

3 Strange And Twisted Copywriting Tactics!

By Larry Dotson

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1. You can build credibility with your prospects by telling them you can't solve all their problems, but you can solve a percentage of them.

For example:

My product can't eliminate all your problems, but what if it could take away 97.5% percent of them. How much better would you feel?

With this technique you wouldn't be making those unbelievable claims. Your prospects would know for sure you're not lying to them. It will increase your credibility and make them confident enough to buy your product. Using a percentage makes it easier for your prospects to understand just how much better their situation could be.

2. Stun your prospect by telling them the negative things they are probably thinking about your product or business. Then tell them the negative effects of thinking negative about your product or business.

For example:

You're probably thinking this marketing book is like all the rest you've wasted your hard earned money on and you'll go on with your business losing sale after sale until your finally have to go out of business.

3. Give your prospects an image of two different paths they can take; one if they order your product and one if they don't.

For example:

Imagine yourself at an intersection and you clearly see two different roads on which you can turn on. One where you can chose not to buy our product and continue to have your problem or one where you can buy our product and eliminate your problem. Which road will you chose?

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