21 Triggers That Spark Irresistible Impulse
By Kevin Hogan

Hot Buttons That Cause People to Say, "Yes!"
Who is Kevin Hogan?

Kevin Hogan holds a doctorate in Psychology and is the author of twenty-one books (and counting...). He is Body Language Expert and Unconscious Influence Expert to the BBC, the New York Post and dozens of popular magazines like InTouch, First for Women, Success!, and Cosmopolitan. He has become the go-to resource for analyzing key White House figures. Hogan has taught Persuasion and Influence at the University of St. Thomas Management Center and is a frequent media guest. Articles by and about him have appeared in Success!, Redbook, Office Pro, Selling Power, Cosmopolitan, Maxim, Playboy and numerous other publications. He was recently featured in a half dozen magazines (including wProst) in Poland after teaching persuasion and influence skills to that country's 350 leading sales managers.

Kevin Hogan is generally agreed to be the nation's leading body language expert. Kevin is a dynamic, well-known international public speaker, consultant and corporate trainer. He has trained persuasion, sales and marketing skills to leaders in the government of Poland, employees from Boeing, Microsoft, Starbucks, Cargill, Pillsbury, Carlson Companies, Fortis Insurance, Great Clips, the State of Minnesota, 3M, The United States Postal Service and numerous other Fortune 500 companies. He recently spoke to The Inner Circle and at the Million Dollar Roundtable (MDRT) convention in Las Vegas.

His keynotes, seminars and workshops help companies sell, market and communicate more effectively. His cutting edge research into the mind and keen understanding of consumer behavior create a unique distillation of information never before released to the public. Each customized program he leads is fit specifically to the needs of the group or organization. Kevin will give your people new and easy to implement ideas to achieve excellence.

To make Kevin Hogan the dynamic speaker (read that as very dynamic, funny, informative and knock 'em dead!) for your next event, go to e-mail www.kevinhogan.net to see available presentations and tell us about your upcoming event!
Books by Kevin Hogan:

- Invisible Influence: The Power to Persuade Anyone, Anytime, Anywhere
- The 168 Hour Week: Living Life Your Way 24/7
- 12 Factors of Business Success
- The Secret Language of Business
- Selling: Powerful New Strategies for Sales Success
- Covert Persuasion
- The Science of Influence
- The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking
- Talk Your Way to the Top: Communication Secrets that Will Change Your Life
- Selling Yourself to Others
- Can't Get Through: 8 Barriers to Communication
- Irresistible Attraction: Secrets of Personal Magnetism

See Media Citations, Links, etc.

Click Here to See Media Citations - Newspapers, Magazines, Interviews, etc.
Table of Contents

This new report contains the latest research on what hot buttons actually work in triggering agreement in selling. Included are examples of how to use each process.

Biography: Who is Kevin Hogan……………………………3-4

Chapter 1: Irresistible Influence in Your Life
..............................................................................................7-13
  ⇒ Influence Without Resistance  
  ⇒ Accidental Influence  
  ⇒ Initials and Where You Work

Chapter 2: Creating Irresistible Impulse
..............................................................................................14-21
  ⇒ The Reward Card  
  ⇒ People Want to Be Influenced

Chapter 3: Tapping into Human Desires
..............................................................................................22-29
  ⇒ Ask and Receive More Than You Ask For  
  ⇒ Empathy & Influence  
  ⇒ Tribes

Chapter 4: Irresistible Impulse Channeled from Persuasion Tactics......................................................30-42
  ⇒ Deliver Gratification  
  ⇒ Pick a Winner  
  ⇒ It Starts With Fear
Chapter 5: Controlling the Hidden Power of Interruption

⇒ The Powers & Perils of Interruption
⇒ The Big Picture
⇒ A Powerful Tool of Marketing
Chapter 1: Irresistible Influence in Your Life

Influence Without Resistance. You hate trying to convince people by fighting. You don’t like to argue or even ponder using "strong arm tactics" when attempting to influence others.

You simply want people to say, "yes" or otherwise do what they need to do.

There’s a lot of people out there who make a living by bashing their customers over their heads by "overcoming objections" or pushing for a "close."

I guess that's fine but there are a lot of people who teach other people to do that.

What that means is that nothing is going to change in how people perceive the sales and marketing professions. The very real perception of high pressure which is generally perceived as rude or desperate. Both are fair characterizations.

I was at an event last year and watched a guy "pitch" his product. Nothing wrong with "pitching." You should and you have to sell your work and yourself. But the entire presentation was a pitch.

It nauseated me. The people in the audience paid a couple thousand to be there. It was a small event but nevertheless everyone’s entitled to a good show if you are spending that kind of money. Fortunately I spoke last and that left a better taste in the audience's mouth.

I guess the people in the audience did learn one thing...how it felt when they were being pitched for 105 minutes. I suspect none of them will ever inflict that kind of pain on another human.

Core Principles of Influence

I have two personal core principles in influencing, selling, and in marketing.

1) **Give the Person a Great Experience.** Create or represent products that are top of the line, a great value, life changing. Give the customer a great experience, in short, that gives the customer what they bargained for and then some. Then present that item in such a way that is compelling. One minute, one hour, one day. Whatever it takes is whatever it requires.
i.e. This is a Lexus, you came to the dealership to buy a new car, you have the money, you say you want the best for the money and that is this one over here. If I'm selling for Lexus, my job is to specifically detail why this is their best choice and in their best interest and let them buy and get on with it. I don't like dinking around.

The longer people hem and haw the more REGRET they experience later.

Let people say, "yes," NOW. It's in your best interest and it is in their best interest. The only place you can't do this is online or in direct mail where you really have to work quite hard to gain trust and build a relationship.

2) Make This a Long-Term Relationship with Their Best Interests in Mind.
Once number one has been accomplished, then number two is simple.

I don't waste my time or the client's time in some kind of mental tug of war. I don't fight clients, I work with them.

I might (metaphorically) smack them silly if they are about to do something that is not in their best interests. I might tell them they are idiot if I have come to like them. I might point and say, "Get that Lexus. Best for your situation."

But I won't argue. I won't debate.

I would win a debate.

That is my training.

But winning debates with people isn't necessarily a good thing when you are in a relationship with that person!

I'm not going to be involved in a relationship with someone where THEY LOSE.

If I'm going to have beat the other person, or "win," to "get them to say, yes" then I'm not interested.

Most sales trainers, most people who teach sales skills use devastating "models" of communication that do NOT engender long-term relationships, trust and good will. The underlying thinking process is that these are one time sales that don't repeat in the future so close, close, close, close.

I refuse to play in the ball park where someone will lose. Because when someone loses...the loss spreads far beyond that transaction.

"Kevin I'm deciding on coming to Influence: Boot Camp The Tenth Anniversary in March, but I don't know what to do. I've read all your stuff..."

The answer:
**Covert Influence**

I studied Joseph Kautela's *Covert Conditioning Casebook* inside and out. I was fascinated and eventually absorbed with the subject.

I coined "covert hypnosis" as a phrase in English in 1999. Years before that, I brought, "Law of Reciprocity" in 1991, "Master Persuader" in 1990 into the English Language. And I'm working on a couple more now.

**Definition:** Covert communication usually encompasses communication where the message arrives unnoticed by the conscious mind. Most covert communication, and by extension, covert influence, is accidental.

**Accidental Influence - The Unbelievable Scenario**

Watch... very carefully....

Imagine that your friend's name is Charlie.

You have another named Kirk
...and another named Billy.

Conclusive research shows us that Charlie is more likely to be a "C" student in school than Billy.

Billy is more likely to work for a company called Black's Photography than Kirk and... Kirk is more likely than Charlie to strike out when they play on the same professional baseball team. ("K" is baseball lingo for "strikeout.")

You've either figured part of this out already, or you haven't.

...AND Billy is more likely to marry, as in a church weeding, Brenda than Kristine.

...And Kirk is more likely to.....holy smokes what is going on here?. WHAT the...."!!"

You see, the research into covert influence is becoming more widespread and we now know far more about the REAL influences on human behavior than we ever did. Now THAT looks crazy.

In this first of dozens of fascinating elements of covert influence, consider the initials of your name.

Mine are KLH.
What are yours?

The studies I'm drawing from are all about initials and letters. The initials can be first, middle or last initial.

You and I are human and humans are drawn to people, places, things, and permanent relationships like where you go to college, the company you work for, and marriage partners *because* of the initials in your name.

**Covert Influence Secret:** You are "primed" or "conditioned" to resonate with other people, places and things similar and desirable if they have one of the same initials that you and I do.

AND if their name starts with a less used letter (Z,Y,X,Q) or has an unusual name, the effects are **MORE** pronounced!

So Quincy is even more likely to be influenced by the initials of his name than are Matthew, Mark, Luke or John.

The phenomenon doesn't stop here. Check this out...

**The Letter Proxemic Effect**

You are more likely to marry, go to work for the company, go to the store, and do things with the person/place/thing whose name has the same initial(s) or if their letter immediately next to theirs in the alphabet.

