

**KICKASS**

**Salespages**





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## About The Author



Marketing.

Higher Level Strategies (HLS) exists to EMPOWER Internet entrepreneurs. We provide quality services to serious Internet marketing success seekers by way of web design, product creation and “Done For You” web business development. We aim to deliver cutting edge solutions to ordinary people that don't necessarily have an extensive technical, internet or online sales experience. Unlike coaching and mentoring companies that promise to teach you Ecommerce, Real Estate Investing, Financial Planning, Stock Market Investing and everything under the sun, we specialize in one thing and one thing only, Internet

HLS is owned and operated by Omar Martin, and his wife Melinda since early 2009. Omar's vision for HLS to become a multifaceted Internet Entrepreneur Empowerment Company is now a reality.

At present, the HLS team is made up of a powerful staff of 4 extremely skilled and talented individuals. The company is operated by Omar and his lovely bride Melinda Martin right out of their humble home in Palm Bay Florida. The personal interaction with their clients is unparalleled. They take on only a few serious clients per month so that they can personally interact with each of them. With HLS web services you get a personal touch that you just won't find anywhere else.

HLS was established to serve success minded individuals just like you that are tired of buying old rehashed ebooks and software products to no avail. We want to help you leverage the power of the internet to launch a successful business through step by step mentorship. With HLS mentoring, marketing and “Done For You” web business development, we will help you devise a training syllabus and development schedule that is custom tailored to your specific needs and time constraints if that is what you desire. Our professional staff is comprised of industry experts that will help you achieve online success through courteous, one on one attention and service.

If you prefer to have the web work DONE FOR YOU, we've got you covered there as well. Our





team can create your website, continuity program, email marketing campaigns, social web presence, list building squeeze page, custom blog themes, professional sales videos, product launch campaigns, membership websites and much more. We custom tailor our web development services to your EXACT needs so you can be as involved as YOU like or as hands off if you wish. Whichever you prefer, we've got your back.

Internet Marketing can be a very time consuming, frustrating and even costly endeavor when you try to do it all alone. Omar Martin has helped thousands of people build websites and online businesses throughout the years. Many of them now work for themselves and even earn a six figure income. We welcome the opportunity to help you build your business and achieve online success today.



## Chapter 1

### Introduction

In this volume we will introduce the concepts of psychological selling triggers to where consumer behavior may be influenced. Perhaps you have heard that, “People love to buy, yet hate to be sold?” This statement is supported by the on-going credit problem we have in the United States. In fact, there is a global credit problem, as people enjoy spending money that they do not have in order to acquire material goods to impress people they do not even like. This is our global consumer-minded paradigm.

In the online selling niche, we have found that prospects want to know about “one time offers” and “up sells” prior to their presentation to avoid feeling sold to. Prospects like to feel it was their decision to purchase an item without high-pressure sales tactics. The reality is that prospects may have their purchase decisions influenced through leveraging specific psychological selling triggers.

As you know, during face-to-face communication, only seven percent of the total message is being communicated verbally. The remaining, ninety-three percent, is comprised of “how” the person sounded and looked. The actual voice’s inflection, along with syntax of word choice, and body language, all play important factors in overall communication. Thus, “how” a person says something is more important than “what” is being said. These communication concepts hold true in all forms of communication besides face-to-face, including print, audio and video. Thus, the Internet marketer needs to learn how to manage a prospect’s emotional states via the Internet to ultimately influence purchasing behavior. When the prospect is not directly in front of you the various communication tactics need to be modified to accommodate the medium. For instance, when you are speaking on the telephone one could whisper and change cadence along with tone to illicit a calm and relaxed intimate feeling. Whereas, pulling back on the receiver, and shouting in quick or rapid succession placing undue stress on action words could evoke a sense excitement. Another example would be that of a comedian where the intent of what they say rests solely on how they say it. An insult could potentially bring a smile to your face in anticipation of what they are about to say next. This is because the insult was delivered in jest and





communicated in such a manner. Thus, emotion may be conveyed via print, audio, and video just as in face-to-face communication. And, “how” something is said is more important in communicating emotions than “what” is being said.

Speakers often use strategic pauses in cadence as a “pattern interrupt” to heighten listener’s attention. A prime example of this technique may be heard in President Barack Obama’s delivery of speeches. His strategic use of pauses emphasizes his message as he masterly reads from a teleprompter with maximized emotional impact. He is able to deliver ideas piecemeal allowing time for absorption in preparing the listener for the main point’s acceptance as he drives his message home. As we apply this to Internet marketing it is important to remember that, “How you say, what you say”, will trigger emotions that shape the purchase experience.

