

# Buying Ignition

How To Ethically Brainwash Someone

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## Introduction

Inside of this PDF report you will learn the *most powerful way to influence another human being*. It works online, in print, face to face, ANYWHERE! It's a very simple concept to understand. But it's much harder to actually execute.

Once you truly understand how to go about doing this, you will be able to target any individual and *get them to do whatever you like*. I know... An extremely bold statement. You'll soon find out why that statement is true.

I recommend you being a little bit more practical. Instead of just getting one person to do what you want them to do, you'll find it is much more profitable to get X% (high conversion rate) of a much larger pool of people to do what you want.

In short, by using this one simple technique, your conversion rates will explode and you'll start to understand how this marketing game really works. Best of all, if you really grasp the concept and exploit it, you'll never have to worry about money ever again.

For the sake of your time, I'm going to be brief and to the point. Hopefully only a few pages. This should not detract from the power of it's message. Are you ready? Let's get started.

## Powerful Persuasion

The most powerful way to persuade somebody is to...

### **BECOME THEM**

When you understand a person better than they understand them self, you have an unfair amount of power and leverage working for you.

Let me show you why this is the most powerful way to get someone to do what you want them to do. An example:

Let's say I'm a marketer and you are my prospect. Also assume that you're over weight and need to lose a few pounds. I happen to sell a weight loss supplement that actually works (I don't know if this exists. Just roll with me.)

Now, assume for a minute that I could take every feeling, thought, idea, etc. right out of your brain and soul... Suck it right out of you, and put it into my brain. As a persuader/influencer, this is your **HOLY GRAIL**. I now know everything about you:

- I know how you respond to different messages.
- I know when your hype meter goes off.
- I understand your feelings.
- I know you're divorced and hate your ex spouse.
- I know you have 3 kids.
- I know you hate how your love handles bulge out of the sides of your shirt.
- I know how you hate that it's hard to get in and out of the car.
- And so on and so forth.

Most importantly, I know how every single type of message will **RESONATE** with you. When you know everything, and I mean **EVERYTHING** about somebody, you know their pain points and hot buying buttons - All you really need to do is throw out a few of those points, push those buttons, and your message will really **RESONATE** with the prospect. Very important.

Your prospect will think you are just like them. You understand them, you're cool (because you're just like them), and you have the solution that will help them out. Think about it. You want to build a successful internet marketing business right? Pretend some guy comes along and starts spitting off a message that

LITERALLY is catered exactly to you - I mean he's spitting out stuff nobody knows, he's using such specificity to the point where he knows the name of your dog that died when you were in fourth grade.

Everything hits home. It's logical. Bottom line, pretty much everyone one of us will buy from this marketer. And if we didn't have the money, we would move mountains to get it. This is the most powerful way to sell something.

## Back To Reality

Obviously we can never absorb another persons "human experience." It's impossible. If we did all the research in the world on one person for the rest of our lives, we would still never understand EVERYTHING there is to know about that one specific person.

There are certain aspects of the human experience that shape our opinions and view of the world that are so deep within each of us that we couldn't even begin to try to describe it ourselves. For a marketer trying to get into our head it would be highly unlikely. So I'm here to tell you, this is **IMPOSSIBLE**. It just can't happen. Here's another let down for you...

This entire time, we've been talking about one person. I don't know about you, but I don't sell too many \$1 billion products. This means I have to sell to MORE than one person. An example:

If I only sell one \$1000 product and I want to do a million dollars in revenue per year for the rest of my life, I've got to sell 1,000 people a year. That's 2.5 or so people every day for the next 70 years.

The point is that you're never going to be targeting just one person. This means that your marketing message can't just talk to "one" person. It will always be speaking to a group.

What this basically means, is that as a fat loss marketer, not everybody is going to be divorced, with three kids, and hate the bulge coming out of their t-shirt from their love handles. The next person might be of the opposite sex and wants to get lean and cut to attract a lover and have a dog named Queenie.

We'll never be able to craft the PERFECT MESSAGE for EVERYONE who absorbs it. It's impossible when we can't understand EVERYTHING there is to know about our prospect and when we are targeting MORE than one person.

I think that was pretty obvious to you. Not everyone is going to buy. That doesn't mean you can't get rich persuading and influencing.

## The Good News

Just because everyone doesn't buy, doesn't mean we can't have HUGE conversion rates. We still have the ability to "become" our prospect and create copy so powerful ALMOST everyone goes down. So how do we do it? Easy.