I guess this explains my attraction to Keeley Hazell. You don't think? Self Analysis is difficult, I admit. It certainly is true that there are other factors at work in every connection, but throughout this series of articles you'll discover that initials and the sounds of initials are hidden connection points between individuals, and between individuals and other objects/experiences.

Matthew, Mark, Luke, John....all within FOUR letters of each other J,K,L,M. Interesting that other authors in the New Testament were James, Jude, Paul and....the exception to the rule was Timothy.

When I was a senior in high school my locker was next to Nick Higginbotham. We became good friends. When I first got into the field Hypnosis ...H,H,H, H....my closest colleagues were Horton, Hunter, Hastings...and Holly Sumner.

I could be wrong, but I believe that Barry Bonds got more walks "BB" than any player in history, if not, then he certainly did on a per plate appearance basis....Hank Aaron held the home run (HR) record for almost three decades.

I can hear you say, "yes but Kevin he took that record from 'Babe' Ruth!" ...at which point I have to make sure you remember that his name wasn't "Babe," it was George Herman Ruth.

20 years ago, scientists would have attributed this to "selection bias" or randomness. Today we know that initials are more impacting than anyone ever would have imagined.
School evaluations and Grading

There's NO difference between the grades of people whose initials are A, B and R, S in law school.

Now that is interesting because students with the initials of C, D, E, F all do worse than they should!

And check this out. The A and B initials are found far more often in the best law schools when compared to mediocre law schools!!!

Covert Influence is being experienced 24/7....it's changing people's lives because of...something as simple as a person's initials.

The influence goes beyond the actual letters.

It goes to the actual SOUNDS of the letters.

The "K" in Kevin and the "C" in cat have the same sound in English and I'm likely to be drawn to people, places and things with that "kuh" sound in addition to just the "K!"

Kevin is more likely to have a pet cat and Danielle is more likely to have a dog than chance would allow for.

If you haven't already thought of a thousand creative uses for these revelations, step back and think for a moment.

My co-author for Covert Persuasion: Psychological Tactics and Tricks to Win the Game is James Speakman. Imagine that Jimmy goes to meet with Brian Tracy (they are friends).

There is no major connection in the letters (OK the S is right next to the T.)

How should Jimmy approach Brian if he wants Brian to do a favor for him? What would Jimmy actually DO? Does he use words that all begin with B and T?

That could get a little challenging.

BUT, if he put a proposal on Brian's desk called Break Through or Break Through for Brian Tracy, Tracy's nonconscious mind IMMEDIATELY gives a greater than random weight of attention to the proposal.

It doesn't mean he will instantly say, "yes" but it does mean that there will be an "extra weight" assigned to the proposal that isn't suggested elsewhere.

Initials and letter sounds make a big impact where they shouldn't.
What other surprises are there here?

The letters in your name are viewed more favorably, by you, than are the other letters in the alphabet.

So I identify more with kevinlynnhogan than I do other letters. Later in this series of articles you'll see how dramatic this becomes when it comes to asking for compliance but for now do a little looking in your environment.

Perhaps coincidentally another of my favorite people to look at is British actress Kelly Brook.

That would be KEELEYHAzELL and KELLYbrOOK are both found particularly unique by KEvinLYnnHOgAn. I would guess there is a coincidence in the attraction. There is no coincidence in the power of identification and influence which will be discussed at length in this series.

Initials influence...a lot more than they should.

In fact it can get bad and sad....the research is in....

For people who like their name too much....and that name has initials of bad performance labels (like a "D" or "F" in school, for example) an individual can sabotage their own success!

Check out this cool experiment.

Initials and Where You Work

One of the most important decisions that we can make is what company we will work for. One of the most important things a company does is hire. But companies don't hire, people hire. And people do or don't identify with very small things, like initials and letters.

Think about it, there are a number of factors to consider when making the decision about where to work, including salary, benefits and work location.

However, there are also less-obvious factors in play that sway our decision, and that of the person who hires you. And both of you are oblivious to the phenomenon. Psychologists Frederik Anseel and Wouter Duyck from Ghent University (Belgium) were interested in testing the extent of the name-letter effect and if it is potent enough to affect where we choose to work.

The psychologists analyzed a database containing information about Belgian employees who work full-time. More specifically, the researchers looked at the employees' name and how often their first initial matched the first letter of their company's name. The researchers estimated the expected number of these matches (using a probability calculation) and compared that to what they actually observed. In a study published in Psychological Science, a journal of the Association for Psychological Science, the psychologists found that there is indeed a name-letter effect between employee names and the company they work for.
There were 12% more matches than was expected based on the probability estimate. The researchers noted that "hence, for about one in nine people whose initials matched their company's initial, choice of employer seems to have been influenced by the fact that the letters matched."

In addition, when the psychologists looked across all letters, they found that this effect occurred with every letter of the alphabet, but was more apparent for rarer initials.

The authors concluded that they "have demonstrated that people are more likely to work for companies with initials matching their own than to work for companies with other initials."

And there is more...

**Initials and Success?**

The identification between common letters and initials continues. It turns out that people are more likely to move to a town/city with similar letters or initials as are in their name.

Laurena is more likely to live in L.A. than she is in Pittsburgh. Jesse is more likely to live in Jacksonville or other towns that begin with the letter J than you would expect to find by chance.

Indeed Fred is more likely to live on Fourth Avenue than on Sixth. Identification is one of the most driving of all connectors between people, places and things but we never notice because people spend so much time on trying to think of what words to say instead of using what is right under their nose.

By now your brain must be percolating with ideas about application. Your creativity will be your only limitation.

But in case you are curious about a few of my ideas for you, I'll drop a few hints about this in the next section.

I'll leave you with this thought.

If you were going to take someone out to eat, perhaps the cute girl or the client. Where might it make sense to take her? What might be a clue after you have determined the food and setting is appropriate?

Exactly. Now you will begin to see those opportunities every single day.

See [Covert Influence](#) for a comprehensive guide to these techniques.
Chapter 2: Creating Irresistible Impulse

Creating.... Irresistible Impulse...

...the invisible influences that cause us all to change our minds... on a dime...to say "no" when one would normally say "yes," to behave rationally or irrationally...the influences that sometimes have to do with language, but far more often are about the most subtle fragments of consciousness.

Covert Influence encompasses the powerful hidden persuasion points that shape behavior and attitudes....Covert Influence is the most important "collection" of persuasive communication "tools" known to humankind.
Let me give you an example.

The Reward Card

In previous articles I wrote about a fascinating "reward card" phenomenon.

These are the kinds of cards that Subway has used to keep you as a customer. A lot of other places use them as well and they are powerful marketing tools when they are used correctly. They are completely worthless when one little thing is missing.

What's sad is people think, "That didn't work for us," when what really happened was they didn't understand the only way the card can be profitable.

They had a power tool but didn't know how to turn it on...

The Reward Card Phenomenon is a startling example of Covert Influence at work....but it's not why you think....

It turns out there is a big difference in whether or not a rewards card using "stamps" gives you a head start by crediting the buyer of a car wash with three stamps (purchases) when they are first given the card, filling 3 of 12 slots, vs. a card that simply had 9 purchases before a free car wash could be obtained.

Both, of course, required nine additional purchases, the only difference was the total amount of spaces, 9 vs. 12 and the spaces already stamped, 0 vs. 3. That's it. The latter generated multiple amounts of sales and revenues.

This has nothing to do with language or answering objections. Covert Influence transcends beating people over the head, arguing, fighting, and almost all influence is experienced at a nonconscious level... For you...it's about understanding exactly what response another person will have to various stimuli in the environment or with you.
Please understand this...

If you meet a client for lunch and the restaurant has a blue interior vs. brown that changes whether the person is more likely to say "yes" or "no" to you.

You can build rapport, pace and lead, present beautifully, look hot, answer objections, close with hypnotic language and hear "no," and it makes no difference because you have wasted your time... or you were in the restaurant with the right interior color.

That's Covert Influence.

It's not whether the card will be effective, it's the one SPECIFIC use of the card that causes an Irresistible Impulse to COMPLETE the card.

If you have 3 out of 10 of something and need 7 more before you can "cash it in," it's pretty compelling. No one likes to leave money on the table.

If you have 0 out of 10 spaces stamped...there is no compulsion and nothing that hurts if you leave it on the table.

You'd get upset if someone threw away the card that had 7 spaces stamped.

Think about it.

See?

But if you had another card, or even 10 cards with one stamp each and they couldn't be removed...and someone threw them away, you'd pay no attention...you wouldn't care....

....oh and you wouldn't be a customer...certainly not as often...

By placing the right "things" in people's hands, you cause very different results. But it's not just the right things. It's making sure that they are placed there correctly.

Only one combination turns the tumblers to open the safe.

One specific way creates a thriving business, try the others and the doors close. The cost is zero, the implementation cost is zero but the differences in results are dramatic.

And by the way, the phenomenon itself isn't about reward cards. It's about a lot more than the ONE manifestation of a principle right?

