



The 32 Most Powerful Conversion Triggers of All Time



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The Sales Trigger Formula:

1. Know the triggers
 2. Know when to pull them
 3. Know how pull them
- = Higher Conversions

Stop!

That's a landmine, not a stepping stone !

Today I'm going to share with you the mental and emotional sales triggers that make people open their wallets and buy stuff. In varying combinations these triggers drive all consumer sales. They always have. And they always will.

This is because our essential nature as human beings does not change. Even if society changes or technology advances, it's the very same mental and emotional triggers that motivate us to take out our wallets and buy.

Emotions fuel the action to buy. Intellect does play a part in the process, but emotions do 90% of the heavy lifting in consumer sales. In order for your marketing message to convert your prospects, it must stimulate their emotions. Sales triggers inflame your prospect's "buy now" emotions.

The particular emotions you stimulate is dependent on the matching of your prospect and your product. For example, if you are selling a stock tips newsletter, you'll perhaps want to inflame a mix of fear (losing money), greed (getting rich), and insecurity. Whereas a weight loss product you'll want to stimulate vanity, fear, insecurity.

Marketing is not a discipline rooted in business and commerce. It is rooted in the human condition. When you take this to heart, you clear the path to high conversion rates.

Knowing the triggers and how they work is the first step. But triggers are not an 'insert trigger here' solution. In fact, that kind of approach will certainly produce horrible results.

You can't throw these triggers at your prospects willy-nilly, expecting that each one will ratchet up conversion. Like ingredients in a dish, more does not mean better! An incorrectly deployed trigger is like laying down a landmine for your prospect, instead of a stepping stone on the path to conversion. Yes, a single incorrectly deployed trigger can kill a marketing message.

In fact, this is happening more often than not. It's one of the key reasons why so many businesses and entrepreneurs struggle.

Again, not every dish needs every ingredient. The ingredients (triggers) need to be blended in varying degrees that depend on your prospect and your product. Your mission is to find the right mix of triggers given your particular niche.

The secret sauce of business success

I'm sure you've heard a lot of people tell you how easy it is to make money online. If you've tried to sell your own products or affiliate products, "easy" is perhaps not the term you would choose. The fact is, the great majority are having a really tough time at it.

But this is no surprise. At any given time, the majority of people who run their own businesses, online or off, have a tough time at it. 50% of them close their doors within a year or two. Only about 10% do better than break even.

So, the question is, what are these successful entrepreneurs and super-affiliates doing? There are two things that successful business owners have: passion and tenacity.

A passion for selling – they enjoy selling their product or service. And tenacity—they have a "stick with it and don't give up" attitude. The result is that no matter where they begin—usually at the bottom—over time they optimize their products and their marketing for ever greater profits.

It's easy to learn about these triggers. It's easy to understand why they work. It's easy to start using them.

The hard part is finding the right mix of triggers. Your passion and tenacity will see you through! Note: you don't have to get the mix of triggers right the first time. Through optimization, you will create a mix that is juuuuust right.

With buyers like these, who needs more friends?

I'm certain you've heard loads about the importance of building a list of prospects and how to do that. You give something away for free in exchange for their email address. Now that they are on your list, you can start converting them into buyers of your product, affiliate products, or both.

Ok, I'm sure you get that.

The next step, as I'm sure you're also aware, is to create a warm and fuzzy relationship with your list by providing them value, which amounts to giving them more free useful stuff as well as high value, relatively low-ticket products that solve their problems or enrich their lives.

That's the basic strategy but it's an epic over-simplification of how to convert the people on your list from prospects to buyers. In order to get them to buy you must create a certain kind of relationship. It's not just about being their buddy by giving them free stuff and high-value products!

The warm and fuzzy relationship you have with your list of prospects (or buyers) is nothing more than fertile ground into which you can plant your marketing message. Within your message you will pull the necessary triggers that result in sales.

How well do you know your prospect? This is where that tenacity has to kick in. As someone in business, you must be constantly on a mission to know your prospects better, otherwise you're just taking pot shots, hoping to hit "something" and make a sale. Sometimes you will, most of the time you won't. Good conversions are the result of a highly targeted marketing message.

So, you'll want to know everything you possibly can about your prospects—particularly the things they have in common, even if those things seem unrelated to your product or service.

Okay, let's dig into the triggers.