Let's pretend our entire market is standing in front of us on a football field. They're packed in like cattle. Depending on how large your target market is, this could literally be billions or tens of thousands. Then out of nowhere, one of your prospects starts "absorbing" everyone else on the field. By the time he's done, the entire market has been "compressed or condensed" into one person or **PERSONA**.

Are you still with me? All of the thoughts, feelings, emotions, experiences, etc have all been pressed into this one human.

This is your **IDEAL PROSPECT**.

While each person was unique in their very own way, as you speak to this ideal prospect, you start to notice something strange.

Many of the desires and problems of the market overlap.

You start broad and realize that everyone on the field wanted to lose weight. They've already been targeted to that level. But when you dig even deeper you realize something incredible, many of them...

- Use the same language and lingo.
- Have very similar SPECIFIC problems and desires. (losing gut, get healthy, etc.)
- Have the same habits.
- And so on and so forth.

Here's the takeaway: While everyone in this "ideal prospect" breakdown might not have 3 legged dogs named Spot that got hit by tractor trailers in 1984...They have a TON of things that link them together and make them very similar. This is so powerful it's not funny.

As a marketer, all you have to do now is speak to these hot button issues, address their problems, show you understand their habits, use their lingo, and so on. Your message will really **RESONATE** with them in a huge way! Long story short, your conversion rates will soar. This is why "becoming your prospect" is the most profitable act a marketer or salesman can undertake.

## **More Bad News**

A damn field with all of your prospects that magically condenses them into one doesn't exist! The only way to get to

this ideal prospect is to do research! And with your research, also starts your new Hollywood acting career. You need to become a method actor. Get in the SOB's head. It starts like this...If was Mr. Prospect what would I:

- Think and Feel?
- Hear?
- Say and Do?
- See?
- What causes Pain?
- What causes Pleasure?

When you understand the answers to these questions better than your condensed prospect on the field - You are ready for battle. Got It?

So where do you start? Well, where do your prospects hang out? The easy way to do it is online:

- Forums
- Blogs
- Amazon
- Facebook
- Twitter
- Web Sites
- Etc.

All are great places to start. The best way to do it is to get in the trenches and talk to your prospects.

Interview, Interview, Interview.

There really is no art form or step by step approach to doing this. Just know that the marketer who really understands his prospect succeeds. The one who doesn't, fails. It's very cut and dry.

## Wrapping It Up

So in conclusion, the best way to persuade somebody is to become them. You don't need sales games, techniques, or strategies if you really understand your market.

Doing this properly is the equivalent to selling a bottle of water to a millionaire dieing of dehydration in the desert. Do it wrong? You won't make a damn sale.

## BONUS

One of the core pillars of Buying Ignition is "Hollywood Style" story telling. Exciting, well told stories don't only entertain and get your marketing read, they get people to buy. Stories:

- Are hypnotic
- Lower buying defenses
- Force people to relax, settle down, feel comfortable and let their guard down. (much more so than a standard sales pitch)
- Bring massive credibility
- Humanize you.
- Make you more believable.
- Allow you to connect with your prospects.
- Create a familiar psychological expectation due to their pattern.
- Allow you to bond with your prospects.

The options are virtually limitless when it comes to how to tell your story. Feel free to be creative. I've included the simple three step beginning, middle, and end storytelling formula I use to create all of my Hollywood campaigns.

# Hollywood Story Construction

1. **The Challenge** (Beginning) — What is the main conflict at hand? Talk about the pain and suffering. What did it look like before the issue was solved? How you were lost and had no way out.

2. **The Struggle** (Middle) — Talk about your journey. How you failed and failed to find the answer. Talk about your struggle to resolve the conflict.

3. **The Resolution** (End) — Talk about your solution. How everything worked out. The pure bliss and joy you have that you overcame the struggle.

This is very simple to do:

1. — Really focus on hooking your listener with a powerful headline or lead in. This can be a challenge or question. Don't be afraid to be bold and dramatic.

2. - Sell the sizzle here. Really get into how you (or protagonist) toiled and struggled. Describe it in detail.

3. — Tie up the story. Your readers logical progression is to take your desired action. This will resolve their problem.

When you really think about this, it's not that hard. A simple "David vs. Goliath" brand of story should cover 99% of the basic necessities you need to get started. Remember, David doesn't have to be you! It can be a client or somebody you know with the problem.

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