

Transcript

Module 1 Lesson 8

Mental Triggers



Executive Summary

Key Takeaways:

- Mental triggers are the cornerstone of how we conduct launches – it's the psychology that's going on.
- If you get these mental triggers right, you'll be able to use them over time – they don't fade away. They are built into our brains – they don't change.

Mental Triggers:

- *Stories*: We've been trained for thousands of years to listen to stories
- *Event Based*: People love events and enjoy feeling like they're part of something bigger than the themselves (significance) and having people go through an event TOGETHER is the core piece of ritual
- *Community*: Act like how you want people in your community to act (Virtual communities are very strong)
- *Social Proof*: We all look to other people for clues on how we should act
- *Scarcity*: When there is less of something people will inherently want it more
- *Authority*: People follow authority figures (Just by doing a Prelaunch you can establish massive authority)
- *Anticipation*: When there's anticipation it really captures our attention and imagination
- *Common enemy*: It's shocking to see what people will do when there is a common enemy - you can use this to your advantage
- *Proof*: Show people that your stuff works - testimonials
- *Controversy*: It gets people's attention
- *Commitment and consistency*: People like to act consistently with how they've acted in the past

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- *Interaction/conversation*: People would rather talk than listen and people will pay attention to a conversation longer than a lecture
- *Reciprocity*: Give great stuff away and people will naturally want to give back to you
- *Surprise/unexpectedness*: You don't want to be predictable
- *Likability*: People buy from those they know, like, and trust (Be as likable in your launch as possible)
- *Credibility*: During a launch, you have opportunities to establish that you're credible
- *Celebrity/Being interesting*: Be seen doing unusual things or being seen as different: This is easier than you'd expect - get creative
- *Reason/Why*: "Because" is a very powerful word - even if your reason isn't great this is a solid strategy
- *Competition*: If you can get people competing for something it's a great trigger
- *Take-away-sale*: You sell from a powerful position of "take it or leave it"; it makes you naturally very attractive - if you act like you don't need it/them, they'll pursue it more
- *Simplicity*: Keep your messaging simple - it's more powerful this way
- *Specificity/concreteness*: The more exact you can be the better (Ex: Ivory soap is 99.25% pure, not 99%)
- *Emotion*: If you can get their emotions involved it's easier to influence them

Transcript

Now we're going to talk about the *mental triggers*.

This is really important stuff because the mental triggers are the cornerstone of how we conduct these launches or the psychology that's going on. There's a lot of mental triggers that are built into our brains. They don't change.

If you get these mental triggers right, you'll be able to use them over time. It's not like these fade away. They've been with us for hundreds and thousands of years and they'll still be with us thousands of years from now. If you want to look at evolutionary psychology you can start to figure out why some of these exist, but it gets pretty crazy.

Stories

Stories is one of the mental triggers that really is the foundation of the Product Launch Formula®.

In essence, the Sideways Sales Letter®, telling the story over time with that Sideways Sales Letter, what you're doing is you're creating an overall story of your marketing that goes throughout your entire launch. That's really what pulls people in.

We've been trained for thousands of years to listen to stories. Nothing is more engaging than a good story. It's almost like warm milk and cookies. When you start telling a story, people just relax and they sit back and take it in.

This is the way that knowledge was initially passed down is through stories. It's still very powerful for influencing people.

Events

You want to make your launch event-based. This is something some people struggle with. You will see with our Quick Launches there is some story around them. I'll share the story of one of my Quick Launches. It was a tax sale or the romance sale. I'm going to show you those. Those were based around some external event, a wedding in one case, a tax surprise in the other instance.

If you're doing a launch for a new product, it can be an event just because you have a new product.

People love events. They get pulled in by events. They feel like they're part of something bigger than themselves. That's part of a feeling of significance that we have.

Going through an event together—what you can do there—when you can provide an event for people to go through together, that's the basis of ritual.

Rituals

Rituals are literally the most powerful experiences that we have. Rituals are unbelievably powerful. When you have an event based launch, you're starting to tie into that ritual instinct.