Attention Getting Triggers



Surprise & Unexpectedness
Novelty
Controversy
Anticipation
The Event

1. Surprise & Unexpectedness

Everyone loves a nice surprise. Nice surprises can happen at anytime during your marketing message. It's actually hard to mess this one up because you are simply sweetening the pot. The only danger may be that if you sweeten it too much, you may trigger the perception that your product actually has a low value.

Nonetheless, you always want to find ways to get people talking about and sharing your marketing message as well as information about your product. A surprise or something new or unexpected is a good way to spur your prospects into sharing what they have discovered. Therefore, having a surprise near the beginning of your message, perhaps in the headline, is a very good thing as it will get people talking right away.

2. Novelty

Human beings are hard-wired to avoid being left behind. The “new” trigger makes us feel that we are in the lead pack. We are therefore pre-disposed to pay attention to and desire novelty. And if it happens to be old, we like it brushed off, shined up, and modernized somehow. “Retro” is simply the old made new again.

However, because of overuse, today's consumers are savvy enough to know that you are probably just using the word “new” to get attention and sell more product. In many markets, “New” and “New and improved” have become landmines instead of stepping-stones toward conversion.

The mistake, however, is to not pull the novelty trigger for fear that it will raise skepticism. All of the triggers have reached saturation points via certain methods. You merely need to avoid using the overused method. I will point these out as we progress.

New versions of software make a good example of how the novelty trigger gets pulled in a way that increases conversion. The first incarnation of software is beta. Then version 1. Then 1.1, 1.5, 2, 2.5 etc. The marketplace presently loves this delineation. It has the desired effect of making the prospect feel they are on the “leading edge.” It would certainly bomb if they termed it as Photoshop, “New and Improved!” ...instead they term it Photoshop CS3, CS4 etc.

Another option is to give the new version a new name. Windows 95 ...Windows XP ...Windows Vista. They are all incarnations of the operating system made by Microsoft.

3. Controversy

Controversy is another attention getting trigger. Human beings have a wonderful love / hate relationship with controversy. They may not like what they are hearing but they listen and share that information with others because it stimulates them emotionally and intellectually. Sharing controversial information also gives them the means to gain the attention of others which is another hard-wired desire.

Controversy is a great way to spread your marketing message and get people talking about your product. Like a good surprise or something that is novel, controversy gives your prospects a great story to tell their friends.

4. Anticipation

Your prospect is always looking for a reason to stop paying attention to your marketing message. All they need is one itty-bit of information that indicates that the product or service is not for them and they will gladly move their attention to something else.

This itty-bitty thing that sends them running could be anything! Copy, tone of voice, design, offer, ...even the font you use. So how do you combat this? You need to construct your message in such a way as to override these fickle responses.

Anticipation is one of the most effective ways to do this. In a story, it's called foreshadow and it's often what keeps you watching a bad movie. You just want to know whodunnit so you sit through to the end.

Anticipation is inflamed by making a promise of something good that is coming in the future. It's effective because it works on an emotional level. This is important to understand because human beings feel things uncontrollably. They don't sit there after receiving stimulation and decide what their emotional response will be. They feel it immediately, uncontrollably.

If I say to you, "It's coming," your are automatically have the desire to want to know what's coming.

However, the anticipation trigger often inflames skepticism for the same reason as using the word "new." Again, you want to avoid using anticipation plays that have been used to the point of saturation. If you do, your prospects see you pulling the trigger. If they see you pulling the trigger they will lose their trust and respect for you because they feel like you are treating them as if they were stupid.

When prospects believe you are building anticipation for no other reason than to keep their attention, they label your message as hype. And it is generally accepted that only an idiot would believe hype. You certainly don't want to imply that your prospect is an idiot. Unfortunately many marketing messages do exactly that.

Hype can be okay as long as you fully admit that you are hyping it and that you make a bold promise to deliver on your hype. That way, the trust remains intact because you are putting yourself on the same side as your prospect. But then you must indeed deliver on the hype. In fact, you must over deliver in order to maintain the trust you have with your prospect.

5. The Event

Something that comes and goes gets way more attention than something that is there all the time. A product launch or "this weekend only" sale at the department store will focus your prospect's attention. He knows he's in a do or die situation. Everything else that is a constant can wait. Things that are fixed in time, must be paid attention to for the time that they last.