It is important to remember that the purchase experience is highly emotional. It comes down to “how” you can make someone feel. If you can make a prospect feel that you are an authority that may be trusted coupled with the fact that your product is a needed solution, you will influence them to buy your product. Being that all your customers are human, you will be able to leverage the science of psychology to trigger buying behavior in response to what you are selling.



## Chapter 2

### The Brain & Emotions

Let us talk about the brain and emotions. Your mission as a successful Internet marketer is to create a positive purchase environment within the brain of your prospect. You do this by flushing their brain in “feel good” endorphins as they relate positive sensations with you and the purchase of your product. It is through chemical reactions, like endorphins, that create feelings of trust or sensations of fear. So, it is important to be able to help your prospect produce these positive chemical reactions and to get the prospect’s neurotransmitters firing to where they feel good about buying your product.

Did you know that colors play an important role in conjuring up a particular set of emotions? The background and font colors used on your website will influence a prospect’s purchase decision. For instance, the reason a medical office is not painted in bright neon colors is they want to elicit calm and relaxing feelings. By using lighter colors they are able to create chemicals of serene tranquility as many find visiting a Doctor stressful. Large corporations also understand the importance of colors and use them respectively as important design element within their logos. They know that colors do indeed trigger certain emotions which they want to be associated with the mission of their company.

Here is a color emotion guide with certain colors and the emotions each color evokes. Along with the color are corporate logos categorized under each respective emotion.





The color red represents excitement, being bold, and youthful. Red is incorporated into logos from Kmart, Nintendo, Coca-Cola, Netflix to Virgin. Looking at the color purple gives you a distinct feeling of creativity, wisdom and imagination. This is why we see a lot of creative companies incorporating purple like logos from the Sci-Fi Channel, Yahoo, and Taco Bell.

Blue is probably the most powerful color in Internet marketing and web design as it converts well. This is in contrast to a page that has a distracting background where you may not have the response desired. If this is the case, I recommend changing the background to blue and watch the conversions soar. The color blue may be seen in some of the corporate logs wanting to elicit feelings of trust, dependability, and strength. These companies are JP Morgan, Facebook, Twitter, and American Express.

Now green is used to elicit feelings of peacefulness, growth, and health. It may be of no surprise to see companies like Whole Foods and John Deere using green. However, is it strange to see a company like British Petroleum known as “bp” to want to elicit health and peace by the use of green in their logo? Perhaps they desire to influence the consumer’s feelings about a potentially dirty product and possibly destructive oil company by using the green color in their logo? Who knows.

Grey is another color that is calming, represents balance, and is neutral. The use of grey, black, and it’s opposite white, may be seen in logos from companies such as, Apple, CBS, and Nike. How about the logos that use multiple colors like Google, NBC, and eBay? These color choices are used in logos where they may be associated with being a “diverse” company. Now you may have a great message yet may be defeating that message by utilizing an incongruent color. So, just remember that color plays an important role in your Internet marketing. Design elements from backgrounds and fonts, to logos and banners, all need careful consideration when architecting an overall strategy.

In addition to colors, an impactful image may evoke similar feeling across a broad range of viewers. This is because average humans will react generally the same to either an image of a cute puppy versus that of a gory zombie with maggots crawling and blood dripping from their cold rotting grey flesh. (Did you see the word imagery used in this copy?) Thus, displaying certain images will draw out certain reactions.

What if you could influence a prospect to buy simply by showing a series of images while your message is being delivered? Well there are such studies. Show images congruent with what you





are communicating such as frustration or accomplishment. After all, an image of a frustrated mom sitting at a desk with her head in hand and bills surrounding her would evoke a different emotion than that of a sprinter crossing a finish line in accomplishment. All these psychological triggers are responsible for impacting the chemicals and neurotransmitters found in the prospect's brain that will influence their buying behavior.

Now words are able to trigger emotions as they paint mental images. A word of caution to those writing above the intended audience's reading level. By doing so, you may make your reader feel inferior, and hence your seemingly more sophisticated vocabulary, becomes a barrier to your sales message. The word "syntax" is not common and perhaps, depending on your target audience, should be replaced with the word "order" or "arrangement". Although, being that "syntax" is an uncommon word, it could be purposely used as a "pattern interrupt" to stop the individual's thought process. Thus, this "forced momentary confusion" allows the prospect's brain to focus on the topic at hand. To avoid interrupting the flow of your sales message your word choice needs to be transparent and fall in accordance with your prospect's comprehension level. So, use your words wisely as they may be of hindrance or benefit in conveying your sales message as well as eliciting emotions.

