

# What Are 7 Psychological Triggers That Make People Buy?

By Arina Nikitina

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Did you know that there are seven psychological techniques that literary persuade people to buy?

When I first used them in my sales letter I increased the response rate by 257% overnight! You can use them not only in your sales letter but also in your ads, headlines, and even newsletter.

## Trigger #1: Reason Why

Tell people WHY you're doing something. Don't be a mystery for your customers. People are more likely to buy from an ordinary person they know something about.

Are you giving 25% discount on your product? Give the people honest reason why. Are you limiting the number of products you want to sell?

Tell people why.

If you tell your visitors about the reasons of doing something they will be more likely to trust you and to buy from you.

## Trigger #2: Specifics

Tell the specifics. "How I made \$1,057 in a week" sounds more believable than "How I made \$1,000 in a week".

People are sceptic. If you include specifics people will be more likely to believe you.

If you state a fact, make it specific. General numbers never sounded plausible.

## Trigger #3: Curiosity

We all are extremely curious. We want to know answers to our questions. Tell people not to open this email and they will open it. Because they want to know what's inside.

Headlines like "Discover the hidden secret of free ezine advertising" are always producing great results. You immediately want to know "What secret?".

Curiosity trigger is a great way to get your email opened. It also works great in ads and in articles. Like the title of this article:  
"What Are 7 Psychological Triggers That Make People Buy?" :)

#### Trigger #4: Fear to Lose Something

People are most likely to buy from you if they are motivated by fear to lose something than if they are motivated by desire to gain something. That's why deadlines and limited production numbers works well.

Use deadlines in your copy. Run 3 days specials or limit the number of products you want to sell. Make people act now by letting them know that it is a limited time offer.

#### Trigger #5: Questions

Ask questions. By asking questions you get people involved, they automatically start to think to answer your question and become more responsive to your message.

What headline would grab your attention:

"You are wasting money on ezine advertising" or "Are you wasting money on ezine advertising?"

#### Trigger #6: Stories

Nothing can be better than a good story. It's easy to influence people just by telling them a good story.

A lot of famous copywriters used this method in their sales letters. You can tell a true story about your customer. Or about yourself.

A real life story about something the product has done to improve someone's life will build your credibility and motivate people to buy.

#### Trigger #7: Facing a Problem

Every product is a solution to particular problem. Don't rush into presenting the solution you have, make sure you first make your visitors to face the problem.

Present the problem and agitate it so people would feel the pain of situation. Spell out the problem, tell them how it feels. Only after you've got readers interest present your product that provides the solution.

Apply these seven psychological techniques to maximize your sales and increase the response rate of your ads.

Arina Nikitina is the author of exclusive report "The Guru's Secret Formula To Creating Massive Online Cash Flow". For a limited time the report is available absolutely free of charge here:

<http://www.online-internet-marketing-strategy.com>

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