"This weekend only" sale is actually a good example of a method to pull a trigger that been overused. Consumers have learned that "this weekend only" is meaningless. Department stores have sales like this every month! Your event trigger, for it to be a stepping-stone rather than a landmine, must be credible.



Facts of Life Triggers

Fast
Easy
Simple
Scarcity

6. Fast

No one gets out of here alive. The clock is ticking. You can always make more money, but you cannot make more time. Time is a bank account balance – the most valuable one we will ever own, and the funds are constantly diminishing. Withdrawals only, no deposits. And everyone knows it.

Saving time is something everyone desperately wants so in one form or another, your product or service must do this either directly or at the very least enable your prospect to do less of what they don't like with their time and more of something they do like.

Fast processing, fast delivery, and fast results. The value of a product or service is directly rooted in how long it will take to enjoy the benefits.

7. Easy

We have a limited amount of energy. Much of our energy is spent on mundane albeit necessary activities like transporting our bodies from A to B, talking, brain activity, and bodily processes. Much of the remaining energy is required for a person's J-O-B and of course their other commitments and responsibilities.

How much energy is left over? Hardly any at all! If your product or service is one that requires time and effort it sure as heck better save time and effort in the not so long run.

8. Simple

Something that is complex is going to appeal to a narrower group than something that is simple. Complex things can be attractive, but only if they are presented, er, simply. Complexity is a product or service killer. In their ever present mission to offer "more" and "better" businesses often cross the line and make things too complex.

Complexity cuts deep into your prospect's time. Again, if it's absolutely necessary then you better prove that there is a well-trodden path that proves in the long-run they will be better off for having endured the complex nature of your product or service.

Can your product or service be simple? Can it be dead simple? Try and make it so but be sure that in your efforts to be simple you are not taking away perceived value. Simple things often

feel cheap or valueless. The simplicity **MUST** make your product seem more valuable, not less.

9. Scarcity

If something is about to run out, human beings are hard-wired to determine whether or not they'll need it after it is gone. It doesn't matter if they needed it or even ever used it in the past. They may need it in the future and this is what they need to determine. If there is any doubt, they will seek to possess the thing "just in case" provided the price or risk does not override the security enjoyed by owning said product.

However, if there is a price attached be it money or some other sacrifice or risk, the decision will be harder to make. They ask, "Shall I make a sacrifice for something I might not need?"

The scarcity trigger in marketing products and services is hardly ever real. And this is your advantage. If you want to effectively pull the scarcity trigger, you will have to prove that it is real.

Trust Triggers



Intimacy

Likeability

Personal Revelations

Achilles Heel

Special group

Credibility

Track Record

Qualifications

Endorsements

Concreteness / Specific

When triggers inflame skepticism

Every time you pull a trigger, you run the risk of raising skepticism and eroding trust. This is the result of a savvy marketplace who has seen triggers pulled using the same old methods.

In order to pull triggers effectively, you first need to know your prospect. How savvy are they? How many times have they seen that trigger pulled in that particular way? Can you pull it another way so that their skepticism does not get inflamed?

But take note. Some amount of skepticism is always going to be there. But as long as you continue to trigger ever deepening trust in you, you'll be fine.

We only believe people we trust. We only consistently listen to people we trust. We only do what we're told by people we trust. We only buy from people we trust.

Intimacy Triggers and Credibility Triggers will deepen trust.

Intimacy

Intimacy opens the door to trust. The "closer" you are to your prospect, the more they will trust you. But again, this trigger can easily inflame skepticism. In fact, it can make your prospect's skin crawl.

Think of the friendly used car salesman. It's a cliché but it makes the point. He's trying to be intimate but it's fake and you can spot it a mile away. Consequently, it deepens the mistrust.

So don't go overboard with, "I'm your buddy." Your intimacy must be genuine in order for the trigger to have a positive effect.

Okay here are the triggers that boost intimacy.

10. Likeability

The more your prospect likes you as a person, the more likely they will buy your product. How do you get someone to like you? Honesty, integrity, generosity, being helpful, caring, fair,

having a sense of humor, being passionate, sticking up for the little guy, looking out for your prospects, giving gifts, ...

How to be unlikeable: being pushy, lying, not delivering on promises, not delivering value, not giving support, not being fair, ...

Remember, if your prospect sees you helping someone else, they will like you more. You don't have to always do nice things directly for your prospect to be likable.

