

# Forbidden

## Psychological Tactics

**New & Updated**

**Now With 47  
Psychological  
Tactics!**

by Dan Lok

**Warning:**

The psychological tactics described in this manual... so effective... and so irresistible, they'll give you an unfair advantage in dealing with people who aren't familiar with mind influencing techniques. You have a moral obligation to use the 27 Forbidden Psychological Tactics with care, applying what you learn in an ethical way to unsuspecting consumers.

**Prepare yourself! You're about to discover and grow rich with**

## **47 Forbidden Psychological Tactics for Website Conversion**

### **Honor Code**

There's no honor among thieves, but there IS honor in the marketing industry.

If you're not promoting a legitimate product or service...if you're trying to "pull the wool over the eyes" of consumers...if you're thinking of using this book to run a scam on the Internet...STOP NOW.

The psychological tactics described in this manual are so powerful...so mind-bending...so effective and irresistible that they can give anyone an unfair advantage in dealing with people who aren't familiar with the "forbidden" techniques of influence.

I can't come to your home or place of business and check up on you. All I can ask is that you "honor" a simple code of ethics: to use the *Forbidden Psychological Tactics* with care, applying what you learn in an ethical way to unsuspecting consumers.

The Internet has turned the world into a very small place and what goes around comes around...and it comes around fast and usually takes a big bite out of your ass.

So do unto others, you know what I mean?

### INTRODUCTION

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#### “Forbidden Psychological Tactics? They Don’t Work on ME!”

Every web surfer on the planet has told himself/herself this lie at one time or another. But don’t kid yourself -- marketing psychology can influence anyone who is online.

Even master marketers like me, despite all I know about forbidden psychological tactics and “advertising speak” ... and despite all my built-in sales resistance...I am just as susceptible to persuasion as anyone else. Because at its core:

Marketing psychology is the “power of persuasion” from the inside.

The key, of course, is deciding what persuasive tactic will grab a web surfer by the eyeballs and hold onto to him....

*A Brief Pause: Note of apology to my female readers: Okay... I admit it...I’m a man (Although I imagine that my name probably gave that fact away). I think like a man. When I speak in generalizations, I tend to think (and use) the pronoun “he”...not “he/she,” and not “one.” I hope you can forgive me.*

Anyway, as I was saying, the key to marketing psychology online (and off, too) is deciding the specific persuasive tactic or combination of tactics to use. Will fear be a motivator? What effect would a celebrity endorsement have? Can you satisfy greed?

Everything you do on your site should be coordinated to grab a web surfer by the eyeballs and by the emotions and hold onto to him until he cries...

*Please take my money, please!*

Our psychological “hot buttons for buying” guide our decisions for buying necessities as well as luxuries. For example..

- Why do soccer moms dream of owning an all-terrain vehicle when the toughest thing they go over is a speed bump in the mall parking lot?
- Why would an office worker who’s a great cook line up with their colleagues to buy a cinnamon bun from the donut cart when she could whip up better -- and cheaper -- buns in her own oven?
- Why does a teenage girl need to store thousands of songs on an iPod when all she listens to are the same six Top 40 tunes?

Necessity may be the mother of invention, but

**desire is the mother of all online sales success.**

When you have desire working for you, it’s not a question of “selling” the consumer on your product or service, it’s simply a matter of satisfying their need.

Creating that desire is what marketing psychology is all about. With the tactics you’re be learning, your online sales message will create interest and then change interest into desire...insatiable desire...unrelenting desire... “so real you can see it, feel it, taste it,” desire... You’ll create desire that easily transforms a “maybe” into a “gotta have it”...

The transformation is magical...building the desire is a little more **scientific**...

## 47 Forbidden Psychological Tactics

### The Science of “Psy-Ops” For the Online Battlefield

“Psychological Operations” are used in online marketing to overcome any objections consumers may have about making a purchase. The most effective persuaders are the least obvious and... this is going to make your day...

They work regardless of who is doing the selling or what exactly they are selling.

I’m speaking from experience here. I’ve worked for hundreds of clients in dozens of different industries. Personally, I’ve sold millions of dollars worth of merchandise and services on the ‘net. (They don’t call me the #1 Website Conversion Expert for nothing!)

And my success hasn’t been limited to web sites. I’ve sold... and sold out...using direct mail, e-mail, and even point-of-purchase marketing in good old brick-and-mortar stores. Wherever my career has taken me, I’ve had success using the simple, but astonishingly effective tactics in this manual.