It's about the Irresistible Impulse...the nagging compulsion to complete.... and one other key factor in the case of our card...I'll come to that in a minute.
**Hidden....Influence....**

Now, I want you to see how to optimize your use of Covert Influence so you don't find yourself wondering why you lost sale after sale or found out that your seemingly perfect marketing plan went wrong when it "should have worked," or that people in general, simply say "no" to you and "yes" to the few who have the keys to the human mind and brain.

**KEYPOINT:** It's important that you have a catalog, collection, a structure, whatever you want to call it... a couple hundred of these completely unknown triggers, stimuli, tendencies at your finger tips.

What truly influences people off the written page (and often on!) is not so much words, or language patterns which are generally impotent.

What causes the tumblers to turn in people's brains are a multitude of responses to various stimuli that all intersect here and now.

I catalog this information.

Marketers don't learn about it at University because the information isn't in marketing textbooks. Therapists don't learn about it in their books because it isn't in their textbooks, either. Instead what you are learning here comes from a different world....from cognitive neuropsychology, behavioral psychology, behavioral economics, decision making, social psychology and a number of other places that no one stops and looks at.

In 1999, I coined the phrase "Covert Hypnosis" to begin the dissemination of this information to the public. That phrase best describes the information. However because the association of "words" and "talking" with hypnosis is so great (when it is really not 1% as important as is assumed) people thought they were going to see a bunch of neato language patterns that would cause change in people's behavior.

There ARE a FEW that actually are important and have some "potency."

Unfortunately, because the few that are useful don't translate into other non-English speaking languages a few of us finally figured out that it wasn't the words but all the different internal causes that trigger people to say "yes" or "no" behind what was being said and heard... that might or might not be useful.

The fact is that "language patterns" were speculative and mostly (though not entirely) unimportant. The vast majority simply aren't useful...they are inefficient. After you begin learning about Covert Influence the "reasons" people say "no" or "yes" or "I'll think about it," become crystal clear....

**...The Most Subtle of Subtle....**

Imagine that loyalty card we were talking about...you're holding it in your hand... I just took a trip that I didn't have to take, because I needed one more trip for my annual elite status with my airline that I fly. That status is valuable in the course of the year and is worth taking a few days and shifting around my schedule for the purpose of getting those "miles."
My alternative was to NOT have elite status and that COSTS me a lot of privileges I enjoy having.

**KEYPOINT:** I had traveled thousands of air miles and if I stopped short of reaching the next qualification level, I would lose out on a lot of cool stuff.

Write that down. Bury it in your mind. When people have invested a great deal into something, they want to get what they feel is theirs.

**Within the Grasp...**

a) When we have a prize, a victory, anything within grasp and we've done something to get that close, we don't want it pulled away, no matter how small. We are possessive creatures. We possess things, ideas, feelings, thoughts and even people.

b) When we have invested into a relationship or a product or service, or an idea, or a plan, or a strategy, or stock, and "it" "goes down," we really would like to be even.

[People have $50,000 in their 401k, they lose 10,000 and refuse to pull the rest out of the market. They become roulette wheel players instead of investors. They lose another 10,000 and now they are dying to "get even." I see this behavior when I play cards. I see it a lot...and I see the exact same behavior in 20 different parts of life, everyday in every setting.]

**Loyalty**

You get coffee at Starbucks, stop off for an Egg McMuffin at McDonald's, buy Morton Salt, buy an iPod....because of one reason.

It's the brand you do business with.

And a brand is about trust, which breeds loyalty.

The concept of loyalty is very important to you and me....and loyalty is "THE REASON" that people keeping buying from you over and over again....or not.

When it comes to the airlines, I don't get a rewards card with stamps on it.

There are no free flight miles that come with the first flight every year. You have to get your 25,000, 50,000 or 100,000 air miles to qualify at the various levels of loyalty.

Quite the seeming contrast to the reward cards with stamps.

Of course PART of what engenders loyalty here are very different concepts, one from the other.

With the stamped reward card I get a free Sub after 10 purchases or with car wash I get a free car wash after 9 purchases.
With the airlines, yes, if you accumulate 25,000 "in the air" miles you earn a STATUS that has some significant privileges. And it carries a "title," a "status point." You are ELITE.

You can also earn non-air miles from using a credit card, for example.

Therefore you can earn a free flight on your airline by simply using your credit card to the tune of $25,000 in purchases, and getting one mile for each dollar spent, which you can then redeem for a roundtrip coach seat.

...or for 30,000 miles/points you can upgrade to roundtrip First Class on your next paid coach flight.

By flying 25,000+ annual in air miles we actually rarely if ever want to fly free. When you fly free you don't accumulate air miles and you would MUCH rather have air miles than fly free.

(That's quite a concept isn't it? Did you write THAT down?!?!?)

So if I fly round trip to Las Vegas from Minneapolis, I get 2600 literal flight miles that go toward qualification. 10 round trips and I’ve got status for the year at the lowest level. 20 trips and I have Gold Status which means you almost always get upgraded from coach without using miles....

But even the lowest qualification level allows you to...

- Board the airplane first, assuring you overhead space for your carry on luggage, and when you ONLY use carryon luggage, that means no trips to baggage...ever.
- It means that if a flight is canceled, you get to call the Elite line and re-book with priority over everyone else flying. You get to your destination faster when things go wrong and with less hassle and delay than everyone else.
- You might get upgraded from coach free depending on your status level and availability. This is a perk that is worth up to 50,000 miles and about 1/2 the time it happens for no additional cost.

Before we go forward, these loyalty programs subtly use several principles of Covert Influence I will share with you below and over the next few weeks.

Obviously YOU will use the same elements, albeit in a different way.
The important thing to know...is...

**People Want to be Influenced**

Know... that I am well aware of this...fact that I am being influenced, and it's JUST FINE BY ME.

I WANT TO BE INFLUENCED.

As Jeffrey Gitomer says, "We don't like to be sold, we love to buy."
THINK about that....because when you buy, you don't have objections, you might need clarification, but not much more....

The airline's loyalty program is not designed to save me money but to make my life easier and more comfortable. (The program is in fact to virtually guarantee I pay for a ticket on every flight I take even though I could easily fly for free that day. They make it worth far more to me to pay for a ticket than to fly free.)

Now, I have a LOYALTY question for you.

How easy would it be to get me to NOT fly Delta?

What would it take to get me to fly United, or some other option?

I'm a loyal customer with a high degree of loyalty at that. This is in part because Minneapolis is a "hub," which means I can fly nonstop to a lot of places instead of having to switch planes at other airports. Right there that is worth a lot....

So, how do you persuade me to switch? How do you capture the mind, the brain of someone else's LOYAL customer?

Because I am loyal, it will take a LOT to cause me to switch, but there is a threshold where I will switch. There is a threshold where EVERYONE will change.

And it all is about the presentation of information first. Then and ONLY THEN does it become about the content of the information.

Recent research uncovers that the truly loyal person will look for flaws in competitors products...to show it is not a good brand.

This is easiest to understand in the context of religion or politics.

If you are a Baptist, you don't think, you know that most of the other people who go to specific other churches are cooked because of the things they do differently than you do.

If you are a loyal Democrat and someone asks you to switch to be a Republican you quickly point out the defects in the philosophy of the Republicans showing them to be inferior.

You seek out and find evidence to show that non-Baptist, non-Democrats are bad and your brand of religion or politics is good.

That is how the human brain thinks when it comes to loyalty.

So, when you hear friends, family, loves, customers denigrate the competition, you can be sure you have a loyal person in the group.

Meanwhile, the LESS LOYAL, say Democrats, perhaps those that voted differently in the past, these LESS LOYAL people are more likely to listen to messages from Republicans and match up the messages against their current brand and find similarities.
**KEYPOINT:** Ultimately the less loyal customer, friend, spouse sees the competitor's brand as roughly the same as the currently used brand.

**By shifting the focus from differences to similarities and vice versa you can begin to shift the thinking of these very different life experience lenses.**

**KEYPOINT:** Getting people to buy you when they are loyal to X is not about overcoming objections, it IS in part about drawing parallels and similarities in your PRESENTATION of information.

In people who are less loyal you want to shift their tendency from similarities to differences.

They are NOT loyal essentially because they see no significant differences. Present information so that it is *instantly obvious* that there are **glaring differences** between A and B. THEN the person can switch.

Make sense?

**The Importance of Presentation**

Now, just how important is the PRESENTATION of the information?

The packaging?

That is ALWAYS the kind of question you ask when you are cataloging Covert Influence.

Watch....

If a Doctor looks at an x-ray, she sees or doesn't see something, right? Either IT is there or IT is not, whatever IT is.

Yes?

No.

You can influence the doctor to NOT see what the X-Ray reveals in a very scary and simple way...

Research just published shows that doctors are more meticulous in reading X-Rays when they feel empathy toward their patient.

Huh?

That's like saying you can look at 1+1 and come up with a different answer than 2 if you don't have empathy.

