

Mental Movies That Sell!

By Larry Dotson

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When you watch a scary movie you get scared and your body tenses up. When you watch a sad movie you feel sad and even cry sometimes. When you watch a funny movie you get happy and even laugh. As you can see, your subconscious mind can't tell what's real and what's fantasy.

You can create mental movies when people read your ad copy. Mental movies can change people's emotions and some of their physical actions. You can alter their emotions and physical actions with words alone. Your words need to explain and describe what they see, hear, feel, smell and taste so it triggers their imagination.

Most people don't realize that simple words can trigger mental scenes or movies. If you see the word "daughter" and you don't have a daughter you may just think it's somebody's kid. If you have a daughter, you will probably picture your own daughter. Do you see what I'm saying? You need to really think about what each and every word means to your target audience.

Any kind of visual can also create mental movies in peoples minds. It could be graphics, pictures, art work, web site designs, etc. One simple picture can trigger hundreds of different emotions, feelings, moods, physical actions and visualizations. A single visual can create a mind movie that could be worth a thousand words.

If you see a picture or even the word snake you may twinge or look away if you have a phobia of snakes. On the other hand, if you love the taste of snake meat you may actually salivate.

In conclusion, you really need to think about what effect each and every word/visual will have on your target audience. It could be the difference between making or losing a sale.

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