Let me ask you this: If one of your buyers came to you after the refund period was over and wanted their money back, would you give it to them?

Examine why you would and why you wouldn't, then step back and give yourself a rating of how likeable you are.

11. Personal Revelations

Whenever you open yourself up and tell people things that you "don't normally tell," you gain trust. For the most part, revelations have to be somehow related to your product or service.

They often come in the form of stories. The rags to riches revelation is the most common. Frankly, it's been so overdone in the Internet marketing space that I gag whenever I hear it.

You know the story: "I used to be homeless and broke and overnight I struck it rich...here's how I did it." For someone seeing this story for the first time, it's a slam-dunk winner. Is it indeed the first time your prospects have heard the story? And if it's not, is it credible beyond doubt?

Again, if you want to avoid skepticism, be original. In the Internet marketing space it would be refreshing and compelling to hear someone say, "I was born with a silver spoon in my mouth, my parents were wonderful, I went to great schools and money has always come easy for me..." This person could then go on to explain why their life makes them uniquely qualified to sell the product. I'd listen to that...the rags to riches story I completely ignore now.

12. Achilles Heel

If you say nothing but great things about yourself and your products, prospects just don't believe it because it's all "too good to be true."

A damaging admission will reduce the skepticism. Admit to your mistakes in the past. It makes you human. But be careful. You want to be certain that you are not raising a red flag in your prospect's mind. They'll wonder if you will make a mistake with them!

This is particularly relevant when you offer a service. No one wants to hire someone who's prone to making errors. Your weakness or error should be something unrelated or to your services. Your Achilles heel is just something to make you appear human...just like your prospect. This increases your intimacy with them.

Maybe you have an addiction to chocolate or bungee jumping or over-tipping waiters, even if they give mediocre service. Err on the side of something innocent, albeit a weakness. You're human, show them that you are...innocently...and with nothing that will raise a red flag in relation to the quality of your product or service.

If your product or service was born out of a negative experience, this can be very powerful and bring a lot of credibility to your message. But you must show that that time is far in the past. If your prospect feels you are still "going through it" in any way whatsoever, you will lose his confidence.

13. The Special Group / Select Few

Whenever you can include your prospect in your special group, you will increase the intimacy between you. All human beings want to feel like they "belong." Exclusivity automatically makes us feel special or even superior to others.

The Special Group trigger can occur in your marketing as well as in your product. Levels of membership, for example. The higher the level, the more special they feel.

In your marketing you can increase intimacy simply by making a statement.

You are receiving this because you are (statement of exclusivity).

If you are reading / watching this then you are probably (statement of exclusivity)

This (product) is for people who (statement of exclusivity)

Examples for buyers:

Someone who purchases high ticket items is automatically in a certain group. Rolex watches, luxury or sports cars, first class air travel, 5 star hotels etc.

Someone who buys a hybrid car joins the “environmentally friendly” group.

Someone who wears Doc Martens...

Here are some other groups:

organic food
raw food
alternative / natural medicine and treatment
green living
anti-government
right-wing fundamentalist
left-wing liberal
...

Credibility

Marketing messages are full of claims and promises. At the beginning of your message, you are going to provide a lot of solid proof in order to gain trust otherwise everything you say just comes out as hot air. You need solid proof right up front. As your trust grows you will need to provide less and less proof of what you say, provided you don't do anything to violate the trust you have built.

As it is in any human relationship, trust can come tumbling down with one false move, never to be regained. Consumers are not very forgiving because there are so many other competitors to choose from. If you don't treat them right, someone else will.

14. Track Record

Your personal track record or your product's track record is the best proof you can give. A track record allows the prospect to see the results of their purchase in advance. Some marketing messages focus almost exclusively on this one trigger because it is so powerful.

15. Qualifications

Who are you? What have you done? What is your education and experience? The “About”

page on any website is one of the most visited pages. You certainly don't need any specific qualifications to sell products and services but certain qualifications will be triggers, depending on your market.

Prospects are much more likely to buy supplements from a doctor than just an entrepreneur. Conversely, someone with an MBA is often of a lower status than someone with zero business education who has made millions of dollars.

How will your prospect react to qualifications? Certainly, don't include them just because you have them. Be sure they have a laser targeted effect that directly increases your prospect's trust in you and / or your products.

16. Endorsements

If someone we trust or like recommends a product or service it increases our interest and trust in said product. It strengthens credibility.