Now you can, too.

You’ll be pleased to know that the Forbidden Psychology Tactics don’t require a Ph.D in mental health or a Master’s in Business Administration. The techniques you’ll be learning are shockingly effective, but there’s nothing complex about them.

And whether you’re new to the business of marketing online or are trying to expand your success beyond its current levels, you’ll understand each and every concept. More importantly, you’ll be able to instantly translate these killer conversion techniques to your own business.

Business marketing is serious business, but that doesn’t mean that learning about it has to be dry and arid! I hope you’ll find this manual reader-

friendly and easy to read as well as valuable and the most comprehensive toolkit.

Oh, and by the way, keep your eye out for Lok-ed and Loaded Insights sprinkled liberally throughout the text. They’re “golden nuggets” of information that will give you the edge.

Here comes one now...

Okay, you’re finished with the introduction. You’ve put your toe in the water and gotten your feet wet

### LOK-ED & LOADED INSIGHT

Are you ready for success? The power of Marketing Psychology is huge...and it can turn your weekly order flow into a flood of business. Can you handle it? Before turning your web site into a hotbed of activity, be sure the fulfillment side of your sales equation is also in place. **There is nothing worse than not being able to meet demand.**

with the basic strategy behind the Forbidden Psychological Tactics for website conversion.

Now it’s time to dive in!

## 47 Forbidden Psychological Tactics

### Forbidden Psychological Tactic #1 “POPULAR” APPEAL

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*“50,000 Frenchman Can’t Be Wrong!” -- Cole Porter*

Popularity is an interesting thing. It feeds on itself. A Japanese cream puff chain has taken NYC by storm because of a clever marketing strategy: they paid dozens of people to stand in line and buy cream puffs. When passersby saw all those people, they didn’t even ask what product was on sale...they just joined the line so that they could “get theirs.”

MacDonald’s proudly announces “Over 1 Billion Sold” making it clearly the “popular choice.” And why do you think studios market a film as a “top-grossing movie of the weekend”...especially if the critics have been less than kind in their reviews? It’s because to a consumer’s mind,

**POPULAR with other people = GOOD for me**

#### **Don’t Let Me Go Wrong**

For most people, making an online buying decision on their own is a scary thing. Some don’t trust their instincts and think they’ll make a bad choice.

This fear is compounded by the worry that it’s harder to correct a problem when something goes wrong with an online purchase. This is especially true for consumers who aren’t that comfortable with the Internet and are considering their first online purchase.

With so much fear out there, can Widget Talking Wallclocks.com survive? Can the profitable, but relatively unknown company convince senior citizens that they can shop online with confidence?

Yes! Especially if their sales message includes a statement like,

*“6,000 Senior Centers and more than 50,000 silver*

*foxes have purchased a Widget Wall Clock online.”*

#### **Your Cheatin’ Heart**

Some consumers are afraid they’ll be taken advantage of. They may have been burned in the past, or they may just be displaying the “fear of sellers” that grips the average 21st Century consumer.

Open a magazine, watch a TV news show, or check your local paper and you’re likely to find horror stories about unscrupulous web sites. The Internet has taken a beating through the years, much as direct mail used to, as the conduit for fly-by-night businesses routinely to “take the money and run.”

So can Widget Exercise Wizard.com overcome the hesitation of health club owners and workout enthusiasts who are suspicious of equipment that won’t be worth the time it takes to assemble?

Yes, indeed! Like this:

*“Widget Wizard is the most requested piece of equipment at more than 10,000 health clubs worldwide”*

#### **Fear of the Unknown**

Fear of a bad decision is also common for people who are purchasing a product they’ve never used before or considering a service from a provider that they don’t know. This is a particularly thorny issue for professional service companies like car repair, air conditioning maintenance, etc.

On the ‘net, the “fear of the unknown” is a common obstacle to success for web design firms. Can Widget Web Design convince a brick-and-mortar jewelry store owner who knows nothing about the Internet that they deliver good service?

Hell yes! The folks at Widget aren’t just great web designers, they’re great marketers, too.

*Widget Web Design is the #1 choice for techno-phobic*

## 47 Forbidden Psychological Tactics

*business owners with no fear of making money online.*

### The People Have Spoken

Consumers listen to the “vox populi” (voice of the people). It stands to reason that if a product is an online best-seller that many people must like it, so the consumer thinks, “I’ll like it, too.”

