

# Marketing Secrets of Seduction Masters!

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# Marketing Secrets of Seduction Masters

## Warning:

Some of the methods covered in this report may be considered controversial.

Personally, I do not use some of the stuff shared below to sell products, and probably never will. That's my personal choice.

But, I wanted to share them all with you, regardless... just so you would know what's being used out there. If nothing else, you would be able to recognize it when one of them is being used on *you*.

Please use your own judgment and use what you learn here *responsibly*, at your own risk.

If you do decide to use all of them, I would strongly advise that you do it only to help others. If you use these tips to sell a product, I encourage you to sell something that you really feel is going to *help* the customer.

If you use it to take advantage of others, control or hurt them, I can guarantee you that it will come back to bite you in the rear. The universe has a way of balancing everything out, whether a person believes in that stuff or not.

With that out of the way, enjoy this report!

## Seduction and Marketing

At the essence, seduction comes down to *marketing*. Your goal is to lead a woman into believing that you are a "hot product" that she has got to have! You're selling **yourself**. And, the woman is the "customer."

While that may sound fairly straight forward, most people's ideas about selling and marketing are quite different from what you'll find here. Some of those traditional ideas may even be shaken up a little, by the methods revealed in this report. But, more on that later...

Selling to a stranger is obviously a lot more challenging than selling to a repeat customer, or someone who's been on your list for a while. Therefore, most of the strategies and principles covered in this report are designed to be used on *new* customers - during the very first contact with them.

They are designed to work with customers whom you've never done business with before...where there is *no* prior trust, comfort, or existing relationship between you and them.

Consider this... how many great salespeople have you met in your life... people who were able to convince you to buy into a product, a service or even an *idea*? How effective were they in getting you to jump in 100% - without any hesitation or regret?

It doesn't happen that often, does it? Even the so-called "trained" salespeople are not as convincing as they'd like to be. Often times, they're the worst at it because they have been led to believe that they're *good* at what they do, just because they've sat through a 2-hour "video training" program.

Now think of all the people you've met who were *bad* sellers? People who were *trying* to sell something to you (maybe at the clothing store, over the phone, or even out on the street) but they just... weren't ... getting anywhere?

You were too smart for them, you saw them coming a mile away. Your defenses immediately went up. Many of these sellers were just too aggressive; they were trying too hard and, without realizing, they were shoving the product or service down your throat with that "**Buy me, buy me, please buy me**" energy.

Most people are just bad sellers. And it's not their fault. No one taught us how to sell effectively. We weren't born with this skill.

And I'll tell you something else... even the people who are great at selling products or services in a 'business setting' are poor sellers when it comes to selling *themselves!* I have

even met some great copywriters who were able to crank out powerful sales letters and ads, but were mediocre when it came to selling themselves, or talking to a customer face-to-face.

Very few people are able to sell themselves without sounding like a used-car salesman.

**The best sellers *are* “the best” because you'll never see them coming!**

It's not that they can “trick” you into buying. Not at all. It's because these sellers understand the fact that nobody likes to be sold to (*even if they are looking to buy.*)

While these individuals are working their magic, you'll never realize that they're trying to "sell" you. And by the time they're done, *you'll* be the one begging *them* to sell the product to you!

Those individuals are the **true masters** of selling...because, they're also masters of **persuasion** and influence. And they make up a very small percentage of the population. There are very few of them out there who can *really* sell on that level.

This special report will show you how they do what they do. It will reveal to you secrets of *real* selling and persuasion that most people will never know... and it will show you how to apply that powerful knowledge to selling yourself, your business, your ideas, or anything else that you'd like to sell.

You will learn about powerful, psychological motivators and convincers that most people don't even know exist.

And, you'll discover how to use some core seduction and persuasion principles to sell just about anything (including ideas and concepts) to anyone.

## **It All Starts From The 'Inside'**

The first thing you must understand is, most people are "programmed" to believe certain things and to act a certain way about "selling." These beliefs and attitudes are developed over years of watching, hearing about, and experiencing bad selling.

Since most people only experience *bad* selling, their entire view of 'selling' is mostly negative. They don't like the feeling of being sold **to**. Therefore, they don't like selling to others either.

Even after going through extensive “sales training,” many salespeople have negative associations towards selling.

It won't matter how many "marketing and selling" books they read, or how many courses, videos, and seminars they sit through. On an intellectual level, they may have learned a lot about selling. But, on a deeper level, they will still resent selling and anything that has to do with selling, *without ever realizing it*.

Therefore, most sellers and marketers walk into the 'selling' scenario with an inner-conflict that they're not even aware of! Despite how much preparation and training they 'think' they've done.

The most important part - the mental preparation and training - is usually missing from the equation. And, unknowingly, they continue to sabotage their own selling efforts.

## The Average Mindset

Let's look at romantic seduction... most guys walk into the dating game with a weak mindset. They see women, especially beautiful women, as being "superior" to them. Men become nervous, tongue-tied, and even *scared* whenever they think of approaching a woman, talking to her, or asking her out.

This is due to a lack of preparation, both mental as well as verbal. They never really have a plan of what they're supposed to do or say. And if they do have somewhat of a plan, they don't use it. If they do use it, they haven't really internalized it and made it a part of who they are. They simply go through the steps intellectually, i.e. mechanically.

Deep down inside, they either don't believe in the plan, they don't believe in their own abilities, and they especially don't believe that they are *deserving* of the attention of a beautiful woman, who (in their mind) is "out of their league."

In other words, they don't believe in the product they're selling! They lack self confidence. That's instant death.

Even the guys who *have* confidence, to approach and talk to women without any problem, are still handicapped because they still feel that they have to "prove" to a woman that they're "worthy" of her attention.

They walk into the situation thinking that they have to "trick" the customer into believing how great the product is, when in reality, they themselves don't believe that the product is all that great. (The woman is the "customer" and they/men are the "product.")

