

Hottest Selling Sales Copy Techniques of 2012



**Experience Skyrocketing Sales Today Using
Powerful NLP and Conversational Hypnosis
Beyond Benefits, Pain, and Pleasure**

By Diane Boerstler

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Lesson 1: Sales Copywriting Can Make the Difference

Between Life or Death for Your Business

Lesson 2: Influence Versus Persuade Lesson

Lesson 3: Sales Copy, What IS That?

Lesson 4: How Humans Process Your Sales Copy

Lesson 5: Primary Representational Language

Lesson 6: Magic (Marketing) Words

Lesson 7: Magically (Hypnotic) Marketing Phrases

Lesson 8: Trance Words

Lesson 9: Everyone Loves a Good (Nested Loop) Story

Lesson 10: The Naughtier Side of Hypnotic Sales Writing

BONUS MARKETING LESSONS

Lesson 11: Four Layered Value Propositions

Lesson 12: FOUR IRREFUTABLE TARGETS YOU MUST HIT

TO SELL

Lesson 13: Momentum to Overpower The Evil Website

Optimization Demon

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***Three Years, Over \$77,000 in Research and Education,
and More Than 1,000 Clients Later...***

The Truth is Finally Revealed

***How YOU Can Easily Use the Powerful and Scientifically Proven Techniques that
NLP Masters, Conversational Hypnotists and Top 1%, World Renowned Sales
Copywriters Use to Drive Sales Through Your Front Door***

A Message From the Author:

If you are like me you LOVE writing sales copy, and I don't have to convince you how much money you can make as a sales copywriter, or save on your bottom-line as a business owner by writing your own sales copy.



Either way the powerful techniques delivered between the electronic pages of this book are designed to do exactly that; ***save you time, cut your costs, multiply your efforts, and maximize sales so that you can begin to truly experience the life you deserve.***

Living a life you love is what it's really all about, wouldn't you agree?

I'm blessed. I make enough as a hypnotic sales copywriter (plus integrating SEO) to work part-time and split the remainder of my time with my two beautiful children and philanthropic adventures in my community. I get to sit on five non-profit boards; my time freedom allows me to provide free sales, marketing, copy writing, and brand management consulting for other philanthropic organizations and I get to teach NLP to help people living within 125% of the poverty line so that they can achieve success and self-sustainability. A life I truly love. And someday when my kids are old enough I will pick up and travel while I write, and write while I travel because I can.

I want you to be able to live the life you dream of too; in fact my true goal is for every person I come into contact with to live the life of their dreams. This is Why I Wrote this Book, So That You Can Live Your Dreams.

I believe we all can; just as we can all make a difference in our local communities.

Believe it or not I had been writing amazing sales copy for virtually free (comparatively) for YEARS with TINY conversions because I didn't know any better.

Everyone loved what I wrote. Businesses were astounded at the 2% return they received on mass mail marketing pieces; 200% higher than any other copy they'd paid to have written. 200% higher conversions than anyone else, but I wasn't satisfied.

I KNEW deep down in my gut that there must be something I was missing, something I wasn't seeing. Perhaps I wasn't listening deeply enough to my clients, or perhaps I wasn't digging through enough competitive sales copy. Truthfully, it was tough to find competition. If everyone else was getting 1% conversions and mine were 200% higher, then who would I learn from?

I began to research, plowing through behavioral science studies to learn how to gain ultimate access to my clients brains; think how they think, feel how they feel, know what they know. I am sure you have possibly done the same or you wouldn't have stumbled upon this treasure trove of sales copy writing magic.

First I discovered NLP. Then I discovered conversational hypnosis. Finally, I began to integrate them into my own business proposal sales copy and watched in shock as **my conversion rate shot from 5%, to 13%, to 84% IN ONE MONTH!**

I Knew I Had Stumbled Upon Something Amazing...But Until Recently I Had NO TIME to Teach You How to Do It.

I really wanted to get the message out to every other man, woman, and child who truly desired to be a master copy writer, which means I had to literally CREATE TIME. I questioned myself, "IS that really possible?"

Then I remembered my brilliant husband, an International Leadership and Change Management Consultant talking about a client who had raised his rates to create more time with his family. I thought at first that my clients might panic, but no one batted an eyelash when I doubled my rates overnight. In fact, it drew in more clients in droves. As my husband explained it, undervaluing my own gift was actually detrimental to my business. Suddenly I was relegated to turning down over 50% of the projects I was offered, and cherry picking from those companies who either made a dramatic philanthropic impact in their community, or who bid to pay three times the rate I'd just doubled. I finally had time to create this book...for you and everyone else who wanted to know the powerful secrets I used to achieve the pinnacle of sales writing success.

This guide is a true labor of love, dedicated to all of the budding copy writers and ambitious business owners struggling to increase sales by what my entrepreneurial family refers to as AMN, Any Means Necessary. I'd like to thank my husband, mother-in-law, and two beautiful children for their support in creating this labor of love for you as well. Many times I had to duck into the office working late into the night, or dodge family events to make sure I met my self-imposed deadlines to get this out to you. They did everything I needed and provided incredible support, right down to staying up with me, giving up nights out to watch the kids, and even bringing me coffee at 3 a.m. so that I could push forward. And finally thank you to every last one of my teachers, mentors, and spiritual guru's who motivated me to get to where I am today.

Make Every Day Amazing!

Diane Ohlenfeldt-Boerstler
Top 1% Sales Copywriter
Master NLP Practitioner
Conversational Hypnotist
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Lesson 1: Sales Copy Writing Can Make the Difference Between Life or Death for Your Business



Top Copy Writers and Brilliant Advertising Executives Realize that One word, one phrase, one question can instantly transform your on-the-fence reader into a self-indulging buyer, wouldn't you agree?

Words are either emPOWERing or LIMITing

Would You Rather **ATTRACT** or **REPEL** business?