Unsolicited endorsements are the most powerful. If Oprah bought your t-shirt because she liked it and the paparazzi snapped a photo of her wearing it in a restaurant, that's the most powerful endorsement. You didn't ask her to wear it. You didn't make a deal with her or pay her.

Solicited endorsements are still very powerful. Most of all they attract the attention of your prospect. We trust Oprah. Even if she is going to stand up and say some cheesy line like, "I really love this t-shirt etc." it carries a lot of weight because her established integrity is beyond reproach – even if she is getting paid to give the endorsement.

17. Concreteness / Specific

Things that are specific are more believable than generalities. Specific dates, dollar amounts, ratings etc.

What sounds more believable?

A few months ago I made my first million.

or

On July 28, 2009, I made my first million.

How about this:

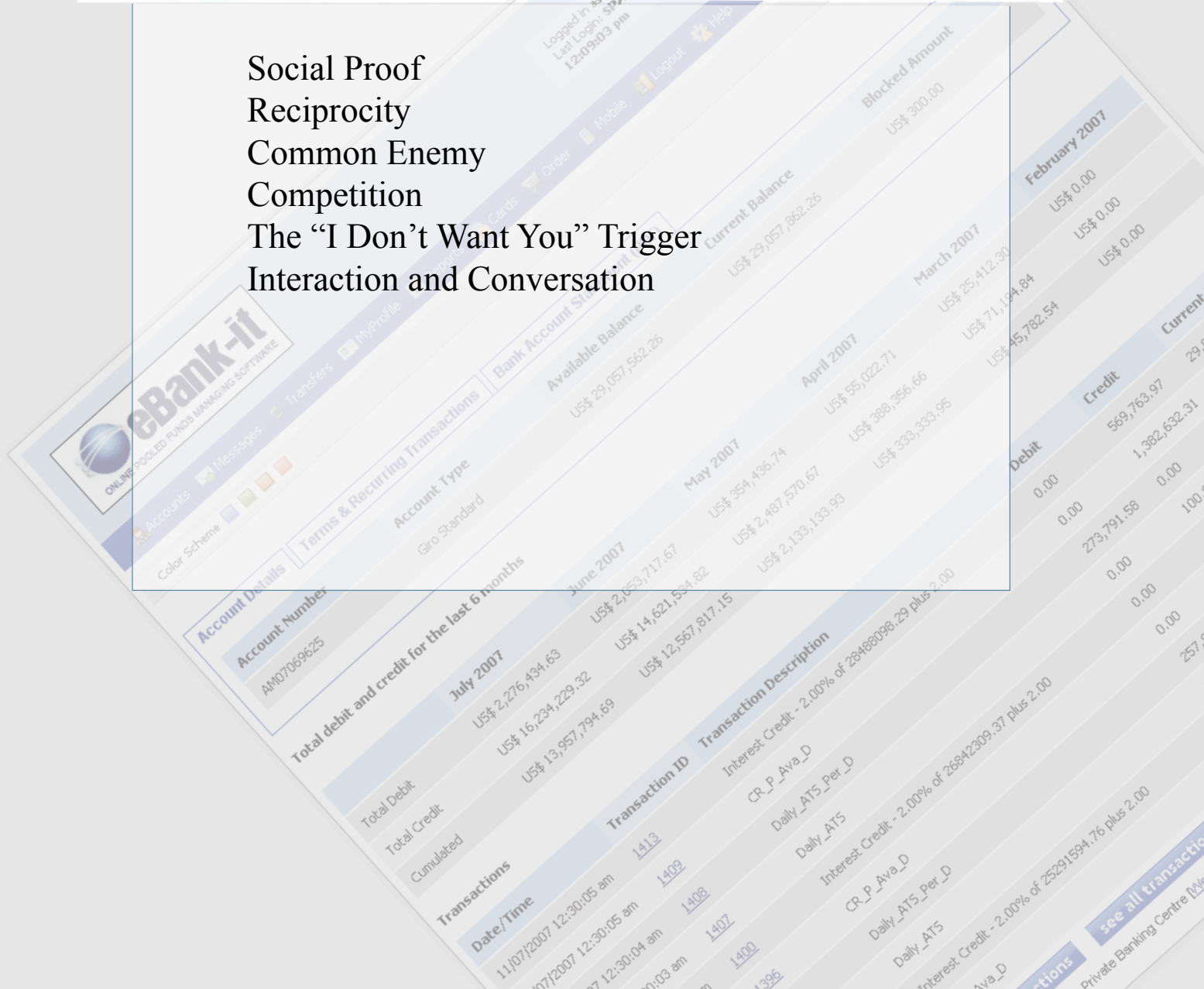
On July 28, 2009, my bank statement read \$1,001,678.92

And then to drive it home, show a picture of the bank statement.