### LOK-ED & LOADED INSIGHT

The “safety net” that allows a consumer to jump into a purchase without fear is popularity.

## Forbidden Psychological Tactic #2 EXCLUSIVITY RIGHTS

*“A limited offer has unlimited appeal.”*

Have you ever walked into one of those trendy, high-end ladies’ boutiques that have just three or four dresses on display in an enormous space? Ever wonder why? It’s exclusivity at work!

In a world where **mass-production** is the name of the game, an offer of exclusivity is especially appealing. That’s why so many marketing messages use phrases like:

- Limited edition
- Limited production
- Limited number available

Ladies’ clothing is mass-produced, so displaying only one dress at a time makes it appear to be as rare as any haute couture garment. And it’s this illusion of uniqueness that gives it the one-of-a-kind allure that can justify an outrageously high price-tag.

You’ll notice that I highlighted the word “illusion.” Don’t kid yourself -- Ms. Shopper isn’t an idiot. She

### LOK-ED & LOADED INSIGHT

People will beg you to take their money if you can make them feel “special” and part of a “private club”.

knows the difference between a dress that’s off-the-rack and a designer original that comes from the House of Widget.

But despite what she KNOWS, it’s what she FEELS -- that will convince her to buy. And that lone dress on display will make her feel like she’s getting something that no one else has...even though she knows better.

So your challenge as an online marketer: give your site, product, and service, an air of exclusivity.

### You’ve Got the Power

It’s no accident that dozens of brand names trade on the word “exclusive.” My favorite is a women’s deodorant called “Exclusively Yours.” Since deodorant is a “personal” product, the idea of exclusivity -- just for you, your body, and your armpits -- is extremely appealing.

Of course, it’s hard to imagine that any deodorant that’s being marketed to millions of women is very exclusive. And Exclusively Yours really isn’t significantly different than a lot of other deodorants on the shelves. This makes it...

**Proof positive of the power of exclusivity.**

### What Exclusivity Says to the Emotions

We already know that positive emotions are the “big dogs” when it comes to motivating people to make a purchase. An exclusive online offer gives buyers a tremendous jolt of “feel good” by making them part of an inner circle.

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The concept of exclusivity is also extremely concrete. There's no interpretation required, no need to figure out what it means. "Only 10 available" means exactly what it says. It's easier for a consumer.

### LOK-ED & LOADED INSIGHT

When your web site delivers a message that says, "This is a limited edition," the emotional message consumers receive is: "I'll have something that other people won't and they'll envy me."

#### Using Exclusivity

Essentially exclusivity puts a buyer in a "one up" position from everyone else, providing a big boost to the ego along with "bragging rights." It can be used to market all kinds of products and services, from fine art ...

- "Only two dozen art lovers will be able to claim the Mona Widget limited edition lithograph for their own. It will not be re-issued so you must act NOW if you want to own it."

*to health and fitness...*

- "The information you learn at the Widget Workout Workshop is not available to the average workout enthusiast."

*and personal training...*

- "Mr. Widget only accepts 24 new students each year to participate in his highly successful financial training program."

### Forbidden Psychological Tactic #3

#### SUPERIORITY

*"My dog's bigger than your dog. My dog's bigger than yours. My dog's bigger cause he eats Ken-L-Ration. My dog's bigger than yours."*

-- Kenn-L-Ration Dog Food Jingle

In a dog eat dog world, everyone wants to feel like a "big dog" -- an Oprah Winfrey...a Donald Trump...a Bill Gates...Someone whose quality of living is light-years away from that of the "masses."

For the average person, being a billionaire is just a dream. BUT...feeling like a billionaire is made possible by luxury brands. When a consumer buys what "the rich folks" buy -- a superior product -- it makes them feel like a superior person.

#### Superiority by Association

Car buyers choose Mercedes Benz and BMW because in their minds, these high-end autos immediately identify them as "a cut above" and someone to be envied. The luxury car owner believes that the qualities of the vehicle -- such as valuable, unique, and of course, superior -- mirror and reflect their own attributes.

Superiority is also the reason that designer fragrances like Chanel and Gucci are so popular. Although the perfume is definitely "ready-to-wear," it's designer name imparts an air of "haute couture" along with its fragrance.

#### Superiority and Your Web Site

It's easy to invoke the "god" of superiority if you're selling luxury items. But does this *Forbidden Psychological Tactic* have an application for everyday goods and services, too? It certainly does!

