



**Stimulate Response,
Attract More Customers**

6 Powerful Hot Buttons of Influence

**Start Using Them NOW
in all your sales writing**

**Claire Stoddard
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I write THE WORDS THAT SELL**

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A Note to the Reader

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Introduction

Why can some people sell anything, and others fail?

Why, if sales copy is written one way, it converts – and another, it dies?

The answer to both questions is – TRIGGERS ...

... Psychological triggers of human behavior – that, in most cases, result in a predictable outcome; e.g., sales.

Here's an example of a trigger with a predictable outcome:

Mother Turkey

Turns out turkeys are very good mothers. They tend, warm, clean, and huddle their young beneath them.

But there is something odd about their method. Virtually all of this mothering is triggered by one thing: the “cheep-cheep” sound of young turkey chicks. Smell, touch, or appearance play minor roles. If a chick makes the “cheep-cheep” noise, its mother will care for it. If not, the mother will ignore it.

The Important Point is – Humans Have Parallel Trigger Points

Important to marketers, those trigger points can lead to increased purchases.

For instance, you might be surprised to learn that higher pricing can be more tempting than a sale.

Why?

Because a higher price triggers an expectation of higher quality. Buyers who want a better quality item will often go for the higher price because they think they are getting a better product – even when the two items are virtually the same.

While your inclination might be to highlight low prices ... discounts ... and close-out sales, consider if your customer is more interested in quality than in price.

If so, you may want to add a higher-priced premium item to your list of services, which may “trigger” more sales.

**The following are the
6 Powerful Hot Buttons of Influence
that cause readers to say ‘yes’ – and turn
Sales Letters into Sales Magnets.**

I use them in my copywriting business all the time. The results are startling, usually converting prospects to customers.

It isn't necessary (or even wise) to include all of them in every piece of copy.

But the judicious use of these triggers will:

- Empower your sales writing
- Increase response rate
- Lead to more leads
- Boost sales

And now I want to teach them to you.

Trigger #1 – Take and Give

When we take something offered to us, most people feel obliged to give something back. A holiday card elicits a return greeting. Somebody opens an outside door, we open the inside door. A dinner invitation precipitates a return invite.

How does this help when you are writing your own WORDS THAT SELL?

One of the best ways to kick the “Take and Give” trigger into action is through free samples.

If you’re selling your new book, offer a free sample. If you want to help people understand your services, offer a free webinar. They take something and when you do a follow-up call, a large number will feel obligated to talk.

Now here’s where it gets interesting. This trigger only works if you are asking for “fair exchange.” A couple of paragraphs usually won’t sell a complete book. A webinar won’t sell a \$2,000 program. But it will get people feeling obligated enough to take the next step and listen to what you have to say.

If you have an immediate need for a freelance copywriter, call me right now at 917-670-3554 or e-mail me the details at Claire@ClaireStoddard.com. There is no charge to discuss your job with you and give you a cost estimate. And no obligation to buy.

Trigger #2 – Double Down

Humans have a nearly obsessive desire to be (and to appear) consistent with what they have already done. Once we make a choice, we feel an internal pressure to justify our decision – and we are “triggered” to spend more money.

For instance, say you send a sales letter to a few prospects with a link to your website where they can buy your product. Some buy.

What you can then do is immediately send out a follow-up letter to everybody who invested offering an additional related service. The behavioral trigger kicks in. The commitment generates its own support. Some of the people who committed to your original product invest in the upsell. Some don't. But you probably will make more money.

So ... when you're looking to take the sales performance of your landing pages ... squeeze pages ... emails ... sales letters ... ads ... websites ... videos ... content marketing ... and other online and offline promotions to the next level ... just call me at 917-670-3554 or email the details to Claire@ClaireStoddard.com for a free estimate on your copywriting project today. No obligation, of course.

Trigger #3 – Social Proof

Do you consider yourself an independent thinker – one who can't be influenced by another's opinions? Think again.

Q. Why does hearing somebody laugh make us laugh at the same thing? Why do we read Oprah's book picks? Why do late night hosts influence what we think about politics?

A. Because we tend to determine what is correct by looking to others to see what they think is correct. This principle is particularly true when it comes to deciding where we are going to put our hard-earned money. This trigger is known as *Social Proof*. And we are all subject to it at some point in our lives.

What is *Social Proof*? It is simply anything that offers proof that other people think something is good. That seems to be good enough to get some people to buy.

Here are 3 pieces of proof that will add *power* to your sales copy – and lead readers to 'yes'.

Testimonials. Position them so that they are one of the first things readers see.

Case Studies. Far more detailed than testimonials, they add an extra layer of proof.

Numbers. Click-throughs, people in attendance, and sales to date are proof that other people bought. According to the law of social proof, that is enough to persuade others to buy as well.

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Trigger #4 – Likability

How can I get you to like me when all we've ever done is email?

