

Sell More By Putting Your Prospects In A Trance!

By Larry Dotson

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Larry Dotson
bizreport@sssnet.com

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A trance is when you are strongly and continually focused on a feeling, thought, vision, mood, emotion or idea. Usually it takes repetitive actions by a person to gain your attention. You have likely been in a trance at least a few times this week.

Haven't you ever been reading a book, watching TV or listening to music and your parent or friend said something like "Are you ignoring me?, I've asked you three times what you wanted to eat for dinner?" And you say something like "No, I was just watching this really cool show on sharks".

See, you have been in a trance plenty of times and didn't even know it. Just think how many products you could sell if you could put your prospects in a trance? Well you can, if you follow these very important steps.

First, you have to give them a feeling, thought, vision, mood, emotion or idea they will focus on. This can be accomplished by using an appealing headline or visual. Now, any one can have thoughts and still be able to concentrate on other things.

Next, your goal is to influence them to continually focus on it. You need to make sure each and every word, phrase and sentence is interesting enough so

they keep reading and thinking about your offer.

How do you accomplish this? You need to use words and phrases that appeal to their emotions and thoughts. For example, if you were selling an ebook on eliminating your credit card debts you could say: No more living pay check to pay check. (or) Eliminate those harassing creditors calls once and for all.

Each word needs to take them step by step by step into a continuing trance. You don't want any boring or irrelevant information to interrupt the trance.

Finally, when you ask for the order they will be so involved that they'll have to order to keep the enjoyable trance continuing.

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