We spoke of words being influential yet how about numbers? It turns out in pricing, the difference between an even and an odd number makes a difference in perceived cost. For instance the price difference between \$9.99 and \$10.00 may be a penny yet one is viewed much more expensive than the other. The \$9.99 feels like a deal compared to all the zeros in \$10.00. Also a special discount may be priced at \$9.95 as the consumer feels there is a substantial savings at that price. Whereas a standard price of \$9.97 may appear trustworthy as it implies accuracy to the penny. As such a prospect feels the product is appropriately priced. So, price points do elicit feelings within prospects and should be of consideration when pricing your products. You may have to experiment with price points within your particular niche market as it may make a difference amongst your prospects and their perception of value, savings, cost and affordability.



## Chapter 3

### Impulse Factors

Nothing is more influential in creating a mental environment of purchasing within your prospect than properly using impulse factors in your sales presentations. The four basic impulse factors are commonly referred to as the F.I.G.S. This acronym stands for, “Fear of Loss”, “Indifference”, “Greed” and “Sense of Urgency”. I know some of you, familiar with my products, may have purchased “High Performance Sales Secrets” which goes into greater depth. However, right now we will introduce the most important concepts from that training as it applies to writing copy for sales pages that motivates your prospects to buy. The F.I.G.S. are responsible for the successful efforts of the various Shopping Networks and infomercials. The four factors of impulse are usually flashed on the screen and incorporated in the sales presentation to get viewers to take action.

The first impulse factor is that of the “Fear of Loss”. It is the feeling where your prospect doesn’t want to miss out on something, like perhaps a good deal. This often is associated with “Scarcity” where there is only one hundred items left. Notice this is not the same as if “time” were running out, as that would be “Urgency”. Thus, “scarcity” is item based, whereas “urgency” is time based.

“Indifference” is the next factor of influence. It is the opposite of being needy and begging for the sale. There is a big difference between valuing a customer and needing their purchase to stay in business. Thus, never “beg” for a sale. For instance, you could have a business posture where you would like a prospect to benefit like all the others who have purchased your product. Those customers are very pleased with their purchase and you would like them to be pleased as well. However, you do not particularly need their purchase to stay in business. Remember, “People want what they can’t have, and shy away from what they can.” In selling, you want to have your prospect “Pulling the string, instead of you pushing it.”

“Greed” is the next of the four impulse factors and one of the most powerful. This is because people want what others have. Showing the prospect that the “Jones” already bought your product will trigger this desire. I believe this desire is built into our DNA as we were originally hunters and gathers. Thus, we want to be included in groups and fear being left out. This is also



known as “social proof” which is why Internet marketer’s place testimonials on sales pages. For instance, no one wants to be the first on the dance floor. Yet, others, after seeing those who took action, will find it easier to conform to the group’s accepted behavior. Beside, they will want that same perceived “fun” the others are having in dancing which resonates with the impulse factor of “greed”.

The final impulse factor, “Sense of Urgency, is what I call the “Now, now, now” impulse. You need to convey that there has never been a better time to buy than right now as time is running out and you must hurry. This is often confused with the “fear of loss” as they are going to miss out.

An unspoken impulse factor that could be misused is “Empathy” or “Sympathy”. This is when you convince someone to feel bad or feel sorry for you enough to hand you money. The problem is when you “guilt” someone into buying ,you no longer have your business posture of “indifference”. The “sympathy” impulse factor is often used by charities to make people feel bad about the suffering children or animals. This approach triggers a reaction of the prospect causing them to take action and ultimately making themselves feel good that they were able to help someone less fortunate than themselves.





## Chapter 4

### Authority Trust and Risk Removal

Trust seals increase conversions as they make people feel safe by adding an additional layer of protection to their purchase decision. Overall, the number one reason that people do not buy always comes down to the emotion of fear. They are afraid of making a poor decision and regretting it later. Thus, trust is of paramount importance. People love it when there are additional layers of protection. And, they like to insulate themselves by having layers to point the blame at. For example, people love to buy using PayPal because they know they have three layers of protection through the vendor, PayPal and Credit Card Company. These three layers insulate them from making a bad purchase decision. So, having a trust seal right by the order button adds a fourth insular layer as there is a third-party assuring them that this company may be trusted. Know that your conversion rate will be much higher if you use a trust seal on your sales pages. And, as you know, the color blue elicits a feeling of trust, and as such, your trust seal should be blue.