Superiority doesn't automatically come with a high price tag. A product/service is superior when it's better than the rest. What you're selling may be superior for any of a variety of reasons: **quality, capabilities, convenience, ease of availability, and value.**

All you need to do is emphasize what's superior about your offer and make it clear that someone who takes advantage of what you're selling will be perceived as a superior person by those who weren't so smart.

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For example:

“Widget Roofing and Gutters.com will treat you like royalty with superior installation and maintenance services for your home (or castle) at prices other owners will envy.”

### Forbidden Psychological Tactic #4 STORYTELLING AND TRUTHTELLING

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In the age of “Reality TV,” Reality Marketing is a must, too.

The 21st Century consumer is savvy about the tactics of marketers and skeptical of online advertising and off. If your claims obviously exaggerated, visitors will be turned off instantly and will instantly click away to another site.

And once you’ve lost ‘em...you’re NOT going to get them back.

No sales technique works better than the truth. And a ‘life experience’ sounds like the truth because it is the truth! There’s no need to resort to a screaming hard sell with storytelling. With a real life story, the key element of your sales message -- this product/service works -- is presented effectively, but also subtly.

If your copy has human interest where real people are involved in real events that really matter to your prospect clients, they’ll be hooked on the story...and hooked on doing business with you.

#### What’s Good for General Motors...

General Motors has created and maintained a buzz since it launched its On Star marketing push in November 2002. The advertising campaign uses live recordings of people who were helped by On Star’s in-vehicle safety, security and information services.

“It’s clear that these real-life stories are striking a chord with our subscribers and have helped dra-

matically improve consumer comprehension of the benefits of On Star,” Tony DiSalle, vice president for On Star sales, service and marketing, said.

#### Sincerity is the Name of the Game

Do you have a compelling customer success story you can build up to demonstrate your company’s superiority and impart an air of “truth, honesty, and integrity” to your site visitors? Has one of your employees performed a heroic act in the name of his or her service?

Write a story about it! Using real life to illustrate how your program, business, or product changed someone’s life -- maybe even YOUR life -- for the better.

### LOK-ED & LOADED INSIGHT

Truth is stranger (and sells better) than fiction. These stories, sometimes called “case histories,” are usually 300 to 400 words in length. Less than that and you won’t be able to get your marketing message across. Any longer and the reader may “bail out” before finishing the story.

### Forbidden Psychological Tactic #5 CONSUMERS WILL TUNE IN TO YOUR FREQUENCY

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*“Too much is never enough.”* --Early MTV Slogan

#### Don’t Quit Before You Get Started!

If a visitor doesn’t respond to your offer, it’s easy to say, “What’s the point of following up? If they didn’t buy online immediately, they’re obviously not interested or they’re not really serious. I’m not going to waste any more time or effort on them!”

What are you thinking???

There are a variety of reasons why prospects don’t buy from you initially and only one may be that

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they're not interested in what you have to offer. Another reason is that they're just over-loaded with options.

### No Escape

The average consumer sees 3,000 marketing messages every day. Thanks to the folks that developed "captive audience advertising," you'll see sales messages on gas pumps, at the airport, online at the supermarket and...in public rest-rooms!

There's almost no time during the day when a consumer isn't being "pitched." As a result, most of what's being pitched isn't being caught. Consumer's tune-out more messages than they focus on. They have to. Otherwise their heads would explode!

And things are even worse on the web that is notorious for advertising and marketing "noise." Pop-ups, banners, "secret" windows, and a variety of other attention-getting devices are so over-used that web surfers are numbed to them.

So what can you do? Try, try, and try again! The best way to get a consumer to tune out the competition is to turn up the volume of your offer. And the way to do that is with frequency.

### LOK-ED & LOADED INSIGHT

Lok-ed and Loaded Insight: On average, you need to follow up with prospects nine (9) times before they'll buy from you.

### Whys and Wherefores

You can't be sure why a prospect may not have initially been sold on your web site offer. It may be lack of interest, but it may also be:

- They aren't ready...yet.
- They need more information.

- They are still be researching other vendors.
- They aren't convinced about your quality or reliability.
- They have to save the money to make the purchase
- Their problem may not be serious enough to take action yet.

A consumer may not be ready to buy the first time he/she visits, but if you stay in touch regularly, you'll literally be ready to strike when the iron (your prospect) is hot! The lines of communication will be open and the now-ready-to-buy consumer will know exactly what to do and who to contact -- YOU!