Yes.
Exactly.

This is Hidden Influence.

**How Can You Get People to Do a Better Job for You?**

15 radiologists at Shaare Zedek Medical Center in Jerusalem read the scans of 318 patients. The CT scans were done in color.

The colored scans appeared instantly when the Doctor opened the patient's computer file.

The study's focus was not on the problem the scans were taken for.

The focus was on incidental stuff, like a kidney cyst in patients scanned for appendicitis.

When patient's photos...of their faces...were included with the CT scans, the doctors found 81 of 318 had incidental issues.

90 days later, the doctors were shown all 81 of THOSE scans once more.

This time the doctors didn't find anything else wrong with the patient in 80% of those scans.

Does that qualify for a "wow?"

Covert Influence is scary.

I encourage you to leave your photograph with each doctor you visit and in fact...with each customer you do business with in general. 8 x 10 glossy not necessary. A tiny image 1 or 2" tall/wide is all that is necessary...
Chapter 3: Tapping into Human Desires & Emotions

More often than not, when people say, "yes" or "no", they do so for some "reason" that has almost nothing to do with the actual words you say to them.

Covert Influence is the study of all influential factors that are hidden. These elements of persuasive communication cause people to change their minds....or to do something that if just one or two things were different in the environment, or in the sequencing of information/communication, a completely different answer or result would be given.

**Hypnotic Influence Strategy to Ask and Receive More than You Ask For**

You can utilize Covert Influence in personal relationships, managing people, sales, marketing, at the office, in front of the jury, in any and every interaction where you are attempting to persuade.

If you think about it, nonprofits are required to use the most pure elements of influence. They have no product or service per se... Their existence relies on the ability of their fundraisers to influence.

Imagine a charity that desperately needs money to save lives of people who are impoverished or dying.

A simple presentation of the facts to a group of people at the office, in church, in the neighborhood, at school, simply isn't what is going to cause people to donate or not. If someone knocks on your door and they want a donation for an organization, it makes no difference really what it is.

You weren't planning on driving to the American Cancer Society after the football game to make a donation.

What happens is that someone causes their day to intersect with yours and an interaction occurs that is going to cause you to donate... or not.

When the person knocks on the door, it's well known among door knockers that if you ask for a small favor FIRST, like sign a petition for clean water in your community, (it's tough to disagree with having clean water in YOUR community) you typically will sign. There is no word of a donation request coming immediately on the heels.

The person applauds your wisdom and appreciates your concern.

Heck, they might even mean it.
Next up, they ask you for the donation.

There is ONE proven method for this that works with far more efficiency and impact than all others combined.

Ask for This and You'll Get Money Instead

Had I simply asked if the person would ever be willing to volunteer time to helping homeless Vets, then follow it up with a request for a dollar figure....I didn't know I'd have increased my receipts in donations by 1/2...or a whole lot more.

Hidden Influence is at work even online...

In one study, people visiting a website were asked if if they would be willing to donate their time to The Lung Association. Then they were asked how much money they would donate to The Lung Association and the average donation was:

$36

The other half of the people were NOT asked to donate their time. They were simply given a factual statement about the organization and problem.

How much was the average donation with this approach?

$24

The difference between those numbers is enough to sink an organization (or a corporation) or make it thrive.

One little question.

That's it.

One question.

"Because time consumption is associated with emotional experiences, thinking about donating time reminds people of the happiness achieved through helping others," write authors Wendy Liu (UCLA) and Jennifer Aaker (Stanford).

They explain that the effect cannot be explained by guilt about not donating time, since people first asked to donate time agree to donate more money and more time than other groups.

But one study does not a science make.

In the next study, researchers introduced undergraduates to the work of HopeLab, a nonprofit organization that serves children with chronic illnesses.

Let’s skip the details and go straight to the finish:
The average donation level was nearly **five times higher** for participants who were first asked about donating their time to the organization.

*Additionally, the numbers of people who volunteered their time and the number of people who actually followed up and did volunteer work were both higher in that group.*

5 X (5 TIMES higher) is way beyond "statistically significant". That's the stuff of great success vs. short term survival.

A third study replicated the findings from the first two studies and also explored the feelings that arose when people thought about donating time.

"*We argue that thinking about time activates goals of well-being and beliefs involving personal happiness.* In contrast, thinking about money suppresses such emotional goals and instead activates goals of economic utility and beliefs about attainment of such goals," the authors explain.

**Do you ever ask someone for money?**

My question for you is, how do YOU implement this?

**Desires and Emotions that Sell**

What happens when you can't ask for time first?

You can paint your picture with care and get a similar result. It turns out that donors are more likely to respond to appeals that involve negative emotions than pitches about benefits to the donor.

Authors Robert J. Fisher (University of Alberta), Mark Vandenbosch (University of Western Ontario), and Kersi D. Antia (University of Wisconsin-Madison) examined scripts for pledge breaks at a public television station.

"The research findings suggest that viewers donated because they felt an obligation to do so - people expect self- or social censure if they don't help when they feel empathy for a person or organization they care about," they write.

1. The individual feels OBLIGATED.
2. The individual expects SELF CENSURE if they fail to donate.
3. The individual expects SOCIAL CENSURE if they fail to donate.

Now that it compelling.

Prevailing wisdom holds that people are generally selfish. Yet when it comes to donation appeals, it seems that potential donors are motivated by appeals that involve the benefit to others: the station, the community, or specific groups of people other than themselves.

The authors' research involved close examination of scripts for four fundraising campaigns for a public television station. There were 584 scripts and 4,868 appeals
in total. The researchers categorized the appeals into types (commercial-free programming, funding cuts, premiums or gifts for donors). In addition to comparing the promotional tactics, the researchers also coded each appeal for its emotion value.

**Donors responded better to negative appeals - such as those that mentioned funding cuts to the station - than joyful ones.**

The researchers note that shame can be a powerful motivator. "Failing to help under these conditions often leads to shame, which is a powerful negative emotion that is experienced when there is an inconsistency between a person's actual and desired self."

"Paradoxically, it is by helping others that we derive self-benefits in the form of enhanced self-esteem and social approval - serving others connotes valued human traits including compassion, cooperativeness, and kindness," the authors conclude.

And yes there is even MORE we can learn from those organizations that are non-profit...on purpose.

**Is Empathy Really An Element in Hidden Influence?**

A few years ago Mark Joyner asked me what the most important factor in persuasion is. I wrote a few pages of his brilliant *Simpleology* book and he knows how I think.

"Empathy."

And he was a bit surprised.

I'll tell you later what he thought I would answer....

The answer IS empathy.

Remember when we talked about doctors failing to diagnose 80% of incidental problems in color scans of patients when a photograph wasn't included?

Yep....

Now read this VERY CAREFULLY.

**People tend to be more sympathetic to people suffering from the same misfortune as a friend.** But friendship with a victim does not make people generally more sympathetic, according to the authors of a new study in the Journal of Consumer Research.

Authors Deborah A. Small and Uri Simonsohn (both University of Pennsylvania) seek to understand the driving forces behind the phenomenon where people become more sympathetic when a friend or loved one falls ill or suffers some other misfortune.
"The sympathy inherent to a close relationship with a victim extends to other victims, leading benefactors to prefer charities that help those suffering from the misfortunes that have affected their friends and loved ones," write the authors.

The authors conducted three studies that confirmed that people are more sympathetic to victims suffering the same misfortune as a loved one than victims of other misfortunes. In the first study, they interviewed strangers in a train station about their feelings about Alzheimer's disease, breast cancer, and job layoffs. They found that people who were closer to someone who had experienced one of the misfortunes were more sympathetic to the victims of those, but not to victims of the other misfortunes.

But you aren't raising money for victims of a disease that their friend has, are you?

Yes you are!

(Think about it.)

Surprisingly, in subsequent studies, the authors were able to recreate this phenomenon in an experiment where friendships were newly created and the misfortune was losing $10 that had just been given to the participants. After people became "friends" in the study, they were more likely to donate money to a friend who lost money.

The authors note that participants' sympathy did not increase overall, just for victims of the same misfortune. "So friendship with a victim does not simply make people more sympathetic; rather it directs their sympathy to others with the same misfortune as their friend or loved one," they explain.

**Applications**

Long term, people are going to do business with you instead of others not because of some coercive manipulation.

They are going to do business of your intentions, results and because of the hidden influences that occur.

People want to do business with people they care about, people they like.

That's not how it always works of course, but that's how we all would PREFER things to work.

So LET IT HAPPEN.
**Tribes**

Us vs. Them...
People filter their thoughts through the perceptions of the tribes they belong to and those they don't.

If you are part of THIS tribe, you are "in group."

If you are part of THAT tribe, you are "out group."

One of the easiest ways to screw up marketing or sales is by pointing out how amazing your business/service/brand is and how it helped someone/some group that is OUT GROUP.

You could show with crystal clear proof how you made that OTHER RELIGION or OTHER POLITICAL PARTY or OTHER GROUP AT SCHOOL tons of money and you'll still hear "no."

