



Facebook Magnet Primed by Persuasion

Or how to use psychological triggers so that you do not feel like you are selling and your perfect paying client does not feel like they are being sold to.

Julie Merrett

© Julie Merrett 2016. www.juliemerrett.com



Welcome back

- ▶ Thank you so much for your comments and questions.



Purpose

- ▶ Aim of the video series
- ▶ How to attract your perfect paying client
- ▶ Video 1 – Niche
- ▶ Video 2 – A template to construct the Facebook Post
- ▶ Video 3 – How to use psychological triggers so that people choose to purchase from you



Primed by Persuasion



I don't like selling to people. I feel really uncomfortable

- ▶ People tend to run away from your message if they feel like they are being sold to
- ▶ Selling is service
- ▶ If you didn't share your message what would the consequence be?
- ▶ Selling a service is a transfer of energy
- ▶ Going it alone



Triggers

- ▶ Stories
- ▶ Prestige
- ▶ Reciprocity
- ▶ Proof
- ▶ Community
- ▶ Talk to the guru
- ▶ Likeability
- ▶ Scarcity/urgency



Stories

- ▶ Believable - Yes you can have... even if...
- ▶ Comparison - Would you rather.... Or would you like....
- ▶ Curiosity - have you ever wondered how....
- ▶ Desirable – paint a life after picture
- ▶ Prestige - How to... without...
- ▶ Fun



Key ingredients

- ▶ A protagonist or the hero.
 - ▶ This person needs a name and an identity
 - ▶ It could be you
 - ▶ It could be “Debbie from accounts”
- ▶ A predicament.
 - ▶ The problem your perfect paying client wants to solve
- ▶ A narrative –
 - ▶ what happened
 - ▶ Involves a change
- ▶ A resolution
 - ▶ How what you are suggesting gives your perfect paying client the solution they need



Details


- ▶ Make your hero a real person
- ▶ Action
 - ▶ Dialogue is action and will draw people in
 - ▶ The engineers smirked with I leaned against the fresh paint in my best suit
 - ▶ Since the break in, when you knock at the door, Auntie Alices Yorkshire Terrier hides behind the sofa
- ▶ Surprise
- ▶ Detail
- ▶ Suspense
- ▶ Present tense



Plan your story

The Hero

- ▶ This is your perfect paying client.
- ▶ the previous version of your self
- ▶ your identified perfect paying client
- ▶ Write down as much detail as possible so when you are writing you are talking to that one person



Plan your story

The challenge the are facing

1. What keeps them awake at night?
2. What are they afraid of?
3. What are they angry about?
4. What are their top 3 daily frustrations?
5. What do they secretly, ardently desire most?
6. What would make their daily life easier?



Plan your story

The solution

- ▶ What is your solution and what does it do?
- ▶ How and why will your solution help them overcome their challenge?
- ▶ What part of your service makes the real difference?



Plan your story

The benefits

- ▶ How was your hero's life changed when they used the product?
- ▶ How much exactly did they save?
- ▶ Over what time period?
- ▶ Add it details to make it believable.

What it does	Primary benefit	Secondary Benefit
The refrigerator keeps the food fresher longer due to the way it circulates oxygen	Gives your fresher food	<ul style="list-style-type: none">• You need to go shopping less• You have more time to spend with your family• Your health is improved



Imagine.....



Coming up next

- ▶ Webinar
- ▶ Three massive mistake conscious entrepreneurs make that keep them struggling to find paying clients, financially challenged and unable to make the impact they long to.
- ▶ Keep an eye out for the email as it will include an offer worth \$500



Close the gap

- ▶ Comment or email me and let me know the one thing you have learnt today which you will implement.