



Your Marketing Potential

The 8 Keys

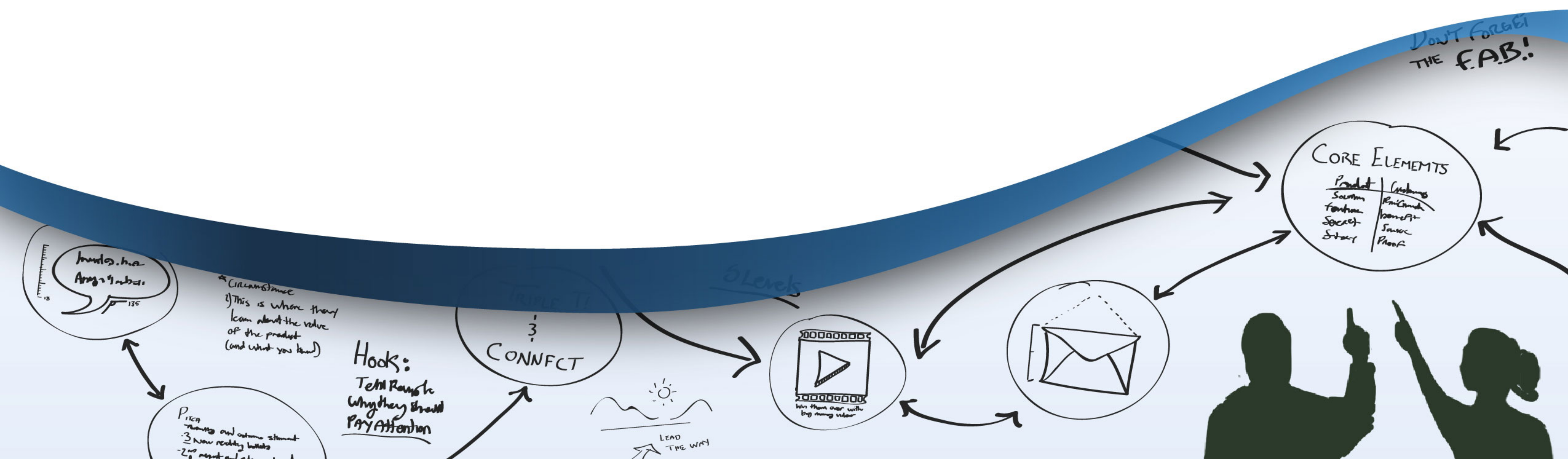
To Persuasion Point Marketing



Positioning



Communication



The 8 Keys

of Persuasion Points Marketing™



Product	Consumer
Solution	Circumstance
Superior Feature	Superior Benefit
Features	Benefits
Ultimate Improvement	Anticipated Outcome
Preeminent Distinction	