### A Fine Line

There's a fine line that keeps "frequent contact" from turning into "annoying overkill." Make sure that you vary your communications and your message so that you come down on the right side of the line.

Sometimes on latenight television, the same 15-second spot for a product will appear at every commercial break during the program. By the fourth time you've heard the pitchman say, "Do you want to make cleaning easier," you're screaming "No" back at the screen. This is NOT the response you want from your prospect.

### Give 'Em Something to Look Forward To

Electronic newsletters and autoresponders are a friendly way to stay in touch and call your customers' attention to new items for sale, seasonal specials. This technique works for all kinds of products and services.

- "Get the Dirt" Newsletter - seasonal cleaning tips from WidgetVacuum.com (sent quarterly)
- "This Week in Wines" Autoresponders - weekly specials at Widget Wines.com
- "Daily Health Tip" - health and wellness tips from your friends at Widget Pharmacy

Electronic communications also make it easy to invite readers to click here to invite them to re-visit

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your site for more information...or to go ahead and place their order NOW. Because you've been communicating frequently, you've had a chance to establish the level of trust needed to close the sale.

At this point, your prospect doesn't have to be "sold" any more...they just need to be helped to buy. And one more thing you can do to encourage that sale is to create subject lines for your messages that makes consumers want to do the electronic equivalent of rip open the envelope.

### LOK-ED & LOADED INSIGHT

It's 100% easier to market and ultimately close the deal with someone who has visited your site but who hasn't bought from you -- yet -- than it is to start from scratch with a cold prospect.

### Forbidden Psychological Tactic #6 THE AGE OF REASONS

*"Reason is the slow and torturous method by which those who do not know the truth discover it"*  
-- Blaise Pascal

Appealing to a prospect's "what's in it for me" self-interest is will turn your online sales message in a sales monster. When you list benefits, offer a no-risk guarantee, throw in bonuses, etc., you're speaking directly to a consumer's "basic instinct" -- greed.

At the centerpiece of any successful online marketing message is your ability to tell customers you can give them exactly what they want. But to be a real powerhouse with the ability to convert even the most hesitant visitor into an enthusiastic, ready-to-buy-now customer, you need to

*Tell them what they already know...and then tell them more.*

### Don't Ask 'Em...Tell 'Em

People visit your web site for a reason -- but it's for their own reasons, not yours. So you want to make sure that when they arrive, they are immediately reminded in a clear and compelling way "why" they came...and the reminded of all the other reasons they should buy from you.

Let's use WidgetSupplements.com as an example. Mr. Noh is a potential customer who heard about this online supplement store from his friend. His friend told Noh that Widget offer free delivery on all vitamin orders over \$30.

Free delivery is what has brought Mr. X to your site to considering becoming your customer. But you don't want Mr. X to simply consider buying from you. You want him to order now, order big, and come back for more. The best way to do that:

*Give the customer a reason for buying from you.*

### Safety in Numbers

Imagine how quickly Mr. Noh will say "Yes" if he finds out that you give 10%-off on new orders...that the products you offer are guaranteed fresh...that he'll get automatic reminders when it's time to re-order...that they'll receive a free report on supplements with their order...

### LOK-ED & LOADED INSIGHT

The best way to compile a killer list of reasons someone should buy from you is to ask your customers. You can also check out the competition and make sure that you're highlighting all the same benefits...plus a few that "the other guy" forgot.

By loading up your online sales message with reasons why a prospect should do business with you, you are literally "sweetening the pot." The more reasons you give a prospect to say "yes," the more likely he is to do so.

### Forbidden Psychological Tactic #7 BE A SURVEYOR

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*"Survey says..."* -- The Family Feud

I've said it before, but it bears repeating: for your website to succeed you need to give the people what they want...not what you think they want. There's a world of difference between hoping you're hitting your prospect's hot buttons with your sales copy and knowing that you are.

You may know your product/service inside out and think that you're aware of everything about it that will appeal to your potential, but (excuse my bluntness): you don't know jack! Unless you ask consumers what they want, you're building the success of your entire online business on guesswork.

**There's a better way... surveys.**

#### Why ask why?

Online surveys replace guesswork with certainty. They are a rich source of "marketing research" and your opportunity to have prospects tell you *what they are willing to buy right now*.