You can prove beyond the shadow of a doubt that the work you did with Group Y was stellar, but the HR person at Group X says "you won't fit in here."

Every day people are shocked as to just WHY people say "no" to them when they are the OBVIOUS choice.

Why?

There's a bunch of hidden "reasons" which no one can put a finger on outside of the study of Covert Influence.

One powerful factor is making sure you don't try and get the words right, but get the MESSAGE right.

Decades of research have uncovered the fact that advertising to get people to stop smoking is completely useless.

It doesn't work.

You can show pictures of people dying, cancerous lungs, tumors, you can put big signs on the wall like they do in Australia and other countries stating that cigarette smoking is deadly.

Meaningless.

Advertising, per se, does NOT work.

People have an illusion that because you expose people to X in an advertisement that you will cause everyone to blindly follow.

But that isn't necessarily the case.

If you want people to quit smoking, you have to use the OUTGROUP TACTIC.
**KEYPOINT**: If you want people to change, use the out group tactic.

Researchers Jonah Berger (University of Pennsylvania) and Lindsay Rand (Stanford University) found that linking a risky behavior with an "out group" (a group that the targeted audience doesn't want to be confused with) caused participants to reduce unhealthy behaviors.

If you want people to stop using iPods and you want them to start using your brand, part of your campaign in sales and marketing MUST be to show that your demographics OUTGROUP uses the iPod. Period.

So if the druggies are using iPads and your jocks don't like the druggies and you want the jocks to use YOUR BRAND, show that the druggies use the iPad's.

Make sense?

THAT GROUP doesn't want to REMOTELY BE LIKE THE OTHER GROUP.

**KEYPOINT**: Behaviors of ANY kind are markers or signals of IDENTITY.

Quickie academic research that’s easy to understand and apply:

Studies began by identifying groups of people who study participants liked, but with whom the participants would not want to be confused-"out groups." In the first study, the participants were undergraduates and the "out group" was graduate students. When participants were led to believe that graduate students consumed more junk food, they chose 28% fewer junk-food items than participants who thought their group ate more junk food.

In another study, researchers placed flyers in freshman dormitories on a college campus. In one dorm, the flyers emphasized the health risks of binge drinking. In another dorm, the flyers linked binge drinking to graduate students. Participants in the dorm with the second flyer consumed at least 50 percent less alcohol than those who saw the health risk flyers.

In a third study, students on their way to a campus eatery were surveyed about perceptions of the media. A control group read an article about politics and pop culture, and a second group read an article associating junk-food eating with online gamers (an "out group"). When research assistants observed the two groups ordering food, they found that the group who had read the article about online gamers made healthier choices.

It's about IDENTITY.

If you're thinking about "overcoming objections" or hard selling, you are working in 1909.

Think in terms of Hidden Influence.

Decisions in part are made based upon what the new behavior/choice SIGNALS to the GROUP....what it IDENTIFIES the person as....
Now, who do you want users of your product/service/you to identify with? Who is the OUT GROUP?

Now you get it....

Instant Influence...

Berger et al. Shifting Signals to Help Health: Using Identity Signaling to Reduce Risky Health Behaviors. Journal of Consumer Research; 0 (0): 080324102158216 DOI: 10.1086/587632 Adapted from materials provided by University of Chicago Press Journals.
Chapter 4: Irresistible Impulse...Channeled from Persuasion Tactics

...Today I want to show you how to fire off the irresistible impulse to have everyone see you, your product, or your service in a new way.

I want people to see you and NOT be able to take their eyes off of you.

**People are much more likely to BUY NOW if you can deliver instant gratification.**

This is An Emergency!

The sense it is an entitlement moment, urgent situation or pressing emergency cranks up the absolute need for instant gratification.

A teenager with a blemish on the night of the school prom can't wait for a 7-day cure.

A guy who wants to watch a pay-per-view game can't wait for a week for satellite installation.

When does DirectTV have its most installs? Yep. OPENING DAY FOOTBALL...!

You need it NOW, if you are going to WANT watch the game.

If you aren't certain you will NEED to watch the game of course, you can WAIT so the determining factor is really...

The DESIRE to watch the game which is... TRIGGERED by an advertising message SOMEWHERE that is...

OBSERVED by the FAN

Shoot. I get it. There is a FORMULA that ANYONE can use!

1) A desirable but unnecessary product/service that is in itself nothing of significance (a cable box or satellite dish) is out there. What it DOES is
bring the fan, *significant pleasure*.
2) The fan ALREADY DESIRES to see the upcoming Thursday night season opener available only on Direct TV. (That almost makes it SCARCE.)
3) The fan has the DESIRE TRIGGERED like a gun releasing a bullet toward a target by experiencing (seeing, hearing) a promotion or an ad of some kind, somewhere.
4) The fan calls for service.

*Every single one of these steps can be done by YOU for WHATEVER your product or service is because your product has MEANING and DESIRE to some group of people.*

As you might already have noticed there is more to those four "steps" than meets the eye. We'll revisit those steps soon....

Speaking of meaning. Most people don't desire their plumber. (If you are female, you actually could reconsider. He's earning $65 per hour and spends a lot of time away from the house.)

Nope.

They desire WHAT HE GIVES YOU when you have an emergency and experience great fear/need to resolve a significant problem...NOW.

And which Yellow Pages ad do you think will appeal to a homeowner who has just had a huge overflow??

- **Brand A Plumbing Repair** - We Fix Toilets, Tubs and Everything that Leaks. Call 555-1212 for estimate.
- **OR**

  **Brand B Plumbing Repair** is waiting for you to call at 555-1212 Instant service for your emergency. 365/24/7

Many companies would think that the Brand A ad is just fine.

It gives the name of the company, contact information, and explains what the company does. But, nothing in it says, "We understand your INSTANT DESIRE/NEED at ANY TIME and we can fulfill it."

The B ad, on the other, is all about you.

In the following example, instant gratification comes from the consumer's ability to download a product from the Internet and get relief from a problem without having to wait.

**When She Says, "I Have No Patience"**

People will buy a product that can be delivered instantly over a product that will take time to deliver.

This is why downloadable eBooks are such a hit. Click a button, enter your credit card number and in a matter of seconds, you've got what you ordered. There's no worry and no waiting.
Credit cards really make pushing the instant gratification button much easier by allowing our needs to be attained instantly, even before we have the money to pay for it. Remember this term? "Layaway."

It was articulated as if it was one word. (It might have been one word.) If you are under 25 or 30, the word no longer exists in our vocabulary. I predict it will again...soon...

Back in the ancient days (about 20 years ago), you didn't buy stuff on credit. You had the merchant "lay it away" ...put it in the back of the store for you to pick up when you had the money. I remember Mom going in and doing this and then maybe 9 months later picking the item (a shirt, for example) up.

Rich people did the same thing for a clothes washer or a new fridge.

Then businesses realized they could make a fortune allowing certain people to have X today and charging it at 25% annual interest.

**Instant gratification is an evolutionary NEED;** and it is no wonder that our culture figured out how to make it all happen instantly.

Before I get to some really cool new covert research, I'd like to get inside of YOUR mind for a moment and show you how not only you are triggered by Irresistible Impulse...but also how to trigger those around you.

I live in Minnesota. People in Minnesota love to go fishing. I've never experienced the desire. I can break it down for you as to why people do go fishing from an evolutionary and biological frame but I can't get remotely connected to it. It's about the drive to eat, independence and includes a component of status. Lots of people tell "fish stories," and get photos with fish they catch.

It's important to understand that just because people are driven by the same three core drivers (eat, independence and status) doesn't mean that they will all want to go fishing.

All the core drivers of human behavior occur in a context.

Some people with those same drivers will go hunting.

I had a pheasant out back a couple of days ago.

I shot that dude.

I shot him good with my camera.

Others with those same drivers will spend their time with their food and then place some of the most...interesting...images on Facebook.

These foodies apparently are motivated and driven by what is called "Food Porn," and of course this is easier to understand than the actual act of photographing your lunch. Until the birth of Facebook, such a notion would never have dawned on me...
All of these individuals, our FP addict, fisherman and our hunter are driven by the same three drivers but they're driven by those desires in very different ways. The resulting behaviors are also different.

I'm the owner of a couple of fairly impressive American Sporting Rifles and a number of handguns that have caused gun fanatics to salivate.

Many people simply love images of guns and for a two dozen centuries weapons have been immortalized in art and imagery across the world.

Self protection is evolutionarily predictable and genetically favorable. But photos of guns on the wall does nothing for me...with the possible exception of this image which I do find interesting, but take the gun away, and for me, nothing has really changed. For others, it's a big let down.

Just because someone finds security valuable doesn't mean they enjoy using the security devices on a daily basis. I lock my doors at night but you probably won't see photos of the locks on Facebook any time soon.

**Understand that all DESIRES are not MANIFEST in the SAME WAY. Knowing the core drivers is not enough. You need to know how they are manifest and then WHAT will trigger that driver to achieve IRRESISTIBLE IMPULSE.**

**Hidden Persuasion and Choice**

Women....