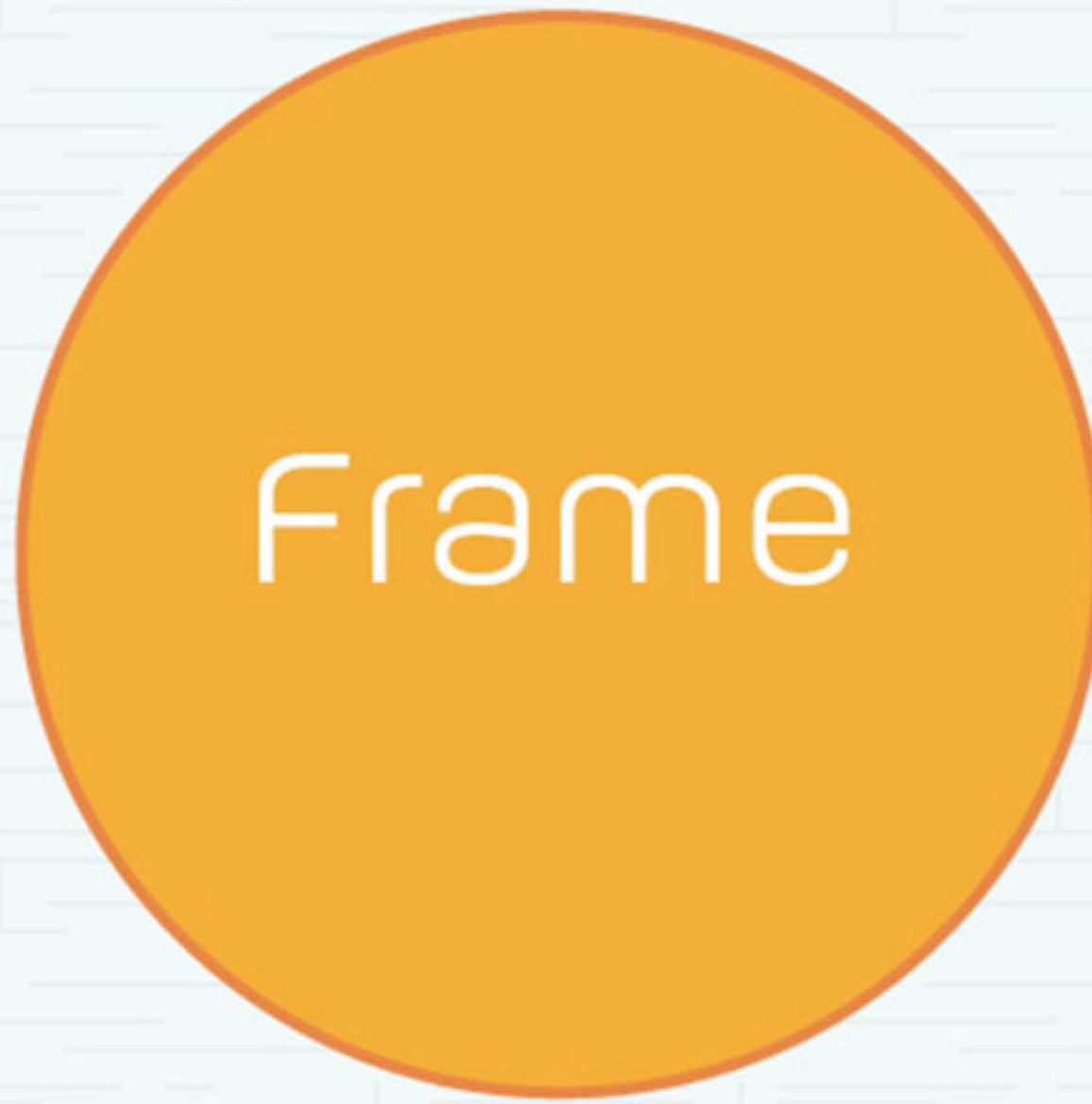
Hook • Problem
Circumstance Solution
Authority
Reason Why



Character • Setting • Event
Expectation • Complication
Discovery • Key Message



Personal Advantage
Ownership Experience
Benefit Recap • Pitch Transition



Who • Why • What
How • Now • Objections



Anticipated Outcome
Frame The Goal • Offer • Add Value
Guarantee • Call To Action