To be able to sell effectively, men should have enough confidence in the 'product' to believe that they are doing the customer a huge favor by telling them about the product.

They should believe that it's in the customer's best interest to learn about the product, and that the product will help *improve* the customer's life in some way.

**This first *shift* in your mindset can transform your selling ability.**

This is also why the best copywriters completely step into the customer's shoes, mentally. They get inside the customer's head. And from that place, they try to see how and why the product will transform the customer's life! If it's a lousy product, it's hard to convince anyone that it's great - if you can't first convince *yourself*.

Sure, you can lie to the customer, but anyone can do that, right? You don't have to be an expert in persuasion and seduction to lie to someone. (Men often do this on dates.)

## **Play The Leading Role!**

Who gets the girl in the movies? It's usually the leading character, isn't it? The hero, the star. The man who is not afraid to take risks, to take charge and lead the way.

Here's a fact about human behavior that can be very useful to you in life, especially in business and marketing.

Most people are followers. They would rather be "led" than followed.

People secretly *want* to be led. And they will easily and happily follow someone who they *believe* can be a good leader, someone who knows what s/he is doing, someone who is sure of himself (or herself.)

Since most men are coming from a weak mindset, everything they do or say to a woman takes the tone of *begging*. They're hoping and praying that the woman will "accept" them.

Therefore, they will compliment women too much, mostly on her *physical attributes*. They will agree with everything the woman says. They will more or less act like an obedient puppy dog that's ready to obey her every command.

And while they *think* this stuff will impress women, it does not! In fact, most women are turned off by this.

These guys are allowing the *customer* to take the leading role!

Women, and people in general, follow those who are leaders, people who are sure of themselves - and of their product. These people are not afraid to disagree with the customer – when needed, or hold their ground.

**The true masters of seduction - and marketing - are leaders...whether they like it or not.**

And, I'm not talking about arrogance or tyranny. NO way. It's not about 'ego' either.

True leaders don't have to be arrogant, pushy, or controlling. They have a relaxed confidence about them. They don't *think* they're in charge, they **know** it. They don't have to be a 'bully' in order to lead. *They are in control without being controlling.*

Since most men believe that doing all the nice and 'agreeable' things will get a woman to "like" them, they are often disappointed when they don't get the results they're after.

And, they will usually go on to assume that the *woman* is no good, or that the product is flawed, or both.

The reality is that oftentimes... 1) People are selling the wrong product, 2) They're selling it to the wrong person, and 3) They're just plain selling it all wrong.

And when it comes to selling "themselves," the core product isn't usually the problem. It's their *belief* in the product that needs to change.

## **It's The Same Ol' Song and Dance**

From the woman's point of view, most men who approach her appear boring at best. They use the same ol' pickup lines and talk in the same ol' boring (or macho) way, about the same ol' boring subjects (sports, cars, beer, and sex) -- subjects that most women have absolutely no interest in talking about, whatsoever.

Then, there are the "nice guys" who just worship the ground she walks on, even if they have just met her a few minutes ago.

It's the same ol' thing that beautiful women get to experience all day long, from almost every guy. Women are tired of this. They are bored with it. They are just dying for someone to come along and do something different, unique... something with just a touch of creativity.

It's the same with most marketers and sellers. They're just like every other marketer. They say the same things, use the same old 'techniques' that just don't work, their

website looks the same as everybody else's, they're selling the same product, with the same headline, and they keep doing this even when they continue to get lousy results.

The *affiliate marketing* world is a perfect example of this. Most marketers assume that all they have to do is take whatever marketing material is given to them, and start selling. All the while, those who change and personalize their marketing materials are making all the money.

Because of her *past experiences* with most men, a woman assumes that every other guy who approaches her will be the same way... boring, monotonous, with only "one thing" on their minds. So, she usually keeps her defenses up, when approached by all men.

Think about it... what's the first thing you do when you find out that someone's trying to sell you something that you didn't really "ask" for (even if it's something you want?) Your guard goes up instantly, doesn't it?

Bad marketers announce their presence way too early. They start 'selling' the moment they approach the customer. (Just as most guys do when approaching a woman.) They have no real interest in helping the customer. They just wanna get laid...er, I mean... "paid." ;-)

That's how most women react to most men, and dating. They believe (and rightly so) that most men are only after one thing: to get into their pants, without having much to offer her, in return.

So, as soon as most men approach a woman, she immediately goes to "red alert." Shields up! At least, this is how the *modern woman* responds. Despite the fact that deep down inside, she really wants a man to come by and just sweep her off her feet. It's a pretty rough place to be, really.

Customers are the same way. They *want* to buy! They want to improve their lives, they want to learn how to make more money. But they *don't* want to be 'sold' (at least, not in the way that most people are selling.)

## **The Seducer's Mindset!**

So, yes... believe it or not, women **want** to be seduced! They want to be swept off their feet. But, they won't let **you** know that.

And, customers are the same way. They want to buy, but they don't want to be sold to. As far as you and I are concerned, they're just "browsing." They want to be *in control*, or at least have the *sense* of control.



To sell effectively, you have to get past their initial defenses, which they use to keep *most* marketers out, and show them that you're someone they would **want** to buy from.

You have to be in the leading position, while giving *them* the sense that *they* are in control of the situation, and in control of their decisions.

That's where great selling comes in. You have to know your target audience, what their needs and wants are, and most importantly, you have to get them to *realize* how much they want it, and how much of it *you* can give them, *without* coming across as a used-car salesman.

So, instead of trying to "tell" her *directly* that you're the kind of man she wants, you have to set things up in way that *lets her* come to *her own conclusions*. She has to believe that she's in control of the situation. Of course, you'll set it up in such a way that she'll come to the conclusions *you want her to come to*.

