. Put on silly glasses. You could put on spring-like glasses, oversized colorful glasses, spinning glasses, or even 3D glasses.
5. Wear uncommon clothes. You could wear a super bright suit, a costume outfit, a weird tie or a bathing suit.
6. Make a weird facial expression. You could stick your tongue out, push your face together, make your eyes big, look like you're angry, etc.
7. Wear an unrelated hat. You could wear a cowboy hat, a bowl on your head, straw hat, a sports helmet, a rain hat, etc.
8. Paint your face. You could paint your own ideal character or paint a typical character like a clown, animal, plant, etc.
9. Wear a mask. You could buy one or make one out of a paper bag. Just cut the nose, mouth and eyes out. You could also add other facial features.
10. Use an uncommon background. You could use an outside background, a funny wallpaper, a prop to look like you have a cartoon body, etc.

There are hundreds of persuasive ways to use pictures. Put yourself in your prospects' shoes and think about what pictures would grab their attention and emotionally influence them to buy.

References

Most of the emotions/feelings words were found from the book "The Feelings Dictionary" researched and compiled by ABC Feelings, Inc. You can find more feelings communication products at <http://www.abcfeelings.com>

About the Authors

Larry Dotson is the author of 42 e-books and has a fee-based membership web site. He has written over 150 articles on business-related subjects and has been published in countless e-zines and magazines. Larry first got online and began writing back in December 1995. On his web site <http://www.ldpublishing.com> he offers free business related e-books and e-mail courses.

Larry's web sites include:

<http://www.LDPublishing.com>
<http://www.HypnoticWritingSwipeFile.com>
<http://www.HypnoticSellingTools.com>
<http://www.SubconsciousInternetMarketing.com>
<http://www.HowToWriteHypnoticEndorsements.com>
<http://www.HowToWriteHypnoticArticles.com>
NEW! - <http://www.HowToWriteHypnoticJointVentureProposals.com>
NEW! - <http://www.HypnoticTrafficTools.com>

Joe Vitale is the world's first Hypnotic Marketer. He is President of Hypnotic Marketing, Inc., and author of way too many books to list here, including the #1 best-selling book "Spiritual Marketing," the best-selling e-book "Hypnotic Writing," and the best-selling Nightingale-Conant audio program, "The Power of Outrageous Marketing."

Joe currently lives in the Texas Hill Country outside of Austin. When he isn't writing hypnotic copy, he's in his pool or driving his BMW Z3.

You can have Joe's proven marketing e-course---"Recession-Proof Marketing"---delivered to your e-mailbox every day for a week---for FREE---by sending a blank e-mail to class@aweber.com

You can also get Joe's e-mail marketing course, "Easy Marketing Secrets," free, by sending a blank e-mail to hypnoticmarketing@getresponse.com

Joe's websites include:

<http://www.MrFire.com>
<http://www.HypnoticWriting.com>
<http://www.AdvancedHypnoticWriting.com>
<http://www.CreateAdvertisingThatSells.com>
<http://www.HypnoticWritingSwipeFile.com>
<http://www.HypnoticMarketing.com>
<http://www.HypnoticSellingTools.com>

<http://www.SubconsciousInternetMarketing.com>

<http://www.ImpulseInternetMarketing.com>

<http://www.HowToWriteHypnoticEndorsements.com>

<http://www.HowToWriteHypnoticArticles.com>

NEW! - <http://www.HowToWriteHypnoticJointVentureProposals.com>

NEW! - <http://www.HypnoticTrafficTools.com>

Additional Nitro Marketing Resources

As you progress in your Internet marketing business, the most important thing you can do is continually feed your mind with good, solid information. In addition, you should use all of the tools available to reduce your workload and improve your results.

Nitro Marketing offers a host of resources to help you on your path to Internet success. Take a look at some of the tools below. We guarantee each and every product, and give them our strongest personal recommendations.

Below is a brief description of some of our top tools and resources to help you in your business. For more information about the complete line of the powerful Nitro products, simply visit:

www.NitroMarketing.com/products.html

Top Tools for Internet Success

- [Nitro Affiliate Program](#) - With the Nitro Marketing affiliate program you will earn a commission on every one of the 60+ different high-demand products and services we offer, including information from some of the best known names in the industry like Joe Vitale, Ted Nicholas, Joe Sugarman, and many others. All you have to do is refer somebody to any one of our sites using your affiliate link and if they buy anything from us, you will get a commission for every product or service they purchase then or at other times as well. Sign up for free as a Nitro Affiliate now!
- [Nitro Webcast Training](#) – Top notch solid, no-fluff training from experts who have proven success and who share their knowledge and expertise with you in an easy to use format. It'll be the best 90 minutes you spend every month!
- [What Works Now! News](#) – Would you like to have the inside scoop on the closely-guarded Internet marketing tactics that are working RIGHT NOW... the fresh, cutting-edge 'Money Making Playbook' that marketing millionaire's are using to rake in fistfuls of cash every single day? Get your free subscription today!

From the Nitro Marketing Team...

- [PowerfulOffers.com](#) - Learn how to Create Powerful Offers that Pull Massive Results: This multimedia ebook tutorial reveals our revolutionary formula for creating instant, powerful, irresistible offers that sell 477% more affiliate products (or ANY product online or offline) with just a few minutes of work, and teaches you how to recreate it for yourself instantly.

From Joe Vitale, The Hypnotic Marketing Series...

- [Hypnotic Library](#) – The Hypnotic Library Super Package is a CD-ROM packed tight with the complete collection of Joe Vitale's popular series of hypnotic marketing products.
- [Hypnotic Writing](#) - This course, by Joe Vitale shows you how to use "hypnotic" tricks in your writing to get people to more easily agree with you. A must for anyone who wants to write persuasively. The Original that started it all.
- [Advanced Hypnotic Writing](#) - The unparalleled sequel to Joe Vitale's blockbuster "Hypnotic Writing." It reveals how to use the phenomenon of hypnotic suggestion to turn your words into cash.

From Ted Nicholas, one of the world's most successful direct marketers...

- [Magic Words That Bring You Riches](#) - This ebook is written by Ted Nicholas, widely recognized as one of the greatest direct marketing wizards of all time. In "Magic Words" Ted reveals the 17 magic words that can make you a fortune.
- [How I Sold \\$400 Million Dollars Worth of Products and Services](#) - This monumental book shows you how to prepare profitable copy for your own business with Ted Nicholas' hard won marketing and advertising secrets.

From Joe Sugarman, one of the world's most successful direct marketers...

- [Psychological Triggers](#) - "Triggers" is a groundbreaking book that takes you deep inside the caverns of the human mind and reveals secret strategies you won't read anywhere else. No weapon ever forged in marketing has been as powerful as the knowledge of psychological triggers that cause people to buy what you're selling.

From Joshua Shafran...

- [How To Create Net Profits On Demand](#) - This is a complete audio and video course, with workbook manual, on How To Create Net Profits On Demand. Although the creator of this product, Joshua Shafran, has just recently started teaching his system, he has an amazing track record. In less than 4 years, he has created 20 businesses that have made over \$ 30 million dollars. He has created a quick and easy bulletproof SYSTEM that has stood the test of time and consistently cranks out the profits. This is what Nitro Marketing uses to roll out successful project after successful project after successful project.....

Remember, for more information on the entire line of Nitro Marketing products, visit

www.NitroMarketing.com/products.html