Authority • Social Proof • Testimonials
Reciprocation • Commitment • Scarcity

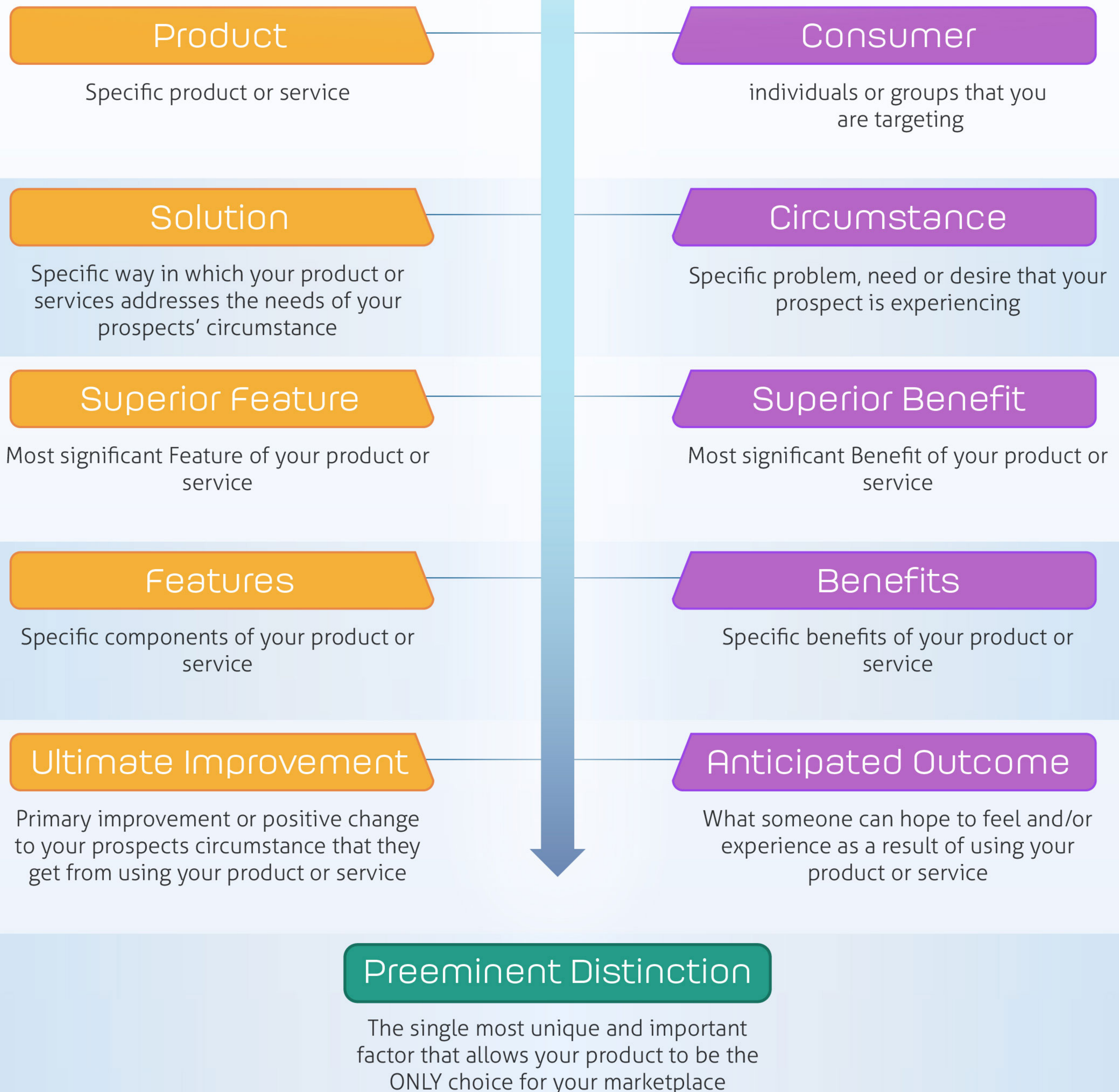


Stick Strategies • Referral Program
Communications



The 8 Keys of Persuasion Points Marketing

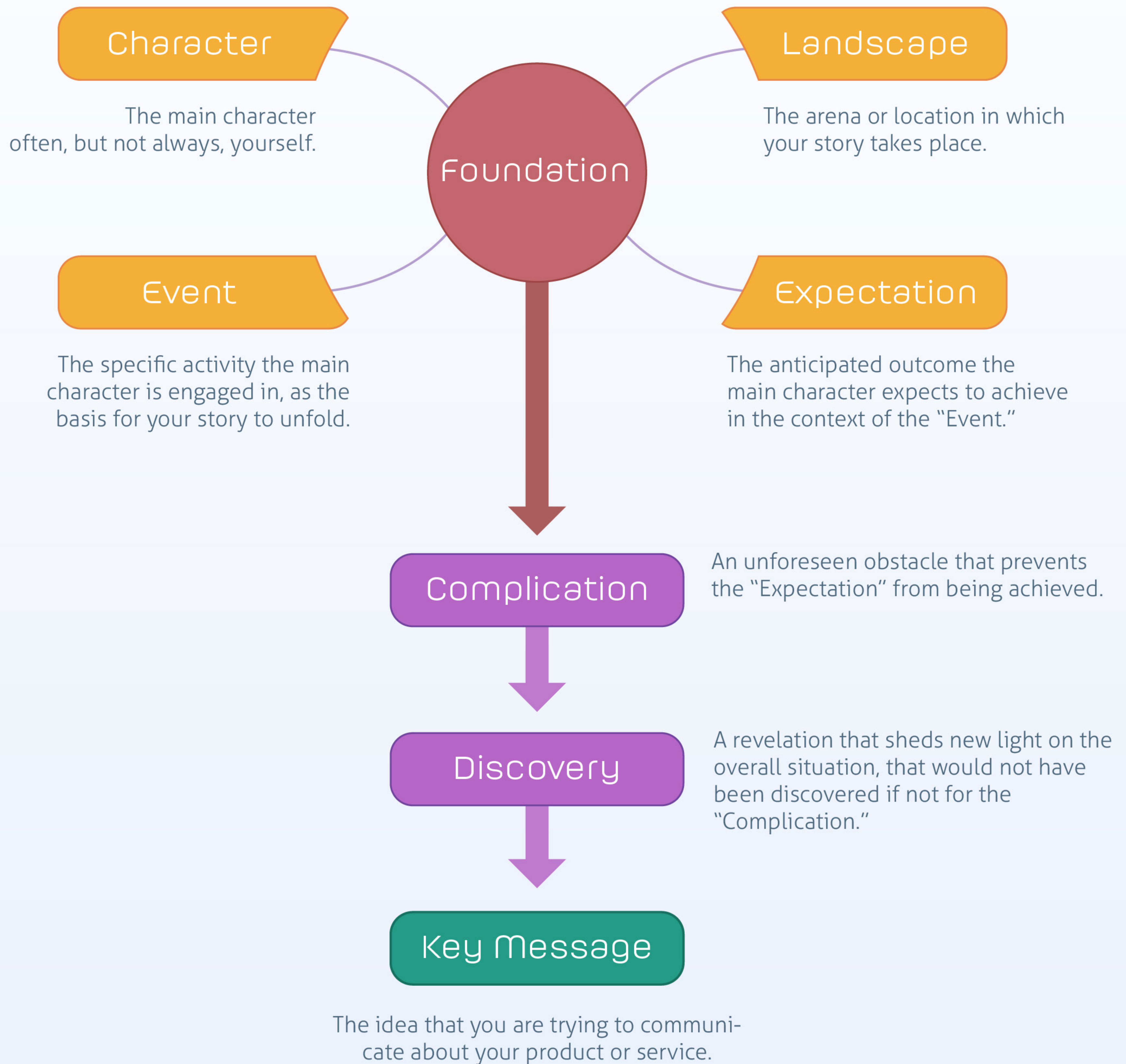
Core Elements - Overview



What are the Core Elements?

The Core Elements define the most fundamental Persuasion Points between a product or service and your prospects, and by identifying the Core Elements you will be able to communicate the most important and relevant information to your prospects.

Story - Overview



What's the Story?

At the root of a great sales message is a clearly defined and relevant story. These Persuasion Points create the structure of the Story Foundation Blueprint which provides clear requirements for a story that is focused, relevant and will relate to your product or service.

Frame - Overview

The specific people you are targeting with your product or service.

Who

Why your prospects should be interested in your product or service.

Why

What it is about your specific product or service that addresses your prospects' needs.

What

How your prospects will use your product or service to be successful.

How

Give your prospects everything they need to be successful RIGHT NOW.

Now

Objections

Anticipate the reasons why your prospects might not or wouldn't be able to purchase your product or service.

Frame your product or service

In order to convey a clear and effective sales message it is essential to understand how you will engage a disinterested stranger, convert them to an interested prospect, and finally make them a paying customer. These Persuasion Points simplify the process and help you define each step of the way.

Influence - Overview

Authority

The credibility and reasoning behind why people should respect and listen to you, or consider the product or service.

Social Proof

Demonstrate the influence of "popular opinion" or group thinking.

Testimonials

Specific endorsements of your product or service that ideally focus on clearly defined results, based on user circumstances.

Reciprocation

Offer something of value and ask for nothing in return, most people will feel the need of wanting to "pay it back" in some form or another

Commitment

Support and reinforce the small steps people have already taken in the direction of you or your product or service.

Scarcity

Demonstrate a limitation of your product or service such as quantity, price, or time, that will require more expedited actions from your prospects.