Community

Community is incredibly powerful. This is something to remember. We act like we think the people in our community are supposed to act. Virtual communities are really strong. You can literally create a virtual community and create the rules of engagement, how people in that community are supposed to act. If you can do this in your marketing, actually create a community and then create this expectation in the community that people buy your product. It can be, not quite that simple, but that type of thing can be really powerful in your launch. We'll get to some examples of this.

Social Proof

Social proof is the idea that we all look to other people for clues on how we should act. This is another classic example I like to give. You're driving into a town. It is dinner time and you're hungry. You've never been in the town before, maybe you forgot your iPhone, so you can't look up the restaurant. You have no idea which are the good restaurants and which are the bad restaurants.

There's a restaurant on the right side of the street that has six or seven cars in front of it and there's a restaurant on the left side of the street that's got one car in front of it. Which one are you going to go to?

Most people are going to go to the one with the six or seven cars in front of it because those people must know something. Right? That's basically what social proof is. We look for clues on how to act by looking for how other people are acting.

If you can show your prospects that they are not alone, that other people are taking action and buying your product and having success, then you're way ahead. It's really powerful.

Scarcity

Scarcity is when there is less of something, people are inherently going to want it more. They will want something just by virtue of there being less of them. If there's some fancy Beanie Baby, but it's hard to get. We see this all the time at Christmas time

where there will be the 'it' toy, the toy to have, and then all of a sudden there's not that many of them. People will just go crazy for them. They will go to crazy lengths to try to get that toy.

Scarcity is incredibly powerful. Event-based launches naturally lend themselves to scarcity. There's an event that comes and goes and once it goes it's gone, so there's a scarcity. There's an inherent scarcity involved.

Social proof and scarcity work really well together. When there is social proof it proves that there's demand. Inherently, that feeds into scarcity, and when there's scarcity there is inherently social proof because if something is scarce then a lot of people must be going after that thing.

Authority

People will follow others in authority. This is why doctors wear a white coat. It's because as soon as they walk in the room we respect that white coat. You can establish huge authority in your launch, just by giving away good Prelaunch Content.

People are going to assume that you are an authority and that will give you more power in your communication with them.

Anticipation

There are few things that capture our attention and our imagination more than anticipation does. We all look forward to events. We all look forward to birthdays, holidays, and sporting events. This really pulls us in.

In the U.S. we have the Super Bowl. The Super Bowl is the only football game all year long where there is a two week build up to it. There's two weeks between the conference championships and the Super Bowl. One of the big reasons for that is to build the anticipation.

This is how people get pulled into your launch, by anticipating what's coming next and looking forward to what comes next.

Common Enemy

It's amazing what people have done when there is a common enemy. They march off to wars and they stand in a line of bullets getting shot at them because of a common enemy.

Often in marketing we'll sort of fabricate a common enemy, whether it's the IRS or lawyers or some organization in your niche, or whatever. You can often build up a

common enemy and that makes the sale a lot easier. People will bond with you through that common enemy.

Proof

We love to have proof in our launches. If we can show how people have brought our product in the past and had success and we can show people that proof, that is awesome.

Controversy

That grabs people's attention. It's like watching a car wreck. People just love to watch controversy. You can often talk about controversy in your launch and that will grab people's attention.

Commitment and Consistency

Commitment and consistency is that, basically people want to act consistently with how they've acted in the past. There are all kinds of ways we can develop this commitment and consistency.

Interaction and Conversation

People would rather talk than listen. They'll pay attention to a conversation a lot longer than they'll pay attention to a lecture. You can make your launch feel like a conversation. It's easy to do that with blogs where you're getting comments back and they're interacting with each other. That grabs people's attention.

A lot of Product Launch Formula is about grabbing people's attention and holding their attention so that you can deliver a sales message to them.

Reciprocity

Reciprocity is basically, if you give something to someone they're going to want to give something back to you. During a launch we're generally giving great material, great content, great Prelaunch material away. This naturally builds up the reciprocity trigger.

You've been giving to them, giving to them, giving to them. They're going to be more inclined to give back to you. Often what they're going to give back in an order. They're going to buy from you.

Surprise

You don't want to be predictable. The more you can be building some surprises and unexpected turns in your launch, the better. It's just novelty and that captures people's attention and keeps them from being bored.