Women? That gorgeous sweater has your name written on it!

But, those red suede pumps are calling your name, too.

What goes through your mind as you consider these choices?

During normal economic times, you might indulge in a whole new wardrobe. But now, with considerably tighter budgets, consumers don't have the luxury of saying "It's the holidays, (especially in Spring) -- I'll just buy both!"

What happens in buyers' brains as they consider difficult choices? What can YOU and other retailers do to make the choice process easier for consumers?

Akshay Rao, a marketing professor at the University of Minnesota's Carlson School of Management, has conducted research that shows that...
decision making is simplified when a consumer considers a third, less attractive option.

For example, when a second, less desirable sweater is also considered in the situation above, the shopper could solve their problem by choosing the more attractive sweater. The less appealing sweater plays the role of a "decoy" that makes the other sweater appear more pleasing than before.

"In some ways, it is quite straightforward," said Rao. "When a consumer is faced with a choice, the presence of a relatively unattractive option improves the choice share of the most similar, better item."

In the Journal of Marketing Research article "Trade-off Aversion as an Explanation for the Attraction Effect: A functional Magnetic Resonance Imaging Study," Rao and co-author William Hedgcock (University of Iowa) explain the reasons for this decoy effect.

Volunteers had their brains scanned while they made choices between several sets of equally appealing options as well as choice sets that included a third, somewhat less attractive option.

Overall, the presence of the extra, "just okay" possibility systematically increased preference for the better options. The fMRI scans showed that when making a choice between only two, equally preferred options; subjects tended to display irritation because of the difficulty of the choice process.

So what happens when YOU add that third choice...the choice that is not so amazing?

The presence of the third option made the choice process easier and relatively more pleasurable.

"The technical evidence for our conclusion is quite clear, based on the imaging data," Rao said.

"When considering three options, our "buyers" displayed a decrease in activation of the amygdala, an area of the brain associated with negative emotions. Seemingly, subjects were using simple heuristics -- short-cuts or decision rules -- rather than a more complex evaluation process, when they were evaluating three-item choice sets."

In English that means:

Show people three things, one cool choice and two not so cool choices, and they don't think as hard or as long. They take a more
simple and quick approach to the analysis and go, "that one."

*When there are TWO items to choose from, people hem and haw and might do so forever.*

- Should we move or not.
- Should I ask her out or not.
- Should I get married or not.
- Should I buy it or not.
- Should I invest, or not.

A mess.

**KEY POINT:** Instead, present THREE CHOICES, not two. This will cause a quick choice instead of a yes/no. (They are far more likely to buy SOMETHING instead of say "no.")

There are several practical implications of this research. Irrelevant alternatives are routinely encountered in a variety of settings including web-based travel and vacation markets, cable deals, cell phone plans and even newspaper circulars. In these markets, the addition of irrelevant options is a strategy that ought to reduce negative emotion.

"Retailers interested in helping ease the pain of consumer decision making may introduce decoys, loss leaders, or other products similar to the ones they really want to market. *It will make the focal product look more attractive,*" said Rao.

"Plus, a frustrated customer struggling to choose between two equally attractive options may decide not to buy anything -- the introduction of a third option may be better for everyone."

*Adapted in part from materials provided by University of Minnesota. University of Minnesota. Inside The Consumer Mind: Brain Scans Reveal Choice Mechanism*

Now, imagine that there are three choices but the person still hems and haws.

How do you prepare for THIS?!

You don't need to be one of the creative team from *Mad Men*. Once you become attuned to the emotional "vibe" that's used in effective advertising and marketing, you'll feel it everywhere you go...and become more aware of how it's working on you. But what's really exciting is making it work for you!

Imagine you wanted to sell something to a consumer via direct mail. Your first job is to get that consumer to **read your sales message.** Not an easy thing to do. When your envelope arrives mixed in with bills, magazines, personal letters, and
everything else in John and Jane Doe's mailbox, it may be tossed into the wastepaper basket without ever being opened.

This is one reason that postcards are so effective -- no envelope to open. It's also the reason that you find so-called "irresistible" marketing messages on the outside of a sales envelope, printed there in the hopes of hooking the consumer.

The unfortunate thing is that more often than not, marketers -- choose phrases that are a turn OFF, rather than a turn ON.

To show you how this works, it's time for you to take off your sales and marketing posture and think about things from the customer's point of view.

**Read the pair of unique positioning statements below and decide which product you’d buy:**

*Brand Q* Jewelry Cleaning Kit

"Do you want to learn what you can do to make old worn-out jewelry look like new again?"

OR

*Brand X* Jewelry Cleaning Kit

"Discover how professional antiques dealers transform tarnished junk into vintage jewelry with an amazing product that's finally available to consumers."

*See how easy #2 just slides past all the resistance you have and glides right through the unconscious mind?*

**That's hypnosis.** When you read the question posed on the *Brand Q* envelope, it's easy to say, "No, I don't want to learn something" and thrown the offer in the garbage. Case closed. Sale lost.

The *Brand X* offer, however, packs a powerful 1-2 punch emotional punch -- actually a 1-2-3 punch --

Let's break it down.

- Your **desire for knowledge** is aroused by the word "discover". We're all curious creatures who want to know more.
- Your **need for trust** is stimulated by the word "authorities". We're skeptical of what advertisers may say, but we trust the opinions of *professionals* in a given field.
- Your **need for greed** (a natural drive also known as acquisition) likes the idea that you can use this product to make money just like the dealers...by increasing the value of what you have.
Just 20 words deliver so much psychological prodding to your brain that before you know it, you're almost salivating like Pavlov's dog and ripping into that envelope, desperate to learn more about the offer...even though you may not even have any jewelry yourself!

That's Covert Hypnosis.

**Pick a Winner**

**Covert Quiz #1**

This time, imagine you are not writing a direct sales piece. Now you are the manager of three salespeople.

Each of the three salespeople below has taken a prospective client out to lunch. Each is trying to make a sale. Each has read this article, but only one is successfully targeting emotions. (Yes, emotional marketing techniques are just as important to selling in person as they are to selling in print.)

(Forgive the stilted language and one sided conversation as I tighten the scenarios up for you!)

**See if you can spot who's going to seal the deal:**

**Seller A**

"I guess it's a little crazy to talk about losing weight and health clubs here at Café for Fat People. But you know, after we finish here, if you have any time left, you really should come over to Club Trim Down and let me give you a tour. We offer a lot of equipment and even though you have to work pretty hard, the results...although they're not guaranteed...can be really amazing."

**Seller B**

"I couldn't help but notice that you changed your order from a Swiss cheese burger to a naked burger. You're smart to be watching your health. More and more people who I see my health club are cutting down on dairy for heart health. In fact, I think one the reasons I think Club Trim Down has gotten so many new members is that people realize how important it is to exercise if you don't want to have coronary problems. And if we have any discounted memberships still available from our last promotion, this would be the best time ever to join."

**Seller C**

"Thanks for meeting with me over lunch. We've been so busy trying to bring Club Trim Down back from the edge that the only time I have a chance to eat is when I meet with someone like you. I don't want to get into the gory details of what's going on. Our priority right now is bringing in as many new members as we can as fast as we can, but I can tell you that we're offering some really deep discounts in our 12-month membership prices."

**The winner is -- Seller B.** (Duh!)
Seller C was on the right psychological track.

She was building trust -- and that DOES matter -- by admitting that the club was in trouble and is working aggressively to become successful.

But, by refusing to be upfront and explain exactly what had gone wrong at the club, Seller C accomplished the complete opposite of her goal: loss of trust.

Seller C's potential club member became worried that Club Trim Down had failed a health code inspection, was having problems with it's equipment, or maybe was going to close before the year was out. That meant that joining was a bad idea. Result? No sale.

As for Seller A...well, let's leave that poor, soon-to-be-out-of-business goofball to her pitiful end.

Everything about her presentation pushes the prospective client away. This really isn't the right moment...the solution I'm offering is hard...There's no guarantee that you'll be satisfied.

That's no way to make a prospective client feel good about doing business with you!

Hypnosis

When a prospect is considering a product or service, the #1 question on his/her mind is some kind of, "What's in it for me?" Their brain just filters for the answer. And this is why hypnosis works so well.

The not-so-smart marketer will try to answer that question by simply listing the features of a product. That will only be effective with someone who is already an expert in that field.

The smart marketer/salesperson -- usually wins by painting a compelling HYPNOTIC visual picture --that explains how the features will benefit the consumer.

So in your sales copy, you may list features, but you'll want to be sure to describe the benefits they offer. That's the way to answer, "What's in it for me?"

Test time again!

See if you can you pick out the feature vs. the benefit in the product sales lines below:

- Brand M Motorized Golf Caddy means no more huffing and puffing on your way to the 18th hole.
- Brand U Umbrella Policies protect you and your house for up to $1,000,000 so that you can sleep in peace, even when there's a tornado on the horizon.
In the first example, the feature is a motor that pushes the caddy, but the benefit is not appearing out of shape when you stagger out-of-breath to the 18th hole.

