

Hypnotic Arguments That Easily Seduce

By Charles Lewis

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Copywriting is, simply put, the study of the human ego. And, believe it or not, there's more to writing a sales letter than word choice, readability, grammar, spelling, sentence structure, guarantees, and even those overly exaggerated testimonials of yours.

Look... if you've read more than two or three articles on the subject of copywriting, you know all about "Features = Benefits", "Power Words", and every copywriting formula ever created. If you haven't, here are a few places you'll want to check out later on...

Joe Vitale's Copywriting Profit Center
<http://www.mrfire.com/profitcenter.html>

David Garfinkel's Results-Driven Marketing
<http://www.davidgarfinkel.com/>

Copywriting Articles
<http://www.webprozone.com/copywriting.html>

Forget AIDA -- Think M.A.G.I.C.
<http://www.webprozone.com/articles/000148.html>

THREE TYPES OF PERSONALITIES

One of the most powerful copywriting tactics you can use is the segmentation of the human personality. Before you write your sales letter, you must know your audience. That's a given. But this tactic goes beyond that...

Here's how it works:

To put it plainly, there are three types of people: commanders, thinkers,

and visualizers. Each of them will respond varying to different arguments. There are exceptions, of course, and oftentimes it's difficult to determine what type of person you're dealing with -- especially if you are selling a product online, where you cannot see or speak with your potential customer.

Some arguments resonate well with all three types. Take, for example the "Features = Benefits" approach. Instead of simply rattling off what your product can do, you must tell your prospect how it will benefit him or her specifically. This tactic works best with visualizers -- but is important when dealing with all types of people.

Sad as it may seem, other arguments will only work well with one type or the other. Say you decide to try selling something to a thinker with promises of a quick & easy, visually appealing product. Guess what? They'll tell you to shove it down your throat.

Wouldn't you just love to shove it down THEIR throat? Here's how:

THE COMMANDER

Commanders are leaders. Jobs occupied by commanders are generally management level positions, ranging from Project Director to CEO. They value a strong handshake, and for the most part, have a husky, dominating physique.

Words most commonly used by commanders are physical in nature. Here are a few good examples: tackle, power, feel, sense, grasp, touch, people, and team.

When I think of a commander, I think of my high school hockey coach. Although he wasn't a very husky guy, he could shoot a puck at 100+ miles per hour, shatter Plexiglas with a strong check (yes, he actually did this once) and, most importantly, he made an honest to god team out of a bunch of punk kids. That is what a commander does.

Top arguments to win over a commander include: strength, durability, years in business, proven and time tested product, and famous clients/founder. Using phrases like, "Your competitors are..." "I/We can handle (tackle) the toughest assignments..." and "Your team will like..." are sure to win them over.

THE THINKER

The name itself is self-defining. Thinkers are intellectuals: CFOs, scientists, programmers, accountants... the list goes on. A few favorite words in a thinker's vocabulary include: think (go figure, eh?), sounds, understand, numbers, sense, prove, know, and reason.

The most effective arguments when dealing with a thinker include: best future results (this works well for all types of people), logical design, clever, unique design, and endorsement by experts. Here are a few example phrases you can use on a thinker: "It sounds like you

need..." "Here are the numbers..." "There are several steps to the solution. First..." and "Here are the reasons behind..."

THE VISUALIZER

There are more visualizers in this world than commanders and thinkers combined. Visualizers take on a variety of jobs, but enjoy those which allow them to "get creative" more than anything. For the most part, they have an abstract, visual, and "quick & easy" mindset. Words most often used by visualizers are: show, see, look, visualize, picture, watch, perspective, perception, quick, fast, immediate, easy, and instant.

Explaining how the features of your product or service will benefit your customer works well with all types of people, but is most effective with the visualizers. Other powerful arguments you should use when appealing to the visualizer include: best looking design, quick and easy, and cosmetic appeal (visually dramatic presentation). Some phrases you should use are: "I can visualize the problem you have..." "Here's a quick overview..." "The solution is simple and easy with our..." "It looks like you need..."

APPEALING TO THEM ALL

In the real world, salespeople have the advantage of meeting their customer in person. The Internet is a very different place, however, meaning that unless you sell a service or big-ticket items online, you probably won't be communicating with your customer until after the purchase has been made. You will be unable to pick up on key words and phrases, which help you to determine what type of individual you are dealing with.

Because of this, you must effectively combine all forms of persuasion, to create a winning sales letter, which will appeal to commanders, thinkers, and visualizers alike.

In order to accomplish such a task, you'll need to determine which arguments work with the most people. The following arguments do well with just about everyone:

- Clear Features = Clear Benefits (MOST IMPORTANT)
- Strength, Durability, Toughness
- Best Future Results
- Years In Business
- Famous Clients/Founder
- Proven & Time-Tested Product

Use lots of those arguments, and be sure to work in as many others as you can think of. Get creative with the process too, or you'll risk being just like everybody else. Now -- get out there and make yourself some money!

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Charles Lewis invites you to join him in e-success by subscribing to his weekly newsletter, "The Cre@tive Marketer". Subscribe today, and receive a free copy of the time tested, proven Internet marketing strategy guide that could teach a chimpanzee how to start an online business.

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