So, as far as she's concerned, in order to seduce her, she has to believe that you're *worthy* of her attention. But, it has to feel like it's *her* decision to come to that conclusion.

Now that you have some idea of the different mindsets, it's time to make the mental changes before any real selling can take place.

The inner-conflict needs to be resolved. Otherwise, no amount of intellectual studying of the subject will matter. No amount of marketing books, courses and seminars will do any real benefit.

The most important part, the mental preparation and training, is what's required. Without it, one will *continue* to sabotage their own selling efforts, without ever realizing it.

## **Visualize Your Way to Selling Success**

Here's a technique that you may or may not believe in. It doesn't matter. The fact remains that it works powerfully well, and has been used by some of the most powerful leaders and communicators over the decades.

Visualization has been given a bad reputation. It's because most people are doing it all wrong. And when it doesn't work, they blame the visualization when, in fact, it is the *method* that's at fault.

Visualization is taught in many different ways. Most of them don't work.

I'll share with you the method of visualization that does work, and works powerfully well. (Plus, it will greatly help to resolve the *inner conflict* we have about selling.)

But first, let's discuss *why* visualizing in this way works so well. The better you understand the process, the more effectively you'll be able to use it.

Here's the *key* fact to remember...

Your mind cannot tell the difference between an experience that is real and an experience that is imagined.

If you're not quite ready to believe that yet, that's alright. Allow me to convince you of this fact.

Have you ever watched a scary movie that was really good? How about one that made you sad, or excited, or maybe even one that caused you to shed a few tears? If you've ever seen a movie or TV show that caused you to feel strong emotions, then you have just convinced *yourself* that your mind cannot distinguish between a real experience and an 'imagined' one.

Why? Because you knew all throughout the movie that the characters were fictional, the plot was fictional, and when the actors seemed scared out of their skin in a dark room, they actually had *an entire camera crew* following them around, shooting the entire scary scene.

You knew all along that it was all just great acting and killer special effects. Yet, after watching it for just a few minutes, you were sucked into the movie. Your brain was not able to tell the difference between real and the "imaginary." Eventhough you knew full well that everything was choreographed and acted out ahead of time, you still felt scared or sad or excited, just as the movie makers intended.

Here's another example: Let's say you're all alone in your house at night. The lights are out. You hear a noise and while you're scared, you gather enough courage to investigate the origin of the noise. As you're walking towards the direction of the noise, someone jumps in front of you out of nowhere and screams.

You, of course get the life scared out of you. Your heart skips a beat, you gasp for air and scream at the top of your lungs.

Seconds later, you discover that the other person is someone you know, who is simply pulling a prank on you.

Let's dissect that...

Was there a real burglar in the house? No, there wasn't. Was there ever any *real* danger to you? No, there wasn't. These are the facts. These are what's "real."

Yet, you still got scared. You still probably feared for your life because your mind *believed* that there was a stranger in your house, that there was possible danger. As a result, you felt strong emotions which also caused *changes* in your **physical body** - the change of heart rate and breathing, possible perspiration, muscles tightening, and so on.

Similar things happened to you when you were watching that scary movie, even when you knew all along that it was *only a movie*.

That is another key point to remember... the mind controls the body, and not the other way around.

So... as you have just witnessed from the above examples, your mind *cannot* tell the difference between that which is real and that which it *imagines*. If you can imagine something with *enough* detail and clarity, your mind will believe it to be real.

Now...the important question to ask is... *How can you use this knowledge?*

Simple. You just "trick" your mind into believing that you are confident and charming, and a master of persuasion. ;-)

I'm not kidding. This stuff really works!

This method is not based on assumptions. It has been tried, tested, and proven. Not only will a repetitious "imagined" experience produce results as effectively as a repetitious *real* experience, the *imagined* experience will in fact produce considerably *better* results than the real experience. I'll explain why below.

Extensive research has been done involving various groups of athletes and other test groups which have proven this fact numerous times.

Group A were put through actual practice sessions for a few hours per week while Group B were instructed to only practice their skills *mentally* for the same number of hours per week. At the end of the experiment, both groups were tested on their performances. In every case, Group B performed just as well as Group A. In many cases, Group B performed considerably **better** than Group A.

Our own personal tests have proven the same to be true for our own experiments.

The best part about visualizing your actions instead of actually doing them is... during visualization, you can select your outcome beforehand. In real practice sessions, you can hit some or miss some. But during *visualized* practice, you can always swing perfect shots! This is one of the reasons that Group B usually performed much better than Group A. You see, while Group A was experiencing some hits and some misses, Group B was only experiencing hits... *perfect hits*... every single time.

Now that I've provided you with enough evidence to back up the claim, and also explained why imagined practice sessions are often better than actual ones, let's discuss the best ways in which to take advantage of this strategy.

Let's say that you would like to improve your confidence and your selling abilities. You now know that you can rehearse *mentally* by using your imagination. In other words, you can visualize yourself walking up to a new customer, with complete confidence and charm, and actually talking to them and having them become really interested and excited about what you're saying. And you can also 'see' yourself easily turning any objections they may have into selling points.

Here's how most people are taught to visualize...

They are told to close their eyes and watch themselves doing the task which they would like to improve. In most cases, they are told to watch themselves as if they were watching a movie of themselves practicing the task required.

There are many things wrong with this method of visualization, the biggest one being that the person is not visually *participating* in the action. Instead, he is simply *watching*; he is merely an observer. He is detached from the experience.

Here's the correct way to visualize...

The key to proper visualization is... Don't watch yourself performing the task as if you're watching a movie of yourself. But instead, **be** "in the movie," be a part of the experience, see everything happening with your own eyes.

So, if you were to practice talking with customers, instead of watching a movie of yourself talking to them, you have to be inside the movie so that you actually see the customer in front of you, and you see him/her getting closer to you as you walk up. You're inside your own body! Not watching from the sidelines.

