

How To Influence Your Prospect's Mind!

By Larry Dotson

How To Influence Your Prospect's Mind!

Larry Dotson
bizreport@sssnet.com

FREE eBook! <http://www.ldpublishing.com>

by Larry Dotson

It's important for your sales letter to tap into your prospect's subconscious mind and trigger their imagination. It will then create and direct a mental movie or scene that will persuade them to visit your web site, subscribe to your e-zine, buy your product, etc. Their mental imagery will actually influence their conscious mind and body to take action and buy.

Triggering people's imagination is not like controlling their mind. Their imagination is being triggered all day long by TV, pictures, radio, other people, movies, things they read, etc. People have complete control over what they imagine. It's not like when you unconsciously dream every night.

People use their imagination every day. We all conjure up thousands of images in our heads. People use their imagination to solve problems, to rehearse a future situation, to remember things, to escape their reality, to mentally practice certain skills, to brainstorm, etc.

For example, maybe you imagined what you were going to have for breakfast, lunch or dinner. You mentally smelled it, tasted it, saw it, felt it or even heard it cooking. It could have affected you physically too, your stomach may have started growling, your mouth may have watered, you may have smiled and you may have licked your lips. Think about this, the food you imagined wasn't there, your subconscious mind didn't distinguish between fantasy and reality.

Do you see how powerful the imagination can be?

Now how about I suggest you visualize something. Make yourself comfortable. Relax in your chair, close your eyes and imagine a juicy, tender steak seasoned to perfection. Take your time. Enjoy the experience. If you like steaks, you most likely had some of the same experiences happen to you which were described above.

The visualization above was open-ended. I just suggested what to imagine and you did the rest. You created the mental movie or scene. You used your inner senses, past experiences and future visuals to experience it how you wanted to. It happened so quickly that you weren't consciously aware of it. I also suggested that you should relax; relaxation is one of the key ingredients used to open up your prospect's subconscious mind to be receptive to your suggestions. People often relax by getting comfortable, closing their eyes, wearing loose clothing, etc.

Sometimes it might be difficult to anticipate which mental suggestion will trigger your target audience to buy. You should study, survey and communicate with them regularly to know which images will persuade them to order your product. The more targeted your suggestion, the less distance it needs to travel to reach their subconscious mind which means it will persuade them more quickly.

When you trigger your prospect's imagination they can go into a flow state or zone. It's like when you are totally focused on a movie or thought and you don't pay attention to anything else. You have no time awareness, just like in your subconscious mind. This flow state can lead them right to your ordering page!

FREE eBook! "Hypnotic Sales Letters: 92 Hypnotic Sales Letter Templates!" Just add your product info and...BAM! You've just written a hypnotic sales letter in a few minutes! Visit my site to download it:

"><http://www.ldpublishing.com>

-

Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)