Although the answer is obvious what you might not realize right now is...

Words elicit powerful feelings, but did you know that the feeling elicited by your marketing piece is *anchored to your product?*

Do you want your clients to positively anchor to you as the go-to expert who provides top-notch service?

Or just another barely audible squeak within the roar of white noise marketing?

Scientific evidence exists to suggest that the proven results behind the powerful NLP and hypnotic techniques I use have allowed my clients to discover untold success in business, resulting in higher profits, and allowing business owners to be heard beyond the white noise.

Your future clients must imagine the powerful results that your product delivers before they will even consider whipping out a credit card to buy your product or service.

Knowing this, you might allow yourself to agree that ***words can either deliver the results you desire, or repel business***. People who have used my copywriting services know that I attract business to their service like straight pins to a magnet. And You Can Too!

In fact, the perfect copywriter possesses a proven track record of **tactfully using words to easily gain compliance, elicit an unbreakable desire for your service, and incite your client to take immediate action.**

You can do all this and more using my NLP and Copy Writing techniques.

Previous clients know that my powerful writing blows the competition out of the water by distinguishing their businesses service from every other piece of white noise that lands

in their hands every day.



Imagine being able to...

Communicate your true and sincere intentions to help your clients; show authenticity through powerful words. Be the REAL DEAL service provider.

Build a deep connection with your client through the use of sales copy that resonates with them at their very core resulting in long term influence, and more dollars flowing into your company.

Become the expert consultant in the eyes of your clients.

Pay attention because you've been told that you can easily experience success in your arena with the right marketing and branding so *why haven't you successfully blown through the barriers that block you* from achieving the powerful business influence and reputation you desire?

It is not about showcasing your benefits, or using big, flashy images that elicit a

feeling of annoyance, (remember the feeling your copy generates is anchored to your brand).

It's about simply switching one word, one simple phrase, instantly eliciting a positive image in the mind of your client and engaging them to change their core belief about your service. Your client must fully imagine how your product solves their problem in their mind's eye.

People who have used my NLP and conversational hypnosis driven sales letters know that imagining the results your product delivers is the vital first step to inciting your client to whip out their credit card and provide you with the capital you require to continue to grow your business. Plus allows you to be heard above the chaotic white noise.

By now you might be wondering, ***“Why do I need to stand out from the millions of white noise messages my potential client’s see every day?”***

Because **the survival of your business depends on it**. The right words constructed into a compulsively convincing marketing letter assists your client to instantly imagine the powerful results that your service delivers.

Enticing words formatted into the exact primary representational language patterns that your clients are dying to read allow you to discover how to create an iron-clad anchor between your service and the positive elation that you know your product delivers.

The Bottom Line: Every Word You Write Matters

Because You Often Have Less than 30 Seconds to Grab Your Client's Attention, Build Long-Term Rapport, Excite Incredible Long Term Influence Over Their Decisions, and Incite Action.

Ready to learn how? I can't promise that it will be easy, and it may take practice, but remember that you are saving years of research, trial and error, and painstaking practice because everything you need to know to get rolling toward hard and fast profits is right here in this book.

Lesson 2: Influence Versus Persuade



Influence and persuasion are two completely different things and you want BOTH in order to make repeat sales. You must PERSUADE someone to buy your product the first time but when you ANCHOR your customer to your product after building RAPPORT you develop LONG TERM INFLUENCE. Long term influence allows you to cut the time you spend selling your client on your product or service, or upselling them on additional services each and every time.

Persuading someone is convincing them to take action once.

Having long-term influence over someone is persuading them to do something you want over and over and over again with little effort.

Think of it like ANCHORING your brand to the buyer.

What is your favorite type of sneakers? Nike? Reebok? Any Off-Brand?

It doesn't take much persuading to buy your favorite brand because your subconscious mind is already ANCHORED to the feeling you experience internally when seeing, smelling, hearing about, tasting, or touching anything of that brand.

When people think of your product type (soda for example) you want them to think of you.

Famous examples of this are:

Band-Aid: Anchored so tightly to a stick-on bandage that everyone calls every type of stick on bandage a Band-Aid even when they do not buy the BRAND Band-Aid.

Kleenex: Anchored so tightly to a piece of facial tissue that everyone calls every type of facial tissue a Kleenex.

Coke: Coca Cola is anchored so tightly to dark brown sodas that people across the southern United States and in many countries refer to any type of soda as a "Coke" followed by the type of "Coke" they want; orange, Sprite, 7-Up.

Are you seeing where I am taking you here?

You want to become THE ANCHOR BRAND for your TYPE OF PRODUCT.

You can do that by continually building rapport to increase your long-term influence over your massive group of consumers.

Lesson 3: Sales Copy, What IS That?



Many of you may be embarking on this journey as a way to sell your new-fangled product or service and have never put a pen to paper to sell a product in your life. Some of you may be more advanced, but perhaps you don't know how broad a spectrum the words "sales copy" covers.

Sales Copy can easily be defined as any word or group of words that is used with the specific intent to sell a product, service, idea, concept, or person.