You don't necessarily have to open your mouth and actually speak the words you'd say to her, but it doesn't hurt. It may actually help you embody the experience better if you **do** speak out loud, and then imagine how the customer would respond.

Remember, you are only visualizing *success*, so talk to the customer, and only visualize positive responses from him/her. To keep it real, you can also imagine them bringing up some objections and concerns, and then imagine yourself calmly and easily disarming those objections or concerns into powerful selling points.

The next important step is to get all of your senses involved. As you visualize yourself doing the perfect sale, make the picture as real as you can. Imagine what the surroundings are like. If it's a bright sunny day, imagine how the warmth would feel on your body.

Imagine what the sounds and smells around you would be like. Get in touch with all those sensations. Imagine actually hearing the person speak to you. What does that sound like?

When you extend your hand to shake the customer's, physically extend your real arm out, as if you're really shaking his hand.

I realize this all may sound a bit weird, but just do it anyway, okay? It will really help you with your confidence and your overall attitude with others. Remember, this is not theory. This is an actual tested-and-proven strategy that work extremely well.

Get all your senses involved. Make the experience as real as you can. By using your senses and actual body movements, you would wire this process into your neurology. That's very powerful.

Convince your mind that it's **real** just as a good movie convinces you. And don't forget to always visualize *perfect* results. Remember, you are only practicing success.

And, of course, the last important piece is to be *consistent*. Practice this visualization technique at least once everyday, more often if you're able to. I would recommend that you do it first thing in the morning, and the very last thing before you go to bed. Those are usually the best times to program your mind.

If you follow the steps as I've outlined them above and practice sincerely, don't be surprised if you start feeling a renewed sense of confidence and charm about you. Don't be too surprised when you starting going out and talking to complete strangers and easily getting them to see things your way.

## **Plan Ahead!**

As you've probably noticed by now, the most important things are to be done before you ever step out of the house to meet customers. Many of these things relate to what you're doing and thinking 'inside,' i.e. in your mind.

As I've mentioned earlier, preparation is key! And most marketers are just not prepared for what's to come. They are especially not prepared *mentally* for what they're about to face.

Do you walk into a job interview unprepared? Do you take a test without studying? Would you try to win at a sport without practicing some moves ahead of time? Would you take off for a trip without planning out as much detail about it as you can?

Of course, you wouldn't. Then, should selling to a stranger not require just as much planning? Isn't your business just as important, if not more so?

The amount of energy you put into planning your strategy will dictate how successful you are. So, don't just run out into the battlefield unprepared. You'll get massacred.

This is why you must learn and practice everything I reveal in this manual long before you ever start to approach customers. You have to be prepared ahead of time.

Now, let's continue further and find out what else you have to learn and prepare for before you unleash your persuasive and seductive self onto your customers.

### **Figure Out Who You Are Targeting, Specifically**

Most marketers are tired of hearing about the importance of **targeting**. Most marketers are also getting mediocre to poor results with their marketing.

Coincidence? Not at all.

It doesn't matter how much a man has studied and internalized the art of seduction. If he is trying to seduce a lesbian, he's doomed to failure. Because, the targeting is all wrong.

If you're trying to sell artwork to a blind man, you've just violated a major rule of marketing. Once again, you're targeting the wrong person.

This is not a big secret for most marketers. Yet, you'd be surprised at how many of them continue to sell to the wrong crowd, over and over again. They spend hundreds of hours and thousands of dollars trying to convince the wrong people about their product.

Knowing about this is not enough. You have to *practice* it. You must only sell to your target market. And that means, you must first *know*, and clearly define, who your target market is!

Once you find out who they are, you have to learn to *understand* them. You have to...

## Step Into *Their* World

To be deadly effective at selling, you must understand your target audience. You *must* be able to see the world through *their* eyes, with their perspective.

When you're able to step into their shoes in that way, you will have an almost indescribable power over them, you'll be able to create a bond, and connect with them - on a level that is hard to explain with words. On a level that most marketers never will.

You must learn to speak their language!

If you're not able to convince them to buy from you, it means you have not learned to view the world the way your customers do. You have not learned to see, hear and **feel** the world through your customers' minds.

And you have not learned to speak to them in the 'language' that will make them want what you have!

You may be speaking English, or whatever language they're speaking... you may be using words that they *understand*, but you're just not speaking *their* language.

That's the absolute #1 reason why most people are not able to sell anything to others. They just don't take the time out to *understand* their target market.

Most men would agree that women seem to speak a 'foreign' language. Of course, most women would claim that men just don't understand them.

And you know what? They're both right!

Women **do** speak a different language than men, even if they are both using *words* from the English language. Women think, see, and feel very differently than men. Therefore, they vocalize their thoughts and feelings differently.

There are very few men who can seduce a woman with just words. Very few indeed. Just ask a woman.

So, how are these small group of men able to make a woman melt with just their words?

Simple. They have learned the 'language' that women speak. They have learned, and they understand, how women view the world.

For this reason alone, they are able to touch women in ways that most men will never be able to.

The same is true for most marketers when it comes to their customers.

If you're not able to convince others to buy from you, you just haven't learned to view the world the way they do. You have not learned to see, hear and **feel** the world in the way your customers do.

And you have not learned to speak to them in the 'language' that will make them want what you have!

You may be speaking English, you may be using words that they understand, but you're just not speaking their language.

That's the absolute #1 reason why most marketers don't make any money. You have to know your target market! You have to understand your customer... you must know their pains and struggles, their pleasures and motivators.

Change that and your income can skyrocket immediately! Almost overnight!

Here's one easy way to do this...

Go to sites like amazon.com or barnesnoble.com and read testimonials. That's not a misprint. I did say *testimonials*.