The umbrella policy feature is a tangible million dollars of coverage, but the benefit is peace of mind.

People buy products and services for their reasons, their drives, their desires and... not yours.

In hypnosis, and in all conversation, THIS is the reason you'll want to use the word "You" more than the word "We" in your messages. When you present the benefits of your products or services, frame them with your prospects' emotional interests in mind, not your own.

**Can you see the difference in the two presentations below?**

"Brand L sells the best lawnmowers in the county."

**VS.**

"Your lawn will look better with less work with Brand M lawn mowers."

In the first phrase, the message is about the company: "We are the best."

In the second, the message is about the consumer:

"You won't have to work hard to make your lawn look better."

**Their BRAIN is in THEIR head and has never been close to yours, so you have to view everything from THEIR Point Of View. When you begin to describe what they SEE, you achieve what is essentially, hypnotic "trance."**

Message #2 is the perfect answer to every consumer's question:

"What's in it for me?"

Adjust the focus from "ME" to "YOU".

You'll be sure to capture your customer's attentional gaze, if you focus your marketing on their concerns.

**Making A Hypnotic List, Covertly Checking It Twice**

What's an example of Covert Hypnosis in Action?
A few years ago I saw this movie called *Santa Clause: The Escape Clause*. Really good show.

As you go back in time, :-) you remember that it reminds you that in marketing, sales and every day communication you're never too old to believe in Santa Claus...

Remember?

...or at least to learn a lesson from him....

...now snap out of it...see how simple that is to do???

Santa knows his "customers" inside and out...and you should, too. Data collection -- finding out what people want and why they buy -- and using that data correctly will get you right where you want to be: deeply rooted in the heart of their mind.

Every time your offer appears...anywhere your brand is seen, people should react to you as if you are...Santa. Your "prospect" should be enthusiastically imagining what fabulous 'gift' you have in store for them that will make them happier. Every time they see "Brand You," they'll think: "Oh cool, he's here!"

To sell effectively, you need to be familiar with the full range of consumers' feelings. If you know why people buy products and services like yours...what makes them feel good about their decision...

You can highlight those reasons in your sales messages to make it more effective and practically irresistible.

When privately asked why they're making a purchase, people generally say they're motivated by a derivative of one of these five key emotions:

- Fear of Loss
- Desire for Gain
- Desire for Comfort
- Pride
- Desire for Personal Satisfaction

**Don't Forget What You're Doing**

Here is the secret no one has ever told you...and only the elite know to begin with:

*Never talk "benefits" without immediately referring to your offer.*

When your potential clients are all revved-up by the benefits offered by a feature of your product, **you want to capitalize on that emotion immediately.**
If you don't, they will almost IMMEDIATELY OSCILLATE to the OTHER DIRECTION. Also, (if you are using persuasion in the online world) seize the opportunity by issuing or repeating a "Click here to order now" message or button. (In real life, it's time to ask for the date...)

**Simplifying The Hypnosis of The Basic Human "Needs"

In this section, you'll learn about the marketing hot buttons that 'activate' the desire to fulfill some of these basic human needs.

Generally, when people talk about basic human needs, they're talking about our most primitive drive for food, shelter, clothing, and love.

We aren't taught to need these things, the desire for them is hot-wired into our genetics and are responsible for our primary motivation as human beings: to avoid pain and maximize pleasure.

No longer primitive, and generally able to satisfy this core of the most basic of needs, contemporary humans are now free to expand their "gotta have it" list to include...

- **Security** - the need to feel safe
- **Adventure** - the need for a "rush"
- **Freedom** - the need for independence and spontaneity
- **Exchange** - the need to share information and knowledge
- **Power** - the need to be in a position of authority
- **Expansion** - the need to build and grow
- **Acceptance** - the need to be accepted by others
- **Community** - the need to be around people like ourselves
- **Self-Expression** - the need to reveal ourselves through speech, actions, dress, etc.

If your presentation or copy can demonstrate that you can meet any of these basic needs...or, better still, that you can satisfy a combination of needs...then persuasion is a snap.

**It Starts with Fear....**

You probably don't sit around thinking about worst-case health scenarios, but insurance companies do. They use those scenarios and the fear attached to them to shock you into buying a product that you wouldn't have considered otherwise.

Our fears, whether they're of illness, loss, or social rejection motivate us to make wise decisions by forcing us to consider negative possibilities --

"Will I die if I don't follow this diet?"
"Will my business collapse if I don't purchase this software?"
"Will I be embarrassed if I don't use this deodorant?"
There are a few types of consumer 'fears' that you can covertly leverage toward "YES."

- Fear that the status quo will go from good to bad and from bad to worse if he/she doesn’t buy your product.
- Fear that the consumer will be paying more than is necessary unless he/she does business with you.
- Fear of making a mistake in choosing a solution unless it's YOUR solution.
- Fear of losing out on an opportunity unless they act now and purchase your product.

**KEY POINT:** Fear of Loss is extremely important in persuasion.

When writing your articles, copy, presentations, bear in mind that people respond more to what they are going to lose than to what they are going to gain.

"...fear of loss."

Ask yourself: What will my customers stand to lose if they do not buy my product or service? When you've figured out the answer, you've identified a key sales point for your sales letter.

A word of caution: Fear works when an optimal level of fear is evoked. Not too much, not too little, but a level of fear that's just right. Don't be dumb. The only place people want to see horror is at the theater.

**Fear also works best when it is RELIEVED before requesting affirmation.**

How do you know what's optimal? That's tricky. You need to go to a level of fear that's strong enough to scare people into action, but not so strong that it makes them so disturbed that they just turn off and stop reading.

And, of course, you should only use fear as a button when it's clear that there is a way to avoid the feared stimulus as explicitly indicated -- and the way to avoid it is with your product.
Chapter 5: Controlling the Hidden Power of Interruption

Have you ever been saved by an interruption?

Have you ever been crushed because of an interruption?

Interruptions happen every single day when you are in the process of persuading someone. Sometimes they cause an almost instant "yes." Because most people don't know how to optimize an interruption, they most often end up with an instant "no."

But it's not the interruption that typically determines "yes" or "no." It is the INSTANT and astute USE of the interruption that will determine "yes." And SOMETIMES, it pays to have an interruption planned in advance.

That's right, there are lots of opportunities and sometimes, the ONLY opportunity to save a situation is with a well timed interruption.

Consider this. Last week The President was being compared to Richard Nixon. He disliked the comparison so much he addressed it publicly. The heat was on. There was no way to really defend against something that appeared to be so crystal.

A few days later everyone had forgotten Benghazi and Nixon comparisons.

What happened?

It was made public that the IRS had targeted evil Tea Party nonprofits. These are many of the people that were making the President's life very difficult.

The President took the interruption and made it A BIG INTERRUPTION. He fired the IRS big shot and all of a sudden Benghazi and Nixon were off the front page.

Humans have a hard time keeping their mind on more than one thing at a time. The IRS scandal will cover up (like make up) the Benghazi scandal. Thinking people will look and see TWO monster sized horrors. But that's not the majority. Most people will forget about what doesn't instantly and immediately apply to/affect them today and talk about what does.

Whether the government interrupted itself is not important. (It is, but that is beyond the scope of what you and I are here for today.)

What matters is the Power of Interruption.
You might remember when you were about to get hammered on the phone or door bell rang; or someone showed up in the nick of time, not to save you but they just showed up and by a stroke of luck, you were saved.

Have you ever lost a sale because of an interruption?

You may have never believed it possible that people could have multiple personalities until you have actually been in a conversation, then the conversation is interrupted, and then there is a return to the original subject.

At that point, it rarely "feels" the same, and the discussion does *not* pick up "where it left off." It never does.

"OK. Now, where were we?"

That’s one of the sentences we've all said and the reality is that we never go back to where we were.

Things have changed...a lot.

How?

**The Power & Perils of Interruption**

When people begin talking about something, particularly if there is a sale to be made, the potential customer is in one frame of mind (good or bad, analyzing or salivating) when the conversation begins; and when an interruption occurs, that frame is gone.

Researchers give us this example: You're on your computer, about to buy a vacation package when the phone rings. According to a new study, when you return to the computer after the interruption, you may have a completely different mindset-and make a completely different decision.

A recent study's author, Wendy Liu of UCLA, examined the effects of interruption on purchase decisions and the preferences of decision-makers. She found that even brief interruptions caused startling changes.

"This body of work forwards the view that people's decisions are often a result of cognitions and information processing made on the spot, rather than simply reflecting their innate likes and dislikes. Thus seemingly innocuous events such as an interruption may affect decisions by changing the thought process," Liu explains.

Liu conducted four different studies where participants made purchase choices for high-priced luxuries, high-risk investments, or hikes.