Places You Might See Sales Copy Include:

- ✓ Advertorials (Human interest style stories that sell a product)
- ✓ Online and Offline Advertisements
- ✓ Sales Pages (Webpages)
- ✓ Websites

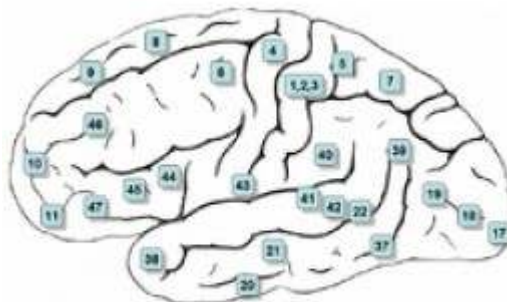
- ✓ Emails
- ✓ Social Media Posts (Twitter and Facebook Specifically)
- ✓ Blog Posts
- ✓ Resumes
- ✓ Sales Letters
- ✓ Brochures
- ✓ Postcards
- ✓ Business Cards
- ✓ Product Boxes (cereal, butter, hair dye, vitamins)
- ✓ Billboards (Viewable as you drive down the road)
- ✓ Newspapers and Journalism
- ✓ White Pages (Info sheet often about “How to xyz” with the businesses product or service as the obvious back end solution)
- ✓ Online Articles (including most How To articles which are used to covertly sell products)
- ✓ Commercials (Television and Radio)
- ✓ Speeches
- ✓ Mini-Ads (YouTube, Hulu and any PPC style Ad)
- ✓ Media
- ✓ ***And More***

In Short, EVERYTHING IS SALES COPY

This book is not intended to tell you what each type of sales copy is or the sales patterns that work best for each style of sales copy. Nor is it to teach you marketing basics like targeting your niche demographic or measuring ROI and analytics. This book is designed to provide you a quick-start to words, phrases, and techniques that you can use to instantly boost sales in the sales copy you plan to write or have already written.

Lesson 4: How Your Customers Mind

Processes Your Sales Copy



If you have already studied NLP or conversational hypnosis you realize that you cannot master it in an instant, or in just a few short months. In fact, Master NLP practitioners and conversational hypnotists like me take YEARS of intense practice to hone their skills in order to become the most convincing person possible. People just like you who make decisions in milliseconds.

Your goal in any sales copy is to convince someone to take action; enter their name in a capture box online, click the buy now button, hand you money at a lemonade stand;
ACTION.

Have you ever wondered what causes someone to make that split second decision to hand over their money, keys, credit card, or stock portfolio?

Their subconscious mind tells them to!

SUBCONSCIOUS PROCESSING

Most people walk around mindlessly day in and day out making decisions based on what the laymen might think is habit. However, that is not entirely correct. People make most of their decisions on autopilot based on the repercussion of past decisions.

Consider this:

You pass a lemonade stand. Your mouth begins to water. Why?

Your subconscious mind remembers what your mouth did the last time you had deliciously tangy lemonade, didn't it?

Now close your eyes for a moment and imagine drinking lemonade, smelling the tangy sweetness pouring down your throat.

More than likely you had the exact same response.

What about when you look at the picture below? A visual representation of lemonade



Most people will experience the same response. Increased salivation, increased thirst and will begin looking around for a solution to this most basic desire.

We refer to these as subconscious anchors and you can anchor a feeling, a taste, a smell, a touch, a sight, or a sound to YOUR PRODUCT.

Sounds like fun, doesn't it?

The more you think about it the more you realize that using NLP and conversational hypnosis in your sales copy is a sure-fire way to attract more sales.

Using NLP can incite instant action.

All ACTION is BEHAVIOR

But before you can convince anyone to take action (the behavior of doing what you want them to do such as pay money for a product) you must BUILD RAPPORT.

In order to BUILD RAPPORT you must sneak past the giant fortress-like wall between their conscious and subconscious mind.

Want to learn how?

BREAKING DOWN THEIR GUARD AND BUILDING RAPPORT

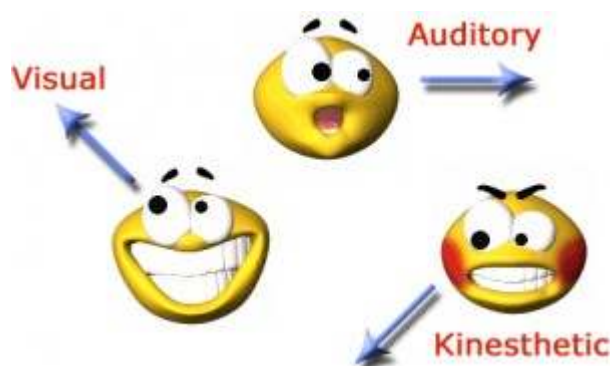
Between our conscious mind and our subconscious mind lay a gatekeeper, a weapon bearing son of a gun who will shoot down any sales idea at the drop of the hat if your customer feels they are being "sold".

How do you sneak past the gatekeeper to access the 90% of the brain that your buyer actually uses to make decision processes? And convince them to buy?

You Write (or speak) Your Sales Copy Using Five Powerful Tactics

NLP Primary Representational Language, Trance Words, Magic Words, Hypnotically Magic Marketing Phrases and Nested Loops (plus another sneaky tactic which I have tossed in as bonuses at the end of this guide) are the most powerful techniques for increasing sales.

Lesson 5: Primary Representational Language



Let's start with NLP Primary Representational Language, Shall We?

Definition of NLP: Neuro Linguistic Programming

NLP explores the relationships between how we think (Neuro processing), how we communicate (linguistics) and our patterns of behavior and emotion (the programs we run that cause us to take subconscious action).

You see, we process everything we hear, see, feel (touch and with our “heart”), smell, or taste based on the meaning we have given to past experiences; what psychologists call our “programming”.

Remember that. Everyone sees the world primarily through one of three main senses.

In NLP we refer to these as your Primary Representational System

It is essentially how you PROCESS the world. How you take it in and when someone explains the world to you in a way you understand it (in your primary representational

system) using words that specifically tune-in to what their subconscious mind wants to hear.

The Three Primary Representational Systems You Are Now REQUIRED to Add to EVERY Piece of Sales Copy You Write Are

Visual: What You SEE

Auditory: What You HEAR

Kinesthetic: What you physically TOUCH or how something makes you FEEL

Secondary Representational System Senses include

Olfactory: What You SMELL

Gustatory: What You TASTE

Primary representational sales copy should be used all of the time while Secondary representational sales copy should be used when referring to things you want your client to anchor to taste or smell such as a food product, diet product, or “the bitter taste of failure”. Avoid using Secondary representational system sales copy when you are talking about products that you don’t want your client to taste or smell...like sneakers.