Search for a product that's similar to what you're selling, and read the testimonials that satisfied customers have submitted for those products.

Then use the words and phrases from those testimonials as *models* to help you design your sales message, letters, ads and web pages. Use the style in which those customers talk and express themselves.

I can't tell you how powerful this is. You'll have to do it yourself to see the results.

It works like magic!

See, aside from learning about their likes and dislikes, the words in those (real) testimonials *speak to the customers* like nothing else can. The customers can immediately relate to others who 'speak their language' and feel the way they do. It resonates with them.



Nothing will create a bond faster between you and your customer than learning to speak their language.

The more you study their words, the better you will become at writing compelling, captivating, and "bond-creating" sales letters that 'speak' to your customers!

The above method is a *shortcut* way to get there.

## **Becoming a Master Salesman: The Essential Steps**

One thing you must understand about powerful marketing is, it's not just a bunch of techniques that can be thrown around at any time. There is an actual sequence to it, there's step-by-step process that makes it work so well. That's what we will discuss next...

So far you've learned to walk around in *their* world. You've learned how they think, how they communicate, how they interact with others, and even where they hang out. You've learned a lot about your customers that most marketers have no clue about. And we're just getting started. ;-)

You have a better understanding of their world. Now, it's time to...

## **Pull Them Into *Your* World**

Have you ever been so engrossed in a movie, a certain thought, or maybe even a day dream... that the rest of the world just seemed to fade away into the background?

Have you also noticed that others would have to yell, snap their fingers or wave their hand vigorously in order to get your attention?

That's how you should imagine your prospects and customers before you approach them or present your sales letter to them. You have to assume that they are lost in thought. People generally have a million thoughts going through their minds at any given moment. Their minds are elsewhere.

And to get them to notice you, you would have to do just what someone would do to you if you were lost in thought. You would have to grab their attention!

You must *interrupt* their current mental state. You have to shift their focus.

This is exactly what powerful headlines do. They shift people's focus. It's like someone is grabbing them and saying "Hey you! Stop what you're doing and pay attention to this!"

If you're not able to shift their focus from whatever they were thinking about, to what you want them to think about, you'll lose them.

You have to be bold; you have to be dramatic; and, a good sense of humor can be very handy for this!

And...once you've got their attention, you have to hold it. Think of the effect Disney has on people, especially children. It captures your imagination. It holds your interest. You have to do the same with your customers. You have to "pull them into *your* world" just as an exciting movie pulls you in.

Through your words (or your sales copy,) you have to create "mental movies" in their minds using specific, active and descriptive languaging.

From start to finish, your main goal has to be to grab and hold their attention. Pull them into your world during those few minutes. Share the excitement you have for your subject. Presell them on the idea *before* you mention the product. (More on this later.)

## **Get Their Attention / Shift Their Focus**

So, the first step to seduction is to get their attention. If they aren't aware of your existence, you're not going to get anywhere with them.

How do you get someone's attention? By being *different*, unique, and maybe even a little outrageous.

Most guys are never able to get a woman's attention simply because they do the same ol' things that guys have been doing for decades... the same ol' things that have consistently **not worked** on women.

Women can see all of that stuff coming from a mile away. They have been exposed to this stuff on almost a daily basis, since they were 12 years old. And, believe it or not, from *their* point of view, the stuff most men try to use to pick them up are not much different from the stuff *boys* used to try to pick them up when they were 12! Scary, huh?

Again, it's the same with marketing and selling. Customers are barraged with ads and sales pitches all the time – most of which look and sound the same.

So, you have to get their attention by doing the exact opposite of what most marketers do.

Be *unique*, different, and maybe even a little outrageous. If you don't do that, in their mind, you'll be grouped into the "same ol', boring, me too" category.

To be unique, to stand out, just ask yourself one question... "What would the average marketer do when approaching a customer...and how can **I** be unique and different in **my** approach?" (This is why *planning ahead* is so important. Preparation is key.)

A great example of this is observing how most people approach others for joint ventures. They simply do what everyone else is doing. And the marketer who gets the deal is the one who is unique. If everyone is sending an email, you should send a postal mail. If everyone is sending postal mail, you should use Fed Ex. You get the idea...

It's also why some online marketers are now experimenting with sales pages that don't have any header graphics or background graphics. They're going back to the standard black text on white (or canary) background. (They want to differentiate themselves from the rest of the crowd.)

You can also differentiate yourself by making an outrageous claim... one that may seem unbelievable to most people. (You can always prove your claim later in the sales message.) But, if everyone in your niche is doing this, then, of course, change yours up.

Remember, your initial goal is not to *sell your product*, but to get their attention. And you can't do that by looking and sounding like the rest of the marketers. (At least not during your first contact with a customer, with whom you *don't* have a relationship yet.)

## Confusion

Confusion can be a great tool for persuasion. It's a way to get people's attention. When something appears confusing, people are forced to mentally **stop** for a moment. They have to take an extra second to try to make sense of what you just said.

Here's an example of what worked in the dating environment.

The man walks up to a woman, a complete stranger, and says, "I'm sorry I'm late, I hope I haven't kept you waiting for too long."

Something like that will make her stop for a second, even if that second is made up of *confusion*. It will *get her attention*. It will break her current mental state and focus.

Once you have that, you can then follow up with something funny. Or, you can just admit that you were messing with her just to see what kind of reaction you would get out of her.

Sense of humor is obviously a great ice breaker and a great way to get their attention. Have a sense of humor and keep the entire conversation/interaction light and easygoing. However, don't be *goofy*. I see many guys trying to be funny and they're just trying so hard that they start looking goofy, and even desperate.

Don't force humor. Just be relaxed and come from a *playful* frame of mind.

You don't have to be a stand-up comedian to make this work. If humor doesn't come easy to you, think of some funny stories, openers and/or one-liners ahead of time and make mental notes of them. There's nothing wrong with doing that. (Prepare ahead of time, remember?)