Likability

People buy from people they know, like and trust. The more likable you are throughout your launch and your Prelaunch materials, the better off.

Credibility

During a launch, you can publish material that establishes massive credibility. This is very similar to authority. So many times people are disbelieving. They get so many sales messages and sales pitches each day that they have their B.S. detector at maximum most of the time, they just don't believe people.

The beautiful thing is that during a Prelaunch you have the time to basically prove your credibility by giving away great content.

Being Interesting

This is pretty similar to the whole surprise and being novel. You want to be seen doing unusual things. You want to be seen as being different. This is all easier than you would expect. You don't have to be very different at all, just a little bit different.

I'll tell you just by virtue of fact that you want to start or build your online business, that you're studying Product Launch Formula makes you different. It doesn't take much to be seen as being different. So many people have very boring lives, just do something a little bit different and all of a sudden you're seen as being very interesting.

Tell People Why You're Doing Things

If you publish online, you basically automatically become a celebrity. The reason why? The word 'because' is a very powerful word. "This is why we're doing this, because of this." If you can give a reason why throughout your launch and throughout your sales copy and every piece of your Prelaunch Content is really in effect a piece of sales copy, it can be really powerful. Tell people why you're doing things. The reason does not have to be great.

The classic example from the book Influence by Robert Cialdini. They did a social science test where people were waiting in line to make copies at a copier and there

was a line at the copier and they had people walk up and ask if they could take cuts at the front of the line. They measured how effective that was.

I can't remember what the numbers were, and the actual numbers are completely irrelevant. Maybe 50% of the time they were successful. Then, they had them go up and they made the same request asking, "Can I cut in front of you?" at the front of the line. They would say, "Can I cut in front of you, because I'm late for class and I really need to make these copies for my professor?"

As soon as they put that 'because' in there and gave a reason, all of a sudden the compliance, their effective shot way higher. Their numbers went from 50% to 90% or 95%. It was significantly a much higher percentage of success just by giving a reason. Then they actually did the same thing and tested with a reason, but it was a lame reason. It was a lousy reason. They said, "Hey, do you mind if I cut in front of you because I really need to make some copies?" There was no real reason there whatsoever.

Because they used that word 'because' and because they gave a reason, even though it was a very weak reason, not a very good reason at all, the compliance was almost as high as when they gave a good reason. The reality is you just need a reason why. You don't need a very good reason why.

Competition

Next up is competition. If you can build up a competition this is another thing that grabs people's attention. If you have people competing for something, it's very powerful.

The Take Away Sale

This is where basically you sell from a very powerful position saying, "You can take it or you can leave it. I'll be fine either way." When you do a take away sale like that it's naturally very attractive. The more you act like you don't need something or someone, the more they will pursue you.

Simplicity

The launch might seem complicated at first from the outside, but you want to keep your messaging very simple. The simpler you can keep your messaging, the more powerful it is.

Specificity

Specificity or concreteness is very similar to simplicity. The more exact you can be the better. For example, Ivory soap is 99.25% pure. It's not 100% pure. It's not even 99% pure. It's 99.25% pure. That .25% being so specific makes it more believable than if they said it was 100% pure or 99% pure.

If you're going to help someone lose weight, it's better to have them lose seven pounds in six days than to have them to lose 10 pounds in a month. The more specific you can be the better.

If someone took your system and made money with it, it's better if they made \$9,032.17 than if they made \$10,000. Basically, if people see something that looks like you rounded off a number, then they just think you're not being precise and maybe you're taking some liberties with the numbers. So the more specific and concrete you can be the better.

Emotion

Finally, we have emotion. This isn't necessarily an easy thing to do, but if you can get someone's emotions involved it makes it a lot easier to influence them. It's just the way it is. If someone gets really excited about what they're doing it's a lot easier to influence them. The state of mind that they're in when they are excited is just easy to influence. Frankly, this is tough one to do. I haven't seen this pulled off too often with success, but if you can pull it off it's really powerful.

So that was just a quick run through of the mental triggers. Again, we're going to be walking you through launches and showing you exactly how these are done.