Community Triggers

- Social Proof
- Reciprocity
- Common Enemy
- Competition
- The “I Don’t Want You” Trigger
- Interaction and Conversation



The Hard-Wired Need for Community

Our family is our first community. It's where we learn to give and receive help, care, and love. Without it we would wither away and die. Community is therefore a hard-wired component of our survival and when it is absent we experience deep feelings of insecurity. Therefore, we naturally seek out places where we will receive validation help, care, and love.

It could be the friendly grocer or bartender. People who own a Mercedes also have the feeling of belonging to a community, though they may never actually talk to each other, let alone help or love each other. But they certainly feel good being in the Mercedes "community."

The community trigger is so strong that people will often buy things that are inferior to other products, simply because the community is more attractive. The desire to belong to the "popular happening group" can easily outshine other triggers your competitors might be pulling. Even the "fast" and "easy" trigger. Reason? Because community is the path to love. Human beings rate love higher than saving time.

18. Social Proof

Social proof is what helps us to decide what community to join.

From birth we react to social proof. There's a toy sitting on the floor, none of the kids are playing with it. Then one picks it up and starts having fun with it...or even just holding it. Now a bunch of kids want it. If someone owns your product, it increases the perceived value of that product to your prospects. This is social proof. It's a hard-wired and therefore an automatic reaction.

You're single and you've been trying to decide where to take your Caribbean vacation. You have dreams of meeting a 'special someone' but you hate the idea of going to a singles only resort. You meet a hip couple that you really connect with at a party and during the conversation they reveal that they met at a singles resort in Aruba. They can't imagine what their life would be like if they hadn't found each other. You want what they have...so you make a booking at this same resort—a resort you had no intention of visiting before meeting them. The social proof knocked down your objection which opened the way to conversion.

19. Reciprocity

People generally do nice things for you when you do nice things for them. If you want people to pay attention and listen to your campaign, your blog post, your billboard or whatever, you want to give them something to make it worth their attention.

Maybe it's just a chuckle when they look at your billboard or banner ad. Or perhaps useful and interesting information in the form of a report, an ebook, a video, an ecourse.

If you give, they feel gratitude and that positions them closer to doing something for you – like buying your product or service or following your direction.

20. Common Enemy

As someone who is selling something, you are on the “opposing side” to your prospect. At least, that's how they see it because you want something from them that they want to keep – their money. The Common Enemy trigger is a way for you to get onto their side to become a trusted ally instead of an opponent.

Who or what is threatening your prospect's health, wealth, or happiness? When you get your prospect thinking about their enemy, he will bond with you if you have the means to protect him.

An enemy can come in many forms. It could be food additives, pesticides, bank managers, stocks, insurance policies, arthritis, ...

It could even be something that the prospect trusts before you talk to him. Once you prove it to be an enemy, he wants to hear what you have to say.

But a Common Enemy is not always necessary or desirable for your campaign. Sometimes it just doesn't make sense. Do you really need to conjure up an enemy to stir the emotions necessary to get your prospect to buy a hamster?

21. Competition

If we win, we feel good because we are first in our group or community. Naturally, when faced with a competition within our community we are spurred to take action and do our best so as

to receive elevated status, respect, and the adoration of our peers. Many products and services make us feel like we are one step closer to winning “the game.”

The game can be anything: success, wealth, beauty, finding a mate, slowing age, ...

Someone who owns a luxury car like a Mercedes, Porche, etc. is automatically seen as a “winner” by many people. Many high ticket products and services use competition as the central trigger. In these cases, a person simply purchases winning status.

Prospects and buyers feel like winners when they:

- acquire things that are in short supply.
- acquire gems that are not yet released to the masses (exclusive offers).
- acquire things via coupon codes

22. The “I Don’t Want You” Trigger

The last thing we want to do is join a community or group that we feel is beneath us. This feeling is actually a very powerful sales trigger. We want to belong to groups that are “better” than us.