So how can you maximize your sales without knowing the Primary representational system of each specific buyer?

You use specific WORDS for each Primary Representational System throughout your sales copy.

Now population studies suggest that while 80% of people have a Visual Primary Representational System of understanding the world around them, 18% of people use an Auditory Primary Representational System to understand their world, and just 2% of people use a Kinesthetic Primary Representational System to understand everything they see, hear, smell, touch, taste, and think about. To resonate with as many clients as possible you must include the specific words that the consumer wants to see, in their Primary Representational Language, when they encounter your sales message.

Try to balance your sales copy with a higher concentration of words that target people with a visual primary representational system, slightly less auditory, and then even less kinesthetic words. Right now I encourage you to work on building sentences around your product that represent each of the ways people see the world; through their eyes, through their ears, through their hands/heart.

Adding in gustatory (taste) and olfactory (smell) words to your sales copy is always beneficial as well, but not as necessary in most sales copy arenas with a few important distinctions; you **MUST** use olfactory and gustatory primary representational language when you write about any products Nutraceutical, diet, and food industries.

There are hundreds of thousands of words for each primary representational system but after years of trial and error I have honed down the top sales generating words for each group and they are listed below.

Master List of the BEST POSSIBLE Sales Copy Words and Phrases to Use to Perfectly Target Each Primary Representational System to Increase Sales

VISUAL: Think of words that have to do with your eyes

Tunnel vision, appear, show, clear, focus, observe, bright, hazy, perspective and
IMAGINE, view

AUDITORY: Think of words that have to do with your ears and hearing

Outspoken, articulate, scream, resonate, harmony, whimper, hear, discuss, listen,
 talk, call on, noise, ring a bell, to tell the truth

KINESTHETIC: Think of words that deal with touching or feeling

Warm, rush, grip, firm, euphoric, touch, burning, relax, grasp, handle, stress,
 pressure, smooth, hard, stinging, boils down to, moment of panic, sharp as a
 tack, pull some strings

**GENERAL: Words that cross the barrier of all three but without the same power of
 individually targeting each PRS**

Consider, motivate, plan, anticipate, generate, direct, achieve, think, decide,
 understand, know, activate, repeat, accomplish, initiate, incorporate, aware of and
 differentiate

OLFACTORY and GUSTATORY: Think of words that deal with smelling or tasting

Fresh, bland, stale, fresh, bitter, salty, delicious, salivate, spoiled, smell, fragrant,
 stink, reek, aroma, pungent, sour, sweet, smokey, bitter pill, mouth-watering

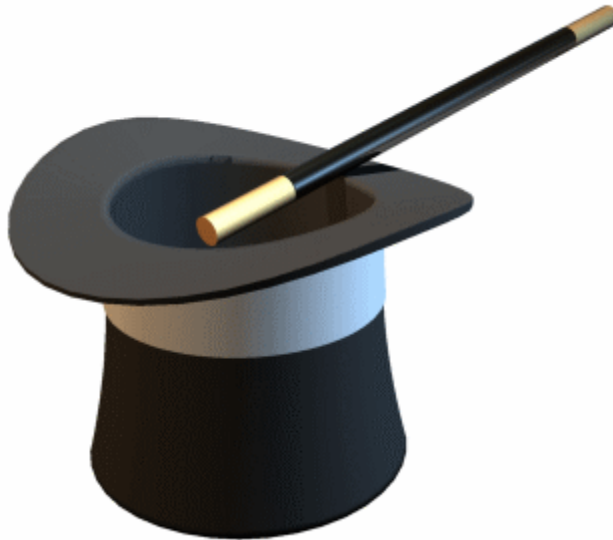
The more you practice using these words the easier using these words becomes. When
 I first experimented with these words I would do so in two steps.

1. Write convincing sales copy without the words

2. Add the words in throughout the sales copy to build rapport

Sprinkle Liberally Throughout!

Lesson 6: Magic (Marketing) Words



Magic Words are just that, magical to a fault. They are often used to grab attention but our society has already ANCHORED these words to a feeling of excitement for you. Using a word that has a preconceived societal meaning and triggers an automatic physiological response (with an ANCHOR) will begin to get you the results you desire almost instantly. Plus the word slides right past the barrier in their subconscious mind.

Words You Should Strive to Use in EVERY Piece of Sales Copy You Write

Free, You, Your, Announcing, Introducing, New, Secret, How to, Guarantee, Guaranteed, Magic, Magical, Easy, Suddenly, Now, Improvement, Sensational, Amazing, Phenomenal, Remarkable, Revolutionary, Startling, Miracle, Offer, Quick, Easy, Challenge, Hurry

The words listed above are the industry standard for instant-rapport, instant-excitement marketing words. Want to know the ones that generate the highest possible conversions in my personal sales copywriting experience?

Easily

Naturally

Unlimited

Aware

Realize

Beyond

Before

After

Now

New

Because (A MUST EVERYWHERE)

Freely

Expand

How to

Discover

Scientifically proven**Research****Powerful****Amazing**

Now, you and I can both agree that powerful sales copy should evoke emotion to elicit action, so I have listed the words that evoke the most positive emotion below. You need positive emotion anchored to your product if you want to sell it. Period.

Magic Words that Evoke Positive Emotion

Energize, refresh, healthy, happy, satisfaction, quality, revitalize, kind, compassion, understanding, vibrant, overcome, thrive, gentle, success, pinnacle, gentle, achieve, bright, colorful, thoughtful and, of course, positive, change, believe.

Use the words above as a guide anytime you are struggling to find a powerful word to evoke emotion. Use the words below to evoke a specific kind of emotion (especially beneficial when telling a story or using a nested loop which we will get to later).