Different kinds of surveys include:

- **The Customer Survey** - asks current customers what made them buy in the past and what they plan to buy in the future.
- **The Opt-in List Survey** - asks people on your subscriber list what they're interested in, why they've bought in the past and what they plan to buy in the future.
- **The Exit Survey** - asks people their opinions as they leave your site... what they liked, what they didn't, what they plan to buy in the future, and where.
- **The Unsubscribe Survey** - This kind of survey is so important, but so under-utilized! The information provided by people who are opting-out is

golden! It can be used to change the negatives and increase your retention rate

- **The Surfer Survey** - turns site visitors into a "test audience." Are you thinking about launching a new line of products? Writing a sequel to your e-book? Before you invest time and money, invest in a website survey. As people surf your site, get their opinion on whether they would buy what you're thinking of selling.

The beauty of online surveys is that they allow you to collect the information you need with *virtually no cost* whatsoever! And you can continue to get up-to-the-minute information from people who are already interested in what you have to offer.

Compare that to spending thousands of dollars on hiring a marketing firm to do consumer research that may be out of date by the time it's compiled!

It should be a surprise that everyone uses surveys today, from the biggest corporations in the world to the smallest mom and pop shops on Main Street. And pretty much all surveys are trying to capture the same pieces of information that you need:

- What they will buy
- When they will buy it
- How much they will pay
- Why will they buy

Once you know that...the battle for their "hearts and minds" (and consumer dollars) is more than half won.

#### LOK-ED & LOADED INSIGHT

Customer satisfaction surveys are also an important source of powerful testimonials. Always include a section for comments in any survey you send out... And be sure to obtain permission to quote those comments in your marketing materials.

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### Forbidden Psychological Tactic #8 LET'S GET DOWN TO SPECIFICS

*"The surest way to arouse and hold the attention of the reader is by being specific, definite and concrete."*

-- William Strunk and E.B. White

Specific is the difference between the vague mental image painted by this phrase: "Widget Roll-Out Garden is generously sized and pre-seeded with almost three dozen types of beautiful flowers"... and the vivid, you're-right-in-the-middle-of-the-feelings picture created by:

*"With Widget Roll-Out Garden, you'll enjoy seeing more than 34 different varieties of carnations, zinnias, and snapdragons exploding in 2.3 yards of red, yellow, and orange bloom for month after month of fragrant pleasure right outside your own front door."*

I've underscored the words that make this pitch specific: color, type of flower, and appealing to the senses...in this case, the eyes and the nose. And I've twice underlined one of the most meaningful specifics of all: non-round numbers.

#### I've Got Your Number

You know what it means to round up and round down. Well, that's where a round number comes from. 17 rounds up to 20, 42 rounds down to 40, etc.

Rounding up and down may be okay for tax returns, but round numbers can doom your online marketing efforts. Studies have shown that people rated copy as more believable when the numbers used were "non-round."

#### LOK-ED & LOADED INSIGHT

In a study done by the Wall Street Journal the number seven (7) has been found to be the number that most people respond to. So try to end your prices with a seven.

Here are two examples for *headlines from online sales letters*. Which has more consumer appeal?

You Can Make More Money Every Week

-or-

Earn An Extra \$500 Each Week Working Only Three Hours A Day!

In the first example, there's an undefined promise of additional income. But is it \$5 more per week, \$10 more, a million? Who knows?

The second example is a lot more specific and answers the consumer's favorite question -- What's in it for me? It clearly states a dollar amount and a definite time frame that the goal can be achieved.

#### Winners and Losers

During a study for a hypothetical new brand of imported beer, it was noted that benefit statements such as these were completely wasted on consumers

- A popular Bavarian beer
- Great taste
- Affordable

Here are the winners that turned on the consumers who expressed immediate interest in the beer:

#### Big Winners

- Bavaria's #1 selling beer since 1995
- Consumers preferred Widget Lager 5 to 1 over American beers and leading imports
- Widget Lager is affordably priced at \$1.79 per six-pack of 12-oz. bottles

#### Are You Talking to ME?

Who is your target audience, your niche market? When you craft your message, use words that speak directly to that demographic:

- Hey Bowlers... (rather than Hey!)
- A Gardener's Delight...(rather than Attention Homeowners)
- New Cure for Cancer Patients (rather than A New Medical Cure)

**STOP!**

**To unlock the rest of the  
diabolical persuasion secrets in  
the Forbidden Psychological Tactics,  
simply click here to order now.**

**And remember - you'll also get several  
super-valuable bonuses that will  
knock your socks off when you  
order Forbidden Psychological Tactics !**