To add a fifth layer of insulation, against the prospect making a bad decision, is by offering a guarantee. Guarantees help remove the prospect's fear of making a bad decision by removing the perceived risk of losing their money. It's important that you portray confidence when offering a guarantee. I offer a "double your money back" guarantee on some products because I am that confident! I know that the product or service will deliver what was promised. Besides, the prospect is thinking that they will not only get their original money back, but they will make money on the deal. Rarely will a customer ask for a refund on the double your money back guarantee. And, even if they did, it was money well spent. This is because the additional sales spurred by that guarantee allowed me to cover those who exercised a refund. Guarantees help you remove fear and make more money.

Price justification is not, "For the cost of a cup of coffee per day." It is you justifying why your product has a particular price point. Justifying the price makes the prospect feel it is a reasonable amount to pay. So, it is necessary to break out the cost of having to purchase each item separately that you have already included. This illustrates all the savings your complete solution





offers. For example, if you were selling a camera package, you would break down the cost of each item in your offering along with its relative market price to where they see the savings.

Another important element is social proof. Your customers can outsell you ten to one because they don't have a dog in the fight. Would you take a recommendation to buy a certain model of car from your next-door neighbor who just purchased it, right? You have seen him drive it for the last month. He says it is the best car he has ever had the pleasure to drive. Now, you know he isn't going to make a commission. And based on the fact that he's someone you know, like, and trust, you are more apt to listen to his recommendation. Thus, his opinion and social proof carries more weight than a car salesman whom you don't know. This is why your customers are going to be able to outsell you. There is nothing you can say that is going to sell better than a happy customer's testimonial. So, social proof is huge in building trust while helping to remove a prospect's fear.





## Chapter 5

### “Techy” Tricks and Clever Plug-ins

There are “techy” tricks and clever plug-in tools that help support the psychological triggers needed to enhance the prospect’s purchase environment. This includes having a deadline supported by a countdown timer placed at the top of your sales page. The milliseconds quickly counting down instill a sense of “Urgency” and “Fear of Loss” as the deadline to purchase a product will soon be gone forever.

Another clever trick is to utilize a “pop-up” as it serves as a “pattern interrupt”. No longer is your prospect in control of the way they want to consume your sales page as they are forced to read a message that popped up on their screen. Often a savvy Internet marketer, after analyzing their bounce rate, will notice that after six seconds the average prospect leaves. So, based on these metrics, having a pop-up appear at five seconds may be a good way to take control of what the viewer reads. Perhaps have something that says, “Before you continue reading we wanted you to know that the price will increase 60% next Monday.” Thus, incorporating pop-ups is a great way to take control of what your prospect reads ultimately getting them to buy.

Exit discounts are tricky but effective if implemented properly. The key is to make sure that you are justifying the discount or else you’ll come off like a desperate haggling salesperson. Let’s say you have a \$97 product and created a sales page implementing all the correct sales strategies and techniques. Yet, being that 98% of traffic sent to your page will not buy, you incorporate a popup that appears when they close your page or surf away. This exit pop-up offers them a 50% discount. Hence, this offer will persuade those who were concerned about the price to buy. However, the problem with offering this particular exit discount, in this manner, is that you may upset some folks. This is because they will wonder why you just didn’t offer this great discount upfront. So, to avoid this, you could have an exit discount offer where some of the features would be removed. Thus this approach will justify the exit discount offer’s lower price. Also, you could have a second offer if they close that one. This could be simply an offer of a free e-book to help establish a relationship and collect their email to follow-up later. Thus, by having two additional opportunities presented via exit pop-ups you can address the 98% of those that will leave your



site without purchasing.

Another recently popular strategy is the “Dime Sale”. “Dime Sales” are very effective because they raise the price incrementally according to sales numbers. However, it puts buyers into a competition against each other instead of a clock. Perhaps every five sales the price increases by ten cents. This penalizes those who were unaware of the sale as they didn’t read the email prior to 100 people purchasing. As a result, the price has now been driven higher. I don’t like this approach, as I want prospects competing against the clock, not each other. I feel the “Dime Sale” method arbitrarily raises the price without increasing the product’s value. The message being sent is, “Just because others purchased before you, I have decided to charge you more money even though the product remains the same.” I personally don’t like this, but understand that it is effective. Instead of the “Dime Sale” approach, may I suggest constructing a well crafted “Sales Funnel” and consider a “one-click” add-on? Let me explain.