She discovered that people who are interrupted in a decision-making process shift their focus from a bottom-up, detail-oriented, and price-conscious process to one that is more top-down, goal-oriented, and price-IN-sensitive.
After interruptions, people focus more on quality, satisfaction, and desirability than on feasibility and price.

"By taking a break from processing a decision, when the person resumes he/she is able to attend to information in a more selective and organized manner. Consequently, the person focuses on his/her primary goals in the decision," writes Liu.

In today's low-attention-span world, interruptions are a way of life. Liu's study has implications for consumers and the companies that market to them. "Whether you choose to have an exotic vacation, invest in high-risk stocks, or buy that big plasma TV may depend on whether you were interrupted when making the decision," writes Liu.


Cool?

Write this down:

Pre-Interuption people most often think Bottom Up, Detail Oriented, and Price Conscious. They are thinking price feasibility.

Post-Interuption people think Top Down, They become Goal Oriented. Desires become the key. Price feasibility is NOT what people are thinking about.

 Interruption: Understanding How Covert Influence is Used - The Big Picture

Let's begin with the big picture.

- What color should your website be to optimize sales?
- What color should you wear to be seen as attractive?
- What's the best hand gesture to use to build rapport?
- What's.....

The fact is that if everyone's website were white, then there would be no way to distinguish one X from another.

If everyone wore the same color, we'd all be in prison or private school. (No jokes....)

If we all used the same gestures, we'd all be seen as identical.

What causes influence is rarely a specific sequence of words.
To be sure, there are certain words that in the English language have proven to be more influential than others. Words like "because," "now," "don't," or a person's own name.

But when everyone starts using the same words, clothes, lipstick, broker, religion - the potency of that choice is reduced.

You must INTERRUPT what everyone else is doing and be the change.

Interruptions are one of those experiences that people would more often than not avoid. But because interruptions are predictable it pays to know exactly how people respond before the interruption occurs so you know where to go next.

Here's an example:

If I am raising money for UNICEF as we do most Christmases here at www.kevinhogan.com, I could start by telling you that 1,000,000,000 people go to bed every single night around the world and they are starving. My goal is to cause you to write a check to Oxfam or UNICEF, which I will then match and send to the appropriate agency to help feed people.

Almost no one but mathematicians and scientists can wrap their mind around 1 billion. Certainly most economists are unable to grasp what a billion dollars are. The same is true for a billion dollars.

So I explain that there are all these people and that they need food. I want you to help.

I share that you'll never know what child receives food with your donation. I tell you that this person lives in another country and that they are almost certainly brown or black colored skin. I'll explain that the chances of them being Christian or Jewish is possible but relatively small.

But none of this is going to "work."

At no point do you identify with the people, particularly children you will be feeding.

I've got one chance to capture your check.

I can interrupt the thinking process you are using to make a decision. I know right now my chances are about 1/200 you will help.

I can flash to an image of a beautiful woman (or man) that you would LIKE to identify with and be reading about.

I can flash to an image of a business meeting where the presenter is making a persuasive presentation and about to close the deal with a potent story.

Or I can flash to an image of ONE child that might receive food if you write that check today.
In each case I have interrupted the BOTTOM UP thinking process where you are rationally trying to debate in your mind the benefits and drawbacks of helping to feed desperate people in a nation you'll probably never visit.

You're just about ready to turn to the next page in the article when I flash a photograph of ONE SINGLE CHILD.

I could easily show you photos of millions of starving kids, knowing that showing you a photo of one starving child is extremely persuasive in causing donations.

The fact is that each additional child you add to the picture has a dramatically less "value" appeal.

Why is that?

In a sense, the original child becomes depersonalized and the picture becomes overwhelming.

To be influential, you must interrupt and then change the previous frame because now when the person's mind shifts, they will process from the TOP DOWN. Obviously the frame has to be framed correctly; and to frame something it must be different, or seen from a different point of view than something else.

Now I'm simply going to tell you a story about this one child. I will tell you the child's name. I will tell you about what this child will be "doing" today. I will describe how hunger feels. I will explain just what a single dollar can do for this child. I will explain how grateful this child would be to you if you were standing there feeding the child right now instead of an Oxfam worker.

And the chances that you will write that check and have me match it increase dramatically.

In fact the FASTER I get to the "close," (write check/send here)the more likely I will meet your newly framed thinking process (TOP DOWN) which doesn't consider money but looks at the POINT of the conversation, the goal, and if I have done my job you write the check and send it.

... So if there were 100 websites and only one was a white background and all the rest were black, the white site would get a lot of attention. You interrupt the pattern. You now cause the person to think TOP (goal) DOWN instead of BOTTOM (facts/foundation) UP.

The contrast is stark. And contrasts can draw attention.

Attention all by itself isn't enough, of course.

Feelings and emotions need to be triggered in order to "label" what is being seen/heard/experienced as some emotion (sexy, fun, cool, happy, painful).
The contrasts and differences cause us to see what is there when we might otherwise be looking elsewhere.

**A Powerful Tool of Marketing**

One of the most useful subsets of interruption and effective tactics in persuasion is surprise. (a.k.a. novelty)

Humans typically are engaged with surprise. It captures and at least temporarily holds our attention and changes the thinking processes that were happening just prior to the surprise.

But just because something is different doesn't make it desirable, likeable or agreeable.

For example, the vast majority of humans tend to filter out information that provides evidence for what they don't believe or agree with. *People ignore information that doesn't support their previous conclusions.*

So, to get attention, you have to be different, novel, unique. **To get liking and approval, you have to be similar in some fashion. :-)**

An interesting conundrum.

**Changing Pictures**

People want to have the "right words" to say because they tend to think of communication and persuasion in terms of those words, phrases, fragments and being right.

You have a challenge far bigger than words. You must be different enough to gain attention and similar enough to get someone to buy.

We all wish we could pick the right color, say the right word, essentially not have to think, and in so doing make no mistakes and get paid wild amounts of money.

But as you can see, none of that instantly works; so instead we need to understand covert influence theory.

Theory is the evil word in all learning because people are mentally lazy.

"Theory" simply means to have a model based upon observation, experimentation and has the unique value of being falsifiable.

In other words, if you have an idea and it is a theory, you can find out if you are right or wrong.

If someone says something to another person and the person buys their product, the salesperson will likely think it was because of what they said.
Of course that is probably the furthest thing from the truth and they have no idea whether it's provable or not.

That causes just one or two things.

Low income and ultimately, failed results.

Now, here is a neat example of hidden influence that draws on the concept of surprise and interruption. I confess, I never would have thought to study this....

It's often surprising to listen to people. They can be observing a violent act on television or in a movie theater and yet when asked about it, they might say, "yeah but it sort of makes sense."

And you are sitting there wondering how the heck someone could ever conclude such a horrible thing.

People are typically only reporting on what images, feelings and stimuli that are triggered into their brain. And only part of that comes from the TV, the movie or speaking with you.

Most of it has nothing to do with any of the above.

For example, how might washing hands impact whether people say good/bad or yes/no?

**Does Cleanliness Makes People Less Severe In Moral Judgments?**

In one experiment, students watch a 'disgusting' film clip before rating moral dilemmas. However, half the group were asked to first wash their hands. Those with freshly washed hands exercised less severe moral judgment than their counterparts.

New research in *Psychological Science*, a journal of the Association for Psychological Science has found that the physical notion of cleanliness significantly reduces the severity of moral judgments, showing that *intuition, rather than deliberate reasoning can influence our perception of what is right and wrong.*

Lead researcher, Simone Schnall explains the relevance of the findings to everyday life; "When we exercise moral judgment, we believe we are making a conscious, rational decision, but this research shows that we are subconsciously influenced by how clean or 'pure' we feel.

"Take for example the situation of a jury member or voting in an election - if the jury member had washed their hands prior to delivering their verdict, they may judge the crime less harshly."
"Similarly, someone may find it easier to overlook a political misdemeanor had they performed an action that made them feel 'clean' prior to casting their vote."

The research was conducted through two experiments with university students. In the first, they were asked to complete a scrambled sentence task involving 40 sets of four words each. By underlining any three words, a sentence could be formed.

For the neutral condition, the task contained 40 sets of neutral words, but for the cleanliness condition, half of the sets contained words such as 'pure, washed, clean, immaculate, and pristine'. The participants were then asked to rate a series of moral dilemmas including keeping money found inside a wallet, putting false information on a resume and killing a terminally ill plane crash survivor in order to avoid starvation. The second experiment saw the students watch a 'disgusting' film clip before rating the same moral dilemmas. However, half the group were asked to first wash their hands.

The findings from both experiments demonstrated that **those who were subject to the cognitive feeling of cleanliness exercised less severe moral judgment than their counterparts.**

*Association for Psychological Science. Cleanliness Makes People Less Severe In Moral Judgments.*

When THEY feel clean, they will be easier on you and more likely to see you in a positive light than when they don't feel clean.

It might pay to keep two bars of soap and towels with you wherever you go.

Fascinated?

[http://www.kevinhogan.com](http://www.kevinhogan.com)