Magic Words that Evoke Curiosity

Revealed, Illegal, Secret, Taboo, Cover, Covert, Hidden, Undercover, Uncover, Expose, Blow Open, I became, He/She Didn't Understand, Imagine (if you could easily), At Last, Finally, Truth, Change, Tweak

Magic Words that Trigger Action or Sales

Explosive, Scientifically Proven, Urgent, Free, Profitable, Erupting, Limited Time, Deal, Proven, Tested, Expert, Researched, Easy, Simple, Money, Fruitful, Closing, End, Action, By Now (read as Buy Now by the subconscious mind), Buy, Lazy, Vital, Imperative, Revealed,

Magic Words that Elicit Trust

Proven, Technique, Tactic, Step-by-Step, Scientifically Proven, Reputation, Guaranteed, Iron-Clad, Promise, Take-It-to-the-Bank, Vital, Expert, After Countless (hours/days/months/years of) Research, Leading, World Renowned, Fact, Truth, Quality, Best.

Magic Words that Instantly Gain Attention

Instantly, Magic, Stop, Pay Attention, Hold On, Wait a Minute, Listen, You see, Discover, Powerful, Imagine, At Last, Finally, Revealed, FACT/TRUTH

You can win nearly every time if you begin with TAGLINES such as

Now You Can Discover How to Easily...

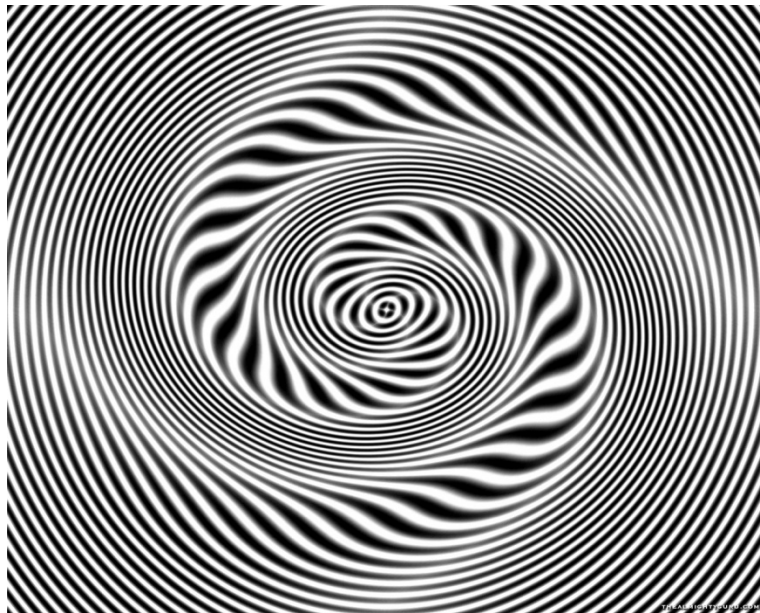
What If You Could Effortlessly...

Discover How One Secret/Young Mom/High School Drop Out...

Use How to, Discover, Now You Can, What if, Secret Tip/Technique as frequently as possible in your headlines/taglines. **Try Them, They Work Magic!**

Lesson 7: Magical (Hypnotic)

Marketing Phrases



Marketing phrases are everywhere. You simply cannot avoid them unless you live in the middle of nowhere with no access to media or store or product of any kind.

Your box of cereal is full of hypnotic marketing.

Everything you see, hear, taste, smell, and touch is anchored to your subconscious desires by marketing.

The only way to truly avoid marketing phrases is to sit atop a mountain like a zen monk completely blocking out the world around you.

So how do you easily leverage the power of trillions of dollars spent on marketing by billion dollar generating companies every year to overcome your clients' objections?

Copying is the best form of flattery.

Listed below are the top rapport building, sales compelling, income skyrocketing marketing phrases of 2012...and Beyond.

Technique 1: Turn a Direct Order into a Question

Sign the Contract Now

Becomes...

Do you have a pen to sign the contract?

Technique 2: Invitation Breeds Exclusivity

You're invited to...

Technique 3: Opening Your Customers Mind Sans Pry Bar

Would you consider...

You might agree that...

What if you were to...

Technique 4: Pandering to Group Beliefs

Many people believe...(fact or idea you want them to believe.)

Everyone knows that...(fact or idea you want them to believe.)

When people like yourself...(face or idea you want them to believe.)

Technique 5: You and I are the SAME

If you are like me you'll love how easily you can now _____.

Technique 6: Pandering to Your Customers Intelligence

You are probably already aware of the fact that (people who do xyz reap the reward.)

You may already be aware of the (benefit you get) when you (buy xyz widget now.)

Technique 7: Eliciting Specific Emotions...Backdoor Style

You're going to feel amazing when (you realize how effortlessly you can profit from a small investment of just \$1.00 per day.)

Technique 8: Anchoring Your Customer in the Moment by Identifying Where They are and What They are Doing Right Now

As you sit here listening to me/reading this/watching this you might (have already starting to relax knowing that your problems have been solved.)

Technique 9: Eliciting a Feeling Using the Mind

Think of how (feeling) you'll feel when (end result generated by your product.)

Imagine how amazing you'll feel when you discover how easily you can make 5k, 10k, or even 15k a month when you promote the Unlimited Income Generator 3000

Technique 10: Tell them what you've told them, and then introduce the next "logical step"

We've _____, and _____, so _____.

We've explained what you need, and we've discussed how our amazing gadget has propelled your competitor to the pinnacle of success, now you're probably wondering how soon we can get our amazing gadget to your door.

Technique 11: Eliciting Agreement with a Question

Wouldn't you agree that ... (state your position or fact about your product.)