If we feel like we are getting into a superior group via the back door or some sort of exception to the rule then we feel elevated. We feel like we are getting something that others like us – on our level – don’t enjoy. We truly feel privileged. We feel like “the chosen few.”

So if your marketing sends a message that your buyers are not just “anybody,” you are pulling this trigger. An aggressive deployment of this trigger might go something like this.

“I’ve set the price high on this product so you won’t buy it. Frankly, I don’t want it sitting on your shelf gathering dust. This is an awesome product and I’ll be damned if I let anyone have it who hasn’t got the passion and guts to run with it. I want doers, not buyers.”

23. Interaction and Conversation

This trigger is sort of like painting your prospect into a corner. The only way out is for them to make the purchase. It’s not something you can pull with just a statement. The Interaction and Conversation trigger is a process.

To pull this trigger, you begin with a small and low risk commitment to begin engaging your prospect. It could be a conversation, a process, their input – anything that engages them with you.

Next step is to increase their engagement. Each time you do this, you are bringing them closer to the sale because every time they engage with you, it deepens the relationship with you. Naturally that relationship / engagement will finally come to a point where you ask them to buy something.

People want to appear consistent in their actions. This means they will want to maintain their engagement with you and to do so, they will need to take the action and buy. This is preferable to the negative feelings that inevitably rise up in them as a result of breaking the connection with you.

Hot Emotion Triggers



fear
greed
vanity
benevolence
insecurity
anxiety

Tapping the Mainline

All triggers stimulate emotions. That's why we pull them. Without an emotional response, your prospect will not take action and buy. Many of the triggers discussed here take effect like a line of falling dominos. For example, the social proof trigger tips off the community trigger, which stimulates the prospect's hard-wired need for validation and love.

The Hot Emotion triggers are primary triggers – they are direct stimulation of the emotions that precede a buying response. The primary or “hot emotion” triggers are: fear, greed, vanity, benevolence, insecurity, and anxiety.

24. Fear

We are hard-wired to avoid pain. However, we do not seek out prevention...no matter how sensible this might be. Human beings only act on the problems they already have. Many products are bought because prospects fear the consequences of not buying.

Not buying puts their health, wealth, and happiness in jeopardy. When they buy, their feelings of fear are reduced.

The thing to take note of here is that the fear trigger relies on a certain amount of fear already existing in the prospect. Pulling the trigger merely inflames it. You cannot scare people into buying knitting needles.

25. Greed

We are hard-wired to want more of the good things in life: happiness, love, money, security, material goods, free time, a better job, a new car, a bigger house.

26. Vanity

Beauty products, self-improvement, and success obviously pull the vanity trigger directly. But most products pull the vanity trigger, at the very least, indirectly. This is because whenever we buy something we want to feel like we made a smart choice. We fear being judged by others, our partners, our friends. Buying stuff is a path to look and feel smart.

If not smart, we might inflame the desire to be naughty, decadent, reckless, or sinful. Some products are like that!

If your prospect feels like they are making a smart move when they press “Add to Cart,” then you have successfully pulled the Smart Trigger.

For this to have happened you will have had to demonstrate beyond doubt why it’s a smart move to buy and perhaps the reverse if they do not buy.

What in your product makes it a smart thing to own? Quality? Pricing? Features? Benefits? Guarantee? The Offer?

Again, like other triggers, the vanity trigger can easily raise skepticism to the point of killing your campaign. Do your prospects feel as though you are shining them on? It’s a waste of time talking about your product or service as a smart move. It must be self-evident. The prospect must feel like they came to their own conclusion that buying your product is the smart thing to do.

The evidence you provide in this regard has another powerful effect. Your prospect might be sold early in your marketing message but they still have a problem that stops them from buying. Before they buy, they’re going to need a justification that they can give to their partner. Your Smart Trigger gives your prospect what they need to prove it to their partners that what they are doing is smart. It could be the proof, the price, the social proof, endorsements, the guarantee, ...

27. Benevolence

Benevolence—helping others—gives your prospect the chance feel good about themselves. This trigger is linked deep into their desired identity. People want to think of themselves as helpful, generous, and compassionate.

Green products pull the benevolence trigger. Products that donate a portion of their profits to charity pull this trigger. Benevolence is the central trigger in fundraising for good causes.

