

# MASS PERSUASION SECRETS

## CHECKLIST



## Six Powerful Sales Triggers

- Reciprocity
  - I'll scratch your back if you scratch mine
  - Remind customers what you've recently given them
- Curiosity
  - Building anticipation
  - Include hints of what's to come
- Handling Objections
  - So, you don't miss out on sales
  - Important to know common objections
- Credibility
  - You have to prove your credibility from the start
  - Provide a strong reason to believe you
    - Why you're the most qualified
      - Experience
      - Impressive degree
      - Awards you've won
- The Power of Fear
  - Used to generate desired action
  - Tap into the Fear of Missing Out
- Consistency
  - Foot in the Door tactic

## Using Reverse Psychology to Persuade

- Inoculation Effect
  - Theory from the early 1960s
  - People become immune to persuasion
  - Tell people the truth
    - Catches them off guard
    - Customers drop their defenses
- Warn customers about competition
- Consider what sets you apart
  - Explain how you are different from the competition
- Offer customers less choices
  - Customers don't want to do the research

- They want someone else to make the tough choices
- Provide them with pre-selected options
- Provide customers with an out
  - Back off the high-pressure sales tactics
  - Shows you are confident in your product
- Disqualify the customer
- Rate the attitude
  - Makes customers feel the need to explain themselves
  - Unknowingly customers convince themselves to buy

## Using Social Proof

- One of the most powerful tools of persuasion
- Connects persuasiveness directly to how others respond
  - Naturally lowers the perceived risk
- Social proof and sales
  - Convince customer everyone else is buying from you
- Types of social proof
  - Certifications
  - Friends of potential customers
  - Other people
  - Celebrities
  - Experts
- Using social proof correctly
  - Online reviews
  - Use of photos
  - Sharing of relevant anecdotes

## Be an Authority in Your Industry

- People want someone they trust to tell them what to do
  - Logos will lend additional credibility
  - Pathos is the result of logos
    - Primary goal

- Can be changed once you establish a relationship
  - Ethos is about establishing your credibility
    - Can be built over time
- Understanding authority
  - Necessary for both short and long-term results
  - Creating the right kind of content
  - Building the right social media image
  - Having great SEO
- Benefits of being an authority
  - When you speak others listen
  - Directly translates into higher sales
  - Trust is crucial
- Grow your reach
  - Spend time on forums answering questions
  - Join social media groups for sellers and bloggers
  - Create high-quality content
  - Offer ways to follow up
  - Provide a coupon for a discount on your products

## Putting it in Action

- Mass persuasion through video
  - Extremely effective technique
  - Allow customers to quickly get to know you
  - Create an emotional connection
- Mass persuasion through social media
  - Most effective persuasion tactic
  - Reach a broad audience
  - Must offer value added content to work
- Mass persuasion through email
  - Easily connect with people around the world
  - Can turn subscribers into loyal customers
  - Must have balance
    - Business-related emails
    - Personal emails
  - Must tie in with your overall message