I just love (product benefit and how it makes them feel), **don't you?**

Everyone could always use some extra money, **wouldn't you agree?**

You're interested in making an extra 5 grand this month, **aren't you?**

It's important to feel that you are receiving the best possible service at the lowest price, **isn't it?**

It is REALLY fun to use these when talking face to face with friends, family, and clients and watch as they go into a trance of head nodding for minutes straight. Try it!

Technique 12: Ramping Up Word Power

There is a HUGE difference between the words Sometimes, Often, and Frequently but only in terms of the feeling of power and security they invoke. Doing something two times per week can be Sometimes, Often, or Frequent.

Would you rather see:

People who buy our widget **SOMETIMES** double their income

People who buy our widget OFTEN double their income

People who buy our widget FREQUENTLY double their income

(Dare we say always?)

People who buy our widget ALWAYS double their income.

Always is not the same as Sometimes, Often, and Frequently but use it WHENEVER you can get away with it and not throw up red flags.

Technique 13: Two Benefits to You

Would you rather (sign when I bring the paperwork by today) or (sign when I take you out to lunch to celebrate tomorrow)?

Technique 14: Future VS. Stagnant

Wouldn't you rather (take one tiny step toward financial freedom now) than (remain stagnant in a life devoid of any hope.)

Technique 15: Is It in Fact a FACT?

In fact, (state your belief about your product or a negative belief about a competitor's product.)

In fact, thousands of satisfied client love how ABC product save them over 50% on the cost of their energy bills every year.

(BRILLIANT because we have recently discovered that the subconscious mind just determines the words "In fact" as a solid, black and white, take it to the bank FACT)

Technique 16: Embedded Commands

Aww...the super naughty world of embedded commands. Every conversational hypnotic writers dream. Simply put you hide a command in a regular sentence.

The commands below are bolded and italicized.

I'm not going to say (that ***I am the perfect person for your job opening***) because (that might be too pushy.) What I will say is (***benefit to buyer.***)

How to (***easily start learning a new language in just 10 days***)

Imagine if you could (***effortlessly lose 5 lbs in ugly belly fat in just 2 weeks***) without ever lifting a finger!

Technique 17: If....Then

If you find the home you want today then you can sign the papers tomorrow morning, right?

If you (get what you want) then (you will do what I need you to do to make the sale), agreed?

Technique 18: The More You The More You (another embedded command trick)

The more **you exercise with Ab Thrasher 10000**, the more **you will see powerful results of your ribbed, hard bodied abs in the mirror.**

Technique 19: Sooner...or Later? (More Embedded Commands)

Sooner or later, (you'll realize that *now is the perfect time to take advantage of our low interest financing*)

Technique 20: I Know that I Know

I know that (fact). I also know that (benefit)

I know that you have a fleet of 400 trucks. I also know that you'd welcome the opportunity to decrease your company fuel costs by 50%.

Technique 21: What's Important

It's Not Important that you buy a car today, what is important is that we have the right car for you

Technique 22: Considering the Benefits

As you consider the benefits of (hiring one of our highly-trained graphic designers) you might like to (look at our portfolio of award winning work.)

Technique 23: Relevant Fact

Now this may not be relevant to you but (people who have used ABC Window washing every year save thousands of dollars because they have to replace their windows far less often)

Technique 24: Take it Under Advisement

I wouldn't advise you to _____ until _____.

I wouldn't advise you to **buy this Mercedes** until you feel absolutely sure of the **fact** that **this is the perfect car for you**.

Notice all of the embedded commands in that one!

Technique 25: Experience

Experience shows that people who invest in our stock trading system reap 125% returns in 7 days or less.

Technique 26: Cause and Effect

When you decide to (buy xyz product today) you will (reap the benefit.)

Your decision to buy (xyz product) will cause you to (experience extreme relief.)

Many more powerful phrases exist to drive sales but some of my favorites are listed below. The idea behind most of the conversationally hypnotic, NLP style phrases I use come from the INDUCTION phase of actual hypnosis. They cause customers to relax, drop their guard, and listen closely.

Now, I don't know about you...

Let me explain...

And best of all...

It's OK not to (buy this product today)...

The list could go on and on and on but this should be more than enough to carry you through explosive sales copywriting conversions for at least a year.

Lesson 8: Trance Words



By now you might be wondering, “What in the WORLD is a trance word?”

Magic words sound plausible...trance words sound...hokey.

Well, let me tell you, they generate results like you have never seen before IF you can figure out how to use them with your specific demographic. It's far simpler than you might think.

Trance words are words that someone identifies as part of their core identity such as **FUN, WORK, EXCITING, COMMUNICATE**, etc.

Now, when a group of professionals was asked to list the top five things they looked for in three categories; a friend, a hobby, and a job they all listed FUN in every category.

FUN is a general trance word that applies to most individuals.

So how do you discover your niche demographics trance words?

You can nail this on the head pretty simply in Business to Consumer products.

Stop for a moment and consider this product type: Cat Toys

Why would someone need a cat toy? They more than likely have a CAT, wouldn't you agree?

Answer this question with ONE word for every product or service you sell.

What does your customer want to experience, or want the person they bestow your product or service upon to EXPERIENCE when they use it?

Cat: FUN Buyer: FUNNY

Massage: Relaxation

Bank Account: Security

Web Development Services: Ease, Money, Less Stress (Okay, 'less stress' is two a two word phrase, but you get the drift.)

Use verbs or adjectives that elicit a specific feeling that you want ANCHORED to your product. Remember that an anchor is something that is triggered in the subconscious mind that elicits a physiological response throughout the body (including an emotional response) every time.

Think of it as pushing a button. If you pushed a button in your client mind every time they used your product how would you want them to feel?

Use that specific word throughout your sales copy as your Trance word to elicit a specific emotion, drop their guard, and place them in an influential state.

Lesson 9: Everyone Loves a Good (Nested Loop) Story



The easiest way to sell a new product, hands down, is to tell a GREAT relevant story.