28. Insecurity

Everyone has insecurities of one type or another. It could be physical appearance, mental ability, or emotional insecurity. Ridding oneself of insecurity is an uphill battle for anyone. Prod-

ucts and services that reduce feelings of insecurity are a preferred solution. Beauty products, weight loss, cosmetic surgery, self-improvement, increasing confidence etc. all seek to inflame feelings of insecurity to spur the action to buy.

29. Anxiety

The anxiety trigger works in much the same way as the fear trigger. If your prospect is already feeling some amount of anxiety about something related to your product you will want to inflame that anxiety with your marketing message and then offer up your product as the solution to reduce their anxiety.

Today people are anxious about losing their nest-egg yet most people are doing nothing more than hoping for the best. Products that offer solutions to protect nest-eggs will want to inflame these feelings of anxiety so as to motivate the prospect to take immediate action before it is too late!

More Triggers

Beliefs and Values

Fresh Ideas

The Big Idea



30. Beliefs and Values

Everyone has prejudices. I'm not referring to bigotry. We all have strongly held beliefs and values that we hold as "the truth" or "the way." For example, many people have a general mistrust of corporations and politicians. Many people believe that vaccinations are the cause of autism. These are prejudices. When you appeal to your prospect's prejudices in your marketing, he instantly identifies with your message. He may even forge an instant bond with you.

31 Fresh Ideas

Not just any fresh idea will do. These ideas must be things that your prospect will immediately embrace. This is not the place for persuasion. The object here is to stimulate the intellect. Nearly all of the other triggers stimulate the emotional side of your prospect.

The more you know your prospect, their feelings, beliefs and desires the more likely you will choose fresh ideas that truly appeal to their intellect. These ideas must be simple. Your prospect should be able to completely absorb them on the first read / viewing and then be able to relate them to someone else over coffee without any effort.

32. The Big Idea

Every marketing message big or small should have one idea that stands taller than any other ideas. This is the Big Idea. It may be fully articulated in your marketing message or subliminal, playing in the background. It must be appealing, easy to understand and be highly relevant to your prospect in some way

Trigger

Synergy



The Domino Effect to Achieve Synergy

As you read through this report you may have noticed how pulling one trigger can create a domino effect where other triggers get pulled. For example, triggering anxiety can lead to triggering fear and insecurity.

Triggering scarcity can trigger anxiety. Triggering benevolence can trigger vanity. The combinations are endless.

Your job when crafting your marketing message is to get it down to the most efficient mix triggers. Holding your prospects attention for longer periods is always a benefit to you, but a much greater challenge.

Using just one trigger in a way that resonates with your prospect can certainly make the sale. However, it is usually a combination of triggers that domino on top of each other that really make difference to conversion rates.

The rule of thumb in marketing is that it takes seven touches between you and your prospect before they buy. It is during those seven touches that you want to pull all the necessary triggers. This rarely happens in one sitting. Most of your prospects will come back seven separate times before they buy from you. You can do this via blogging, email marketing, Facebook fan pages, Twitter, surveys, search engine marketing ...or more likely, all of the above.

The best example of how to do this online for maximum conversion is [Jeff Walker's Product Launch Formula \(PLF\)](#). It also shows you how use these triggers for the other "big kahunas" that challenge online business success: product creation, list building, and attracting joint venture partners.

The results speak for themselves. Product Launch Formula has been used to sell:

... online dating... love letters... test preparation... any kind of course or tutorial... loan officers... realtors... creative writing... programmers... knitting... B2B... crochet... futures trading... investing... learning piano... learning guitar... music and band promotion... ecommerce... online gaming... real estate investing... ebooks... tax preparation... language lessons... self-help... live seminars... business coaching... health food... raw food... massage therapy... personal trainers... business systems... wellness products and training... pet care... business opportunity... medicinal herbs... board games... Forex trading... copywriting... horse training... dentistry... chiropractic... weight loss... cosmetics... online video... yoga... consumer electronics... estate sales... soccer coaches... law of attraction... dog training... retail stores... wooden doll carvings... cow embryos...

Jeff only sells Product Launch Formula for three days, once per year (talk about scarcity that is real!). This year, the shopping cart will open on June 22nd, 2010 for about 3 days. Before that, however, Jeff always releases free videos and content with his insight on selling online. Well worth your attention if you are a product owner or an affiliate marketer.

To receive Jeff's insights for free, [click here to have it emailed to you.](#)