***The power of persuasion***

If you wish to persuade me, you must think my thoughts, feel my feelings, and speak my words.

–Cicero

Writing is not something you do in addition to selling. Writing *is* selling. Every letter that goes out over your name is a potential sales letter. Successful sales people are like hypnotists. They use the power of suggestion to persuade customers to buy.

I don’t believe that hypnotism exists, but I know that a sales message is more convincing when it speaks to our emotions—to our hopes and desires for a better life. Here are 5 ways to put the power of persuasion to work in all your sales copy:

* Deliver your message with conviction.
* When you explain the benefits of your product or service, use different languages to reach different types of customers.
* Establish and maintain rapport. Always be positive.
* Guide your customers’ thought processes. Anticipate objections.
* Use compelling stories to get your message across and convince customers.