Why?

Because you can elicit specific emotions from a story (multiple emotions in a row in fact) to get the client from the exact emotion they are feeling at this moment to the exact emotion you want them to feel, and to the next, and to the next.

You may see it in sales patterns all the time.

The Basic Nested Loop Storyline:

I Was Like You

Then I Did This

Now I am here, Where You Want to Be

But there is SO much more to high-impact nested loops.

They are about eliciting emotion, transitioning to the next emotion, and the next, and the next.

Consider this story for example.

(Remember that EVERYTHING in this book is under copyright protection so you may not directly copy any of the sales copy examples I give in this book outside of the Magic Words, Trance Words, and Magic Marketing Phrases and then never for resale).

Watch below as I take the buyer through desperation, suffering from boredom, curiosity and a challenge, sadness, horror, we're one of your clan, and then elation from the solution.

Dear Health-Conscious Eater,

Are you tired of abandoning your favorite cuisines all in the name of health? Do you really have a choice?

We grew tired of eating blander than cardboard foods and watching as our diabetic, gluten intolerant, and weight loss challenged friends suffered through the same boring meals every day.

Bland Chicken. Dry Ribs. Flavorless Seafood. Pork that tasted like...Pork.

We are foodies at heart and love a good challenge so we began to explore other options. We quickly discovered that the supermarket shelves were packed full of visually appealing but lacked any decent flavor.

Watery. Tasteless. Bland. Sugar-Free alternatives to everyday staples like Barbecue Sauce, Steak Marinade, Cocktail Sauce, Teriyaki Marinade, Sweet Chili Sauce, and even Ketchup. ***Flavor Packed Palette Pleasers You Just Can't Live Without.***

We missed our savory, sweet, salty, zesty and tangy friends! Don't you?

And when we turned the bottles to read the ingredients on the back we were horrified. Each and every sauce and marinade alternative was ***packed with dangerous, fillers and toxins, cancer causing chemicals, preservatives, and lab-created sugar substitutes. Not. One. Single. Healthy. Option. Period.***

Plus there is just something romantically nostalgic about sitting down to family dinner, or hanging out at a friend's backyard barbecue and enjoying saucy, spicy, savory foods that warm the heart and fill your belly, wouldn't you agree?

We Knew There Had to Be a Better Option.

So We Did What Any of You Dedicated Foodies Might Do.

We Journeyed to Another Realm...***Let's Just Call it Our Gourmet Foodie Mission.***

After intense research, and countless months of trial and error we stumbled upon the secret to creating amazingly flavorful, zero sugar added sauces and savory marinades that are guaranteed to please any food lover's palette. "Product" a direct all-natural blend derived from Mother Nature's Greatest Blessing, the "Product" Plant.

You know, unlike other sugar substitute Product doesn't alter the tastes you love, and you can relax because Product keeps Your Favorite Sauces and Marinades Thick and Rich Just the Way You Like 'Em

That is all that a nested loop truly is, a story that elicits emotions by starting by identifying with your customers current feeling, moving through your reason why you developed your product or service, and then your final discovery; the solution and the feeling it evokes! Now when you look at sales copy you will notice them everywhere!

Creating a story around a nested loop to elicit and anchor the exact emotions you desire is simple.

Write down the end emotion you want to anchor to your product. Happiness, satisfaction, elation, excitement, security (should ALWAYS be positive)

Write down the three emotions you feel that your client is probably feeling when looking for a solution to their problem (the solution your product or service will provide). Anger, fear, or desperation, etc.

Write down at least one transitioning emotion. Curiosity is often the best because it leads into the “adventure in finding the solution” and gives the “why”.

Reverse the order of the emotions.

1. Anger/desperation/fear
2. Curiosity
3. Happiness, security, elation, satisfaction (whatever FEELING your customer wants your product to provide them)
4. Bring up your product at the VERY end of the story as the SOLUTION and then follow it with a list of benefits to anchor the positive emotion your customer wants to feel to your product.

Lesson 10: Naughtier Side of Hypnotic Sales Copywriting



I promised that I would share the naughtiest sales copywriting trick out there if only to educate you on what to look for before believing that a product will solve all of your problems while delivering the sun, moon, and stars.

Most copywriters consider it unethical to use this trick, but some still use it, so beware. You might care less about ethics but remember that you've been forewarned (and it's really fun to watch people get caught doing this).

Really there is only one super-naughty technique that I know of and that is covertly changing a word so that your customer's subconscious mind reads subliminal messages throughout your text.

This can be done in several ways. Capitalize certain words in a paragraph or sentence, change their color slightly, or make the specific words slightly smaller or bigger.

Let's assume that you want to embed the words Buy This Now but without directly saying Buy This Now.

You could construct a sentence or paragraph around those words and just capitalize those words, slightly change the color or the size. Your subconscious mind will pick up the difference and group the words together if they are close enough on the page, but your conscious mind won't know the difference.

Assume you want to embed:

Buy This Now

For the word BUY you can use the word BY. In fact, you can change out any word that sounds the same with one that looks different.

By looking at This text you might not notice all of the embedded commands but perhaps Now you do.

By examining these government documents this professor's conclusion was that the now is the time to stop global warming.

It may not seem covert to you because you know to look for it but I'll bet you can pick up this cover tactic in some of the higher ranking speeches on political websites. Politicians use it all the time.