Some of the great speakers, persuaders, and leaders of our time knew this. They would start their speech by saying something funny. This would get people's attention and also help them to relax – and it would lower their defenses.

A great way to develop a good sense of humor is to start watching comedy, either comedians, TV shows, or funny movies.

If you can get a person to laugh within the first 10 seconds of meeting them, you'll be able to melt away most of their walls and fears that they put up whenever they feel someone's trying to sell to them. Shared laughter can be very powerful.

## **Get *Them* to Chase You**

When something is just handed to us, we usually don't attach much value to it. When we have to *work* for it, we usually appreciate it a lot more. We value it more.

For most women, getting a date is not difficult at all. Men are coming at them from every direction, every day. And they're all willing to be at her beck and call. It's no wonder that women have to make snap judgments about who to accept and who to reject.

(Unfortunately, she ends up rejecting some good men. But, it's not really her fault. The marketing for that 'good' guy was just done *all wrong*.)

If you want a customer to attach value to what you have, you have to get them to take a step towards you. That means, you have to give them a good *reason* to *want* to take a step towards you.

Make them work for it a little... at least in the beginning of the relationship. This may not seem like it will work, especially in the dating scenario. But, trust me, it works very well!

## Create the Right 'Frame of Mind'

It's easiest to sell to a customer when **he** is ready to buy! In fact, when the customer is ready to buy, he will jump through additional hoops just to get the product.

Example: Movie go'ers are willing to pay twice or three time as much for popcorn sold inside the movie theatres. But, if asked to pay that much anywhere else, they would laugh at the seller.

Why is this so? Because, having popcorn on its own may not mean much to people, but having it while enjoying a movie is something entirely different. It's this 'frame of mind' that movies are taking advantage of by providing the popcorn when *you really want it!*

They're selling it when and where you're most ready to buy it. If they tried to sell you popcorn an hour before or after the movie screening, they would have a hard time convincing you to buy their over-priced popcorn. Similarly, if they tried to sell you over-priced popcorn on the side of the road, you'd probably laugh at them.

This is a very important concept to understand. Timing is everything! It's easiest to sell to a customer when *he* is ready to buy! When he is in the right frame of mind.

Most marketers have to wait for the customer to be in the right frame of mind. Seduction experts *create* the right frame of mind for the customers when they are ready to *sell!*

The following sections will reveal how they do it.

Note: Each one of the techniques and strategies revealed in this report can also be used together, so they can stack on top of each other, to exponentially increase the effectiveness of your marketing results.

## Pre-Sell the Customer

Let's say you're selling home security products. When you initially approach a customer, he may not be all that interested in spending money on alarms, light sensors, etc.

A master of persuasion will not start out by talking about the product i.e. the security/alarm system.

Instead, he would talk about the importance of safety and security. He would talk about a man's responsibility to protect his family and loved ones. He *may* even bring up a recent story from the news where someone was attacked or burglarized.

He could start sharing burglary statistics for the customer's area/neighborhood, and the recent increase in crime rate.

While he is talking about all of this, in vivid detail, what do you think is going through the customer's head? Something along the lines of...

“Oh my lord! I need to upgrade my locks! Fix that broken door in the garage! And I should probably get an alarm system too!”

Before the seller even mentions an alarm system, the customer is already there!

How much easier would it be for the seller to pitch his alarm system after taking the customer through the above 'mental journey'?

I think you know the answer.

## Engaging Their Senses

You've probably heard before that people buy on *emotion* not on *facts*. It's true. You can try to sell someone by providing dry facts, or you can sell by stirring up their emotions, by offering them a 'taste' of what the future will be like when they have your product in their hands. The latter is a more powerful and effective way to sell.

People buy on *emotion* ...and what can we use to stir up these emotions? Our 5 senses! For example, movie theatres make full use of this strategy by engaging your sense of smell (the aroma of freshly popped corn all around you,) sight, (the popcorn machine set up right in the middle of the theatre so it's the first thing you see, the slides and ads on the movie screen several minutes before the movie starts, to remind you to hurry and get some popcorn), and your sense of taste.. or at least the *memory* of it from your last popcorn-eating experience, and, of course the visual images of others around you who are munching on, and enjoying, their own bag of popcorn.

The bottom line is, you can either pay what they're charging or suffer through the aroma, the visual images, and physical reactions (salivation) that's caused by all the stimulus around you. :-)

You can use the same strategy for your product as well, by describing in vivid detail how the product will benefit the customer. Paint a vivid, graphic picture of what the future

would be like for him after he buys your product. Sell the benefits, and engage *all* his senses! Get him drooling over the product even before he has seen it.

There are many businesses out there who are still trying to sell their products only by talking about the *features* of the products.

That's equivalent to selling popcorn by saying "[You will get approximately 200 pieces, approximately 1/2 inch in diameter, white on the outside, and golden brown on the inside.](#)"

It sounds crazy, I know. Yet, this is exactly how most people sell their products. They focus on the *features*. Not on the benefits or *end results* that the customer is seeking.

If you're selling a fishing rod, don't just give them the dimensions and physical attributes of the product. Explain to them how each of those features will *benefit* them. More importantly, paint a picture of the satisfaction he'll get out of holding that big catch, of enjoying the praises of his companions, of tasting that first bite of his favorite fish, prepared just the way he likes it, and so on.

You're not just selling the fishing rod. You're selling the future *result* the buyer will experience by owning and using that rod.

If you do this right, the buyer will do whatever it takes to buy what you're selling.

## Capitalizing On "Herd Mentality"

Most people aren't the *first* to do anything. (Most people are *followers*, not leaders, remember?) They will wait for someone else to do it before they try it. And the more people that are doing it, the safer the others will feel about joining in. Eventually, they will reach a point where they will feel compelled to do it just because others are doing it.

