

3 Secret Selling Blueprints!

By Larry Dotson

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1. Allow your prospects imagine you both have a strong bond. A powerful way to bond with your prospects is to tell them a secret in your ad copy. Tell them the only people who are learning the secret are the people who read the ad. This will make them feel like they're included in a special group of people. When you tell people a secret, it makes them feel important and creates a strong bond. It will also create trust and rapport. Example: Please don't let anyone know I'm releasing this top secret information to you...

2. Have your prospects to imagine that you believe in them. People want other people to believe in them. You should write your ad copy in a way that shows you believe in your prospects to solve their own problems. Example: I know you have the courage to change your life using our product.

3. Allow your prospects imagine that you're leading them to a better life. Most people like to be lead. They often choose to be followers rather than leaders. That is why it is important to use action commands in your ad copy. Your copy words must become the leader to get them to take action. Examples of action commands: Order Now! Improve Your Business!

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