“Sales Funnels” and “one-click” add-ons are a huge way to increase profits. After working so hard to capture and persuade a prospect to buy you should continue to make them congruent offers to maximize your “Return On Investment” (ROI). Too often an Internet marketer is happy with that single sale when in fact you have a proven “buyer” who trusts you and is willing to buy from you. It is now your duty to continue selling. Thus, make them additional offers and add-on item opportunities. Realize that all those reasons to “not” buy from you have been overcome. This person has already been converted from prospect to customer, as you are now a recognized authority figure, whom they know, like, and trust. Thus, back-end offers, sales funnels and add-ons are a great way to offset the 98% of people who haven’t purchased from you. So, I encourage successful Internet marketers to offer congruent items to your newly converted customer that they may find beneficial. So, again, upon thanking them for their original purchase, offer them a congruent item to purchase.



## Chapter 6

### Persuasion

Being human, your prospects will respond to psychological triggers. Remember, Maslow's Hierarchy of Needs where he has a pyramid of priorities? The bottom foundation layer represents our physiological needs for survival of air, shelter, water, food, sleep and sex. The next layer up is our need of safety and security. This is followed by our social needs of friendship and family. Above this is self-esteem, confidence and achievement. The capstone of the pyramid is called self-actualization reflecting the need of creativity, problem solving, authenticity and spontaneity. With all these human needs know that your product will fall somewhere on your prospect's personal pyramid of needs. How important and necessary is your product to them? How effective you are at aligning your product, with their perceived need, will determine if they buy.

So, none of your sales tactics will work if you fail to establish the need for your product within the mind of your prospect. Only the unspoken impulse factor of "sympathy" can trigger a purchase without a physical need. If the person does not need, or want something, they won't purchase. So establish that need!

The high/low pricing effect triggers the good fortune of being at the right place at the right time. People love to feel like they discovered something. Just like the excitement internalized when finding a small bit of metallic debris on the beach with a metal detector. People love finding a deal serendipitously. Department stores are great at imploring this trigger with tags that say, "Was \$297. Now Only \$97!" It becomes self-gratifying to make a purchase where others have paid more. Thus, this trigger high/low pricing trigger works.

Avoid open-ended questions that allow the prospect an easy way out. It is important to remain in control of the conversation just as when giving a presentation. What if you asked the prospect, "How is your day going?" And upon having a bad day, they proceed to tell you all the problems working themselves into an emotional state of depression. Then this terrible emotional state is transferred to you possibly being contagious to where you now feel bad. This obviously is not what you want, especially when you want them to buy from you. Again, people buy on feel good





emotions not bad ones. Instead ask questions where the answer is guaranteed to be “yes”. You could ask, “Do you know someone that is going to have a birthday or anniversary this year?” It is important to train your prospect to agree with you by presenting them with these types of “Yes/Yes” questions. This is because they are more apt to say “yes” when you ask them to buy.

All in all, human beings tend to mirror each other. Thus, simple things like nodding in front of a prospect will trigger the production of the “yes” neurotransmitter. Before you know it, your prospect is nodding in agreement with you. This conditioned response has been established over years of nodding and saying, “yes” at the same time. So, an effective salesperson will nod up and down upon closing a deal to elicit a conditioned “yes” response. Right?



## Chapter 7

### Conclusion

Remember it is your duty to “sell” the prospect. And if you can't, then you have failed them. Just keep in mind that a decision is made upon every single visit, whether it is to your house, your place of business, or your sales page. When you are in front of a prospect decisions are going to be made. You are either going to sell them on a reason to buy, or they are going to sell you on a reason why they can't buy. It is your job and your duty to guide that decision by educating the prospect by eliciting the right emotions during your sales message. We talked about what percentage of your message is non-verbal. And a great majority of your message is not communicated by the words that you say, but rather how you say those words. Thus, you need to focus on “how” you say “what” you are saying. And “how” you are assembling those words and delivering that message. The fact that you are using this knowledge, and the psychological triggers, only makes you good at what you do. It does not make you evil. I have just shared extremely powerful psychological tools and trust, as a responsible and ethical Internet marketer, you will be discerning in their use.

As my friend Marshall Silver says, “If you've got something valuable that can help others, then you have a moral and ethical obligation to sell it to them.” If you don't, then you failed them. You failed to give them something that they need to better their lives.