It's really fascinating to watch.

A smart, street performer will throw in a buck or two into his open guitar case just to get things started. He knows that he'll get a better response from people passing by if he *subtly* clues them in on "what to do" or on "what others are doing."

People are known to follow the 'herd.' They feel there is safety in numbers.

If everyone else around him is buying and enjoying a certain product, then Joe Consumer wants to get that same product as well! Most people want to follow the pack without even realizing what they're doing. That's how strong the need to "fit in" can be. They want to

be a part of the 'cool' group. They don't want to be left behind, they always want to "keep up with the Jones'."

The average consumer also assumes that *if* everyone around him is doing, buying or using something, then that *something* must be good, and by implication he would enjoy it just as much as others seem to be enjoying it.

Often times, people can **trick** *themselves* into believing that a product is better than it really is, just because everyone else believes that it's a great product.

How can you use this strategy to sell your product or service?

Provide lots of social proof that others are already enjoying and benefiting from your product. Offer testimonials from existing customers, show specific examples of how a certain customer benefited from using your product/service. The more details you can provide to the customer, the more he will be swayed into buying your product.

## The "Guru Phenomenon"

Have you ever observed the "guru phenomenon?"

Here's an example: Let's take an effective marketing strategy or technique that has been talked about for several months or more, by a few marketers. They've been telling everyone how great the strategy is and how profitable it can be.

Yet, for some reason, the strategy hasn't quite caught on. The masses just haven't really taken to it. They've ignored it, for the most part.

But... the moment a "guru" or a very popular marketer talks about that same strategy, that has been around for a while, the masses suddenly come alive! They think that they've just stumbled across a huge "secret."

It's not the guru's fault. And, it's not the people's fault either. It's just another conditioned behavior. Anything coming from an established, authoritative source is simply taken more seriously by most people.

How can you increase the effectiveness of your sales message?

Just quote a well-known and respected guru, expert, or authority, on the subject.

If you want people to take you seriously on the subject of real estate, quote something powerful and little-known from, let's say, Donald Trump. You will instantly get people's



attention, and maybe even their respect, to some extent. Just by quoting an authority on the subject, i.e. a well-known expert.

## **Associate *Anything* To An Existing Belief**

Here's a strategy that can be extremely powerful, and even manipulative, especially in the wrong hands.

If a marketer wants the customer to take a specific action, all he has to do is find a strong existing belief within the customer's mind, and attach the specific action to that belief.

This strategy can be, and had been, used to take advantage of people and trick them into doing things they would otherwise never do.

Example: If someone wanted to persuade an otherwise honest person into committing a crime, he would take something that the person strongly believed in (religion, politics, culture/heritage, etc.) and convince him that committing that act (crime) will be in the best interest of his religion, political position, culture/heritage, etc.

## **Become An "Authority" On The Subject**

If you'd like to become an expert yourself - an authority on the subject - in the eyes of your customer, just position yourself as the one who provides them with the "edge" they're so desperately searching for.

Offer a few tips and *gems* that are not just regurgitated stuff from other authors. Share a strategy or concept that *shifts* their beliefs, that helps them notice something they hadn't noticed before, that opens their minds up to new ways of thinking and new ways of doing things, that leads to an *epiphany*! (Can't think of anything? Then, just share a piece of advice *freely* that others are *charging* for.)

The very instant they realize that you are someone they can *learn* from, especially something that others aren't sharing, they will view you as the "expert" - you will instantly establish *authority* in their minds, on that particular subject.

They will see you as someone who can offer them something of *value* to improve the quality of their lives.

And that is a very powerful position to be in! When you have established *authority* in their minds, in their world, they will hang on to almost everything you say. They will follow you almost anywhere.

## Insert Tips and Advice Into Your Sales Copy

This is an extremely powerful and rarely-used technique. Instead of just using a regular sales page that sells/pitches your product, sprinkle the sales page with a few powerful tips, 'did-you-knows' and a-ha's.

As they read your page, they will also learn some valuable tips that they can use. They will, again, start to see you as someone they can *learn* from, as someone they can follow, even before they have ordered anything from you. By the time they get to the order page, you would have convinced them that you're an expert in your field.

## Become A "Rare Commodity"

If a man really wants a woman to go crazy over him, he has to turn the tables on her! He has to make her believe that **he** is the prize. That **he** is the "rare commodity" that **she** needs to *work on getting... before it's gone...* before it's lost forever.

If you want to become highly attractive in her eyes, establish your scarcity. Remember, nice guys are everywhere. And so are guys who use the same lines, and talk about the same things. You don't want to be one of them!

Similarly, you need to set yourself apart from most of the marketers out there. If you simply do the opposite of what most people are doing, you'll usually get much better results than most of them are getting.

In the marketing world, there is a powerful principle called "The Principle of Scarcity."

Many marketers have heard of it these days. But very few really *understand* it fully. No, it's not about adding a line to your sales letter that states "We only have 20 copies of this product so you'd better get it now." That's just the tip of the iceberg.

If you're not familiar with this principle, it simply means that an item or opportunity will become more desirable as it becomes less accessible. The less there is of something, the more people will want to have it. It's a supply and demand thing, with a pinch of psychology thrown in, for good measure.

Most people, (and especially most women, when it comes to the subject of "men") always want what they can't have. And they usually don't appreciate the things that they can easily get; they take those things for granted. It's human nature.

It's too easy for her. She doesn't have to do any work. There's no "chase." There's no challenge! It's boring.

If a customer knows that he can get what you're selling from any store, at any time, then there's no urgency for him to buy it *now* - from you.