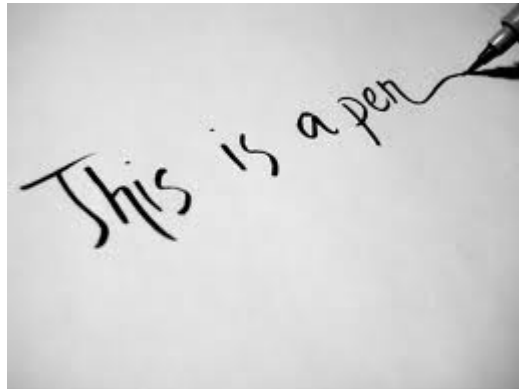
Fun Fact: I use this to gain compliance with my two small children when they just don't feel like listening. I slightly elevate my voice on only specific words while talking about something completely outside of the realm of what I want them to do.

Example: Wow, I love how you put your teddy bear down before you **go** to place your clothes next **to** your **bed**.

I've experimented with this and have hit a 70% conversion rate in verbal sales. Of course that is gaining the buy-in of my own toddlers. I encourage you to only use this for the highest good of all people involved though. For Example: I tend to use this only when my children are fighting sleep and it is exceptionally late at night.

Bonus Lesson 11: Four Layered

Value Propositions



Yes, we secretly tossed in even more.

You know that brand message... ***The More You Know***

You can never stop learning about marketing if you want to become a true master of sales conversions. As promised I am delivering as much as I can in bite sized chunks and easily swallowed steps to guarantee you success.

Keeping my desire to propel you into the life of your dreams in mind...

Here are some further questions that should be answered prior to tackling any piece of sales copy.

Every product or service has a Four Layered core value proposition. Your marketing professor was wrong; there is FAR more than just one Core Value Proposition. At least if you want to experience higher than average sales...

You must have a unique:

1. Core Value Proposition
2. Prospect Level Value Proposition
3. Product Level Value Proposition
4. Process Level Value Proposition

Think of it like an onion with four layers. The center layer is your overall Core Value Proposition, the secondary layer is your Prospect Level Value Proposition, the tertiary layer is your Product Level Value Proposition, and the final layer is your Process Level Value Proposition.

Answer the questions below to hone in on your four layer proposition before starting to put your Magical Sales Copy Pen to Paper.

1. **Core Value Proposition:** To Establish Your Core Value Proposition (using NLP and Conversational Hypnosis, of course!) Answer This Question.

If I am the perfect customer, why should I purchase from **your company** rather than any of your competitors?

2. **Prospect Level Proposition:**

Why should I, your prospect, buy your product rather than any other? Think about what your product holds for each specific niche demographic (age, income, gender, status, etc) over any other demographic.

3. **Product Level Proposition:**

Determining what your client desires to see in your product level proposition is more about comparing your product to your competitors product and convincing your customer that your product is the hands-down best. Make a list of the benefits of your product versus every one of your competitor's products. If your product is not the clear winner, plan on overcoming objections with your sales copy, or establishing exclusivity around the idea that your product doesn't need the extra "useless" and "time consuming" and "money wasting" benefits that your competitors product contains.

4. Process Level Proposition:

Why should I click on your ad, fill in the information you request, give you my credit card information? Is the REWARD for me greater than the COST (time, money, energy, effort, embarrassment, etc)? Have you made the process as simple and efficient as possible for me?

Use the answers you provided to the questions above to feel out any "challenges" to selling your product and overcome any "objections" in your sales copywriting.

Bonus Lesson 12: FOUR IRREFUTABLE TARGETS YOU MUST HIT TO SELL



Regardless of your product, service, or niche demographic you should include, strive to hit these four targets in every piece of sales copy you write.

1. **Appeal:** Are you creatively and believably satisfying your niche demographics desires? How much appeal have you installed in your product's sales copy? Make a list of their desires, how they want to feel, what do they need? Escape logic for a few short moments and imagine using your product. Does it incite the positive feelings you desire? If not, you have to overcome that in your sales copy.
2. **Exclusivity:** Is this the best offer available anywhere? Is there another offer available elsewhere for a product that provides the same or better benefits? You must change your product or overcome those objections. Remember, your product doesn't have to BE the best it just has to SEEM LIKE the best.
3. **Credibility:** How believable are your claims? Are they backed by testimonials, a reputation? Use conversational hypnosis to develop a reputation, especially the Group Buy In style phrases.

4. Clarity. How easy is it for the customer to understand WHAT YOUR PRODUCT OR SERVICE DELIVERS? Remember that simplicity is the key. Write all sales copy to a seventh grade audience. Remember that the easier it is for your client to understand what your product does, the easier it is for you to make sales.

Bonus Lesson 13: Momentum to Overpower

The Evil Website Optimization Demon



Momentum: You MUST maintain momentum through every step where an action or buy-in is required from your client in order to achieve a sale. Analyze your website down to the very last button on the page where your client enters their credit card information. Remove anything that might cause anxiety. Too many options, bright colors, too much copy on the page; all can cause extreme anxiety. Answer the questions below and optimize every page of your website or sales sheet or sales speech to eliminate anxiety and increase sales.

1. Is there enough white space or is your page crowded with text and options?
2. Are the options simplified? Can you simplify them more?
3. Have you reduced the number of information boxes the client must complete?

The less the better!

4. Eliminate page breaks if at all possible; limit yourself to two page breaks.
5. Reduce the number of steps your client must take down to as few as possible.

6. Is the scrolling text or the scrolling images on your landing page able to be processed? Are they moving too quickly? Too slowly?
7. Where does your traffic come from? Are you truly targeting your niche demographic? Could you be targeting a secondary and tertiary demographic?

If you are a multi-niche product creator (especially a 4 Hour Work Week Ebook writer) consider finding the traffic source FIRST and then creating your product around that traffic source. It is a lot simpler than you might think!

I really hope that you have enjoyed reading through this guide and know that it will provide you with a dramatic increase in sales copywriting conversions. I hope that by now you will feel free to ask any questions that you have regarding sales copy, conversational hypnosis, or NLP. Remember, you can't profit if you can't grow, you can't grow if you can't learn, and you can't learn if you don't ask!

Make Today Amazing!

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Questions?

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