There is nothing more powerful in making a sale than *liking the sales person*.

Think about it. Don't we all tend to give business to people we know and like? It's human nature.

This is tough when it comes to sales writing. You don't have the advantage of a firm handshake, eye-to-eye contact, your personality shining through.

This trigger is known as "likability."

In other words, be somebody people would like to buy from. Simple? No. But not that hard either.

The thing is how do you get prospects to think of you as a friend when you are primarily communicating in writing? After all most sales meetings nowadays are by email or maybe online presentation.

Here is how you do it. Stay in front of your customer with honest, helpful, friendly information – at least 3-4 times per month – and with far more free information than selling – roughly 80% free information / 20% sales.

And the next time they receive an offer from you, a trigger is

pulled. They remember that they like you, and respond to your message.

Where do you get all ideas for all that content? Here are a few things you might not have thought of:

1. A letter from you telling them how much you like and appreciate them
2. Customer spotlights
3. Feature stories that link your company to current events
4. Frequently asked questions about your industry – and answers
5. Interviews with thought-leaders and up-and-comers
6. Focus on employee or employees
7. Company volunteer projects
8. Holiday greetings
9. Photos from a recent business event
10. Tips that make their lives and jobs easier

Whether you're a newbie just looking for some guidance or an experienced marketer looking to increase your clicks, conversions, and revenues, I may be able to help. So let's talk. You can call me at 917-670-3554 or email me at Claire@ClaireStoddard.com. The conversation is free. And there's no obligation.

Trigger #5 – Authority

Nothing triggers confidence quite like believing somebody knows what he or she is talking about. In fact, it can be downright liberating. To a certain extent, you can suspend disbelief.

Similarly, establishing your business as an authority in its field can get prospects to trust you and ultimately buy from you.

Writing expert content is a great way to:

- Be seen as an authority
- Build a brand
- Stand out among competition
- Influence prospects to try your product

Getting Started

It's simple – and it's not. You need to create content that is helpful to your target market, and appeals to their wants, needs, and challenges.

It's simple because, as an expert, you can easily draw on the knowledge that you need to create content.

It's not so simple because, to make an impact, you have to create a ton of content. And that is time-consuming!

Nevertheless, it's critical to establish your business as knowledgeable, innovative, and leading-edge.

Why not choose one of the following authority-driven pieces of content, and resolve to create it within the next month?

1. Write a book
2. Publish articles, white papers, workbooks – and post them to your website
3. Send information-driven emails - weekly
4. Develop two or three signature speeches and speak - everywhere
5. Create a catchy tagline that claims your expertise

If you need help planning a marketing strategy or writing copy that exudes authority, just call me today at 917-670-3554 or email Claire@ClaireStoddard.com for a free, no-obligation chat about your marketing challenges and how I can help you.

Trigger #6 – FOMO

It's a quirk of human nature. Even when something has little appeal, it becomes more attractive when we think we might lose it.

This is the 6th and final trigger. It's known as **FOMO**.

FOMO – The Fear Of Missing Out plays a large role in human decision-making. There is evidence that shows people seem to be more motivated by the thought of losing something than gaining something. Homeowners told how much money they could lose from inadequate insulation are more likely to insulate their homes than those told how much money they could save.

When creating your own WORDS THAT SELL, here are some trigger words that implant the idea in readers' minds that they could miss out if they don't act NOW:

- When it's gone, that's it!
- Limited number left
- There is a deadline
- Limited availability
- Call NOW
- Pop-up sale today only
- Don't Wait

How many more can you name?

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About the Author



Claire Stoddard is a Sales and Internet Copywriter, and Marketing Strategist.

She has written copy for over hundreds of clients, including BusinessWeek Magazine, ABC Television, CPR Institute, Versa Products Company,

Drake Beam Morin, The Albert Baker Fund, TGI Office Automation, Accurate Information Services, Outsourcing Institute, Institute for Robotic Process Automation, and Long-Term Living Association.

Claire is the author of over 100 articles, white papers, webinars, and teleseminars including Milestones Along the Sales Pipeline, Stay True to Your Personal Brand, How Disney, Starbucks, and Apple Juiced Up Their Brands, and Are You Floating or Diving Deep?

Claire writes landing pages, high-end content, websites, email blasts, selling sheets, online profiles, blogs, proposals, event materials, and other marketing materials needed to sell products and services.

She also consults with clients on marketing strategy and tactical marketing and communications plans.

Prior to becoming an independent sales and internet copywriter, Claire was Senior Vice President of Marketing and Communications for Drake Beam Morin, one of the leading global

consulting firms in the world. She has worked as an events planner for *BusinessWeek Magazine* and Institute for Robotic Process Automation.

She credits her initial training in sales copywriting to her early career days at ABC-TV where she was Manager of Sales Promotion and wrote pretty much anything to sell time on the air.