So, again, if a man really wants a woman to go crazy over him, he has to turn the tables on her! He has to make her believe that HE are the prize. That HE is sizing HER up to see if she is good enough for HIM. And, that HE is the rare commodity that she needs to grab... *before he's gone forever.*

Most guys do the exact opposite of this. They make themselves too available to women. There is no scarcity, no exclusivity. (Most marketers make the same mistake.) They are ready to please her in every way possible. Most men think that this is what she wants, but it's not! At least not during the early stages of the game, when she's still sizing you up.

If you want to become highly attractive in her eyes, establish your scarcity. Remember, most guys are predictable and boring, at first glance. You don't want to be one of those guys!

A simple way to do this with your marketing is to use the "limited time" or "limited quantity" offer. But, in order to make this work, you have to...

- 1) Be honest about it! If you have set the deadline for Friday at midnight, the customer had better not find your offer still up and running on Saturday (with a new deadline.) If he does, there's a good chance that you'll lose his respect.
- 2) You have to give them a strong *reason* behind your action. Tell them *why* you are only offering this till Friday, midnight. If you're only offering 20 copies, tell them why you are doing that. Giving a reason helps make it more credible.

To get an even stronger response, you should also...

## Qualify Them

Get your prospects and readers to meet some type of 'qualification,' so they feel *special* or better/smarter than the average person. People love to feel unique, special, to have the sense of elitism, to be part of a superior 'click,' to believe that they are better than others.

Here's a basic example of what has worked on a sales page:

**WARNING:** This information is NOT for everybody. We discuss and share some very serious stuff in this package. We don't hold anything back. I reveal the truth to you just as it is. That's my job. We don't sugar coat anything and we don't pull

any punches.

So, if you're offended by a little controversy, new ideas and new ways of thinking, or explicit descriptions and advice, and if you're going to let that get in the way of your discovering the powerful and life-changing information we provide, then it's probably best that you not become a member.

I just wanted to make that very clear before you join!

The above technique works in two ways: 1) It qualifies them and gets rid of the non-targeted customers, and 2) It makes them feel 'special' that they've qualified. They feel they've *earned* the right to be a part of your 'club.'

**That's very powerful! What you've really done, is made them take a step towards proving to YOU that they're worthy of your product, without realizing it!**

They have invested in your idea by taking **action!** By taking a step towards you.

## **Be Prepared To Walk Away**

Here's something that may be difficult for you to adopt and do but you must do it, if you want to gain the upper hand (the leading role) in this game.

Be ready to walk away if the customer just isn't smart enough to appreciate what you have to offer him/her. Some people are just not bright enough to recognize an opportunity in front of them no matter how much you try to help them out. (You may have dealt with people like this in the past.)

Do you know why many women are drawn to jerks and "bad boys?" It's because the jerks have no problem walking away from a woman if she's not being responsive... no matter how beautiful she is on the 'outside.' While most guys worship the ground she walks on, no matter how rude and harsh she is, the jerk won't put up with it. It's that very quality that attracts women to jerks.

You don't have to become a jerk to adopt that mindset. The mindset allows you to walk away if she's being a bitch, or if she's just not bright enough to recognize the opportunity in front of her.

Here's an example of how you could project this mindset through your sales page:

“Listen... I only want to help those who *want* to be helped. I know for a fact that this product changes lives. But, if you're not yet ready to (improve your life in x, y, z ways), then I really don't want to sell this to you.

Please do NOT buy this product if you fit into the above category. I'd much rather it go to someone who will put it to full use.”

When you use the above strategy, don't fake it. Really adopt that mindset. Don't be worried about losing sales. Remember, if you don't believe it yourself, it'll be harder to convince others of it.

Look, no matter how great your product is, and no matter how it could transform your customer's life, some people won't be smart enough to realize what they're missing out on... no matter how convincing and persuasive you are.

These are the people you want to spot early on and avoid like the plague. They are the ones who you **do NOT** want to convince. They will waste your time. And if they DO end up buying your product, they will let it collect dust for 30 days and then return it for a refund after they realize that their \$100 would be better spent on spinners for their Civic.

I'm not kidding. Some people just don't want their lives to improve, no matter how much they may want it to change on a *conscious* level. They have deeper issues, and bigger problems to deal with, which usually involves professional help. Disqualify them early.

## Leave Them Wanting More!

Imagine what happens when you get just a small taste of your favorite food or dessert? You want more, don't you?

And what happens when you get a bucket full of it? After you've eaten as much as you can, you don't even want to *look* at it again, right?

Think along those lines when using these strategies.

Your goal is to give them real value, but give them just enough so that you always leave them wanting more of what you've got! Give them consumable bites! Never overfeed.

Example: If you're giving away a special report through your site, a taste of what you are selling, be sure that it's something they will really enjoy...something that may even blow their minds. When you do this, they will eagerly await your next report or email.

If you publish a newsletter, end each one with anticipation. Give them a sneak peek at what the next issue will be about. Use powerful benefits. You want them to think about you and your newsletter in between each issue.

And, when you do get ready to sell them something, they'll eat it right up.

Anticipation can be very powerful, if used correctly.

## Constantly Test & Improve

What's the best way to get better at something? Practice, practice, practice.

It doesn't matter how much you learn from this report or from other resources. In the end, the only way to get better is to actually **apply** what you learn and put it into practice - out in the *real world* where it matters... where real customers are. That's the only way to master this material.

So, get out there, and start talking to people. Start making mistakes. That's how you will learn and become better. Play with these tools and techniques.

And, learn from each mistake that you make. Remember the *lessons* within them. Use them to become better. We all have our own styles and personalities. By practicing and testing, you'll find what works best for **you**.

I've shared enough knowledge with you here to help you beat most people to the finish line. You now have the "unfair advantage" over others. But, only if you use it.

Use it wisely. Use it responsibly.

And, remember to have fun with this! And enjoy the results you get!

I wish you the best in all your seduction and marketing endeavors.

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