Influence

When communicating with prospective customers it is essential that you utilize every possible asset available. These Persuasion Points help you to identify all the possible ways that you can exert maximum influence in your sales messages.

Engage - Overview

Get your prospect's attention by speaking to their circumstance.

Hook

Problem

Clarify the primary issue that your product resolves.

Explain how your product or service provides a solution to their circumstance.

Circumstance Solution

Authority

Establish your credibility and why your solution is a reliable one.

Specify a reason for immediate action on the part of your prospect.

Reason Why

Engage your prospect

The first step in a successful campaign is to capture the attention of your prospects and speak straight to the heart of what your product or service means to them. These Persuasion Points identify the five essential points you want to address for maximum engagement and interest from your prospective customers.

The 8 Keys of Persuasion Points Marketing

Demonstration - Overview

State how or why the product or service is valuable for YOU.

Personal Advantage

Ownership Experience

Clearly demonstrate exactly how your prospects will use your product or service.

Restate all of the features and benefits of the product or service.

Benefit Recap

Pitch Transition

Transition your prospect from passive mode into the action mode.

Demonstrate The Value

Once you have grabbed your prospect's attention it is essential that you demonstrate and prove exactly how your product or service will be used by them. These Persuasion Points define the four critical elements that will transform your prospect from interested bystander to potential buyer.

Close - Overview

What someone can hope to feel and/or experience as a result of using your product or service.

Anticipated Outcome

Frame the Goal

Remind your prospect that they came across your ad, your video or your message for a reason.

Present all the details and components of your offer

Offer

Add Value

Spice up the offer by providing extra bonuses.

Stand behind your product or service by providing some kind of a warranty or guarantee.

Guarantee

Call to Action

Tell your interested prospects exactly what to do to complete the transaction.

Close The Deal

It's not enough to engage and demonstrate, the task of selling is not complete until you convert your interested prospects into paying customers. These Persuasion Points provide a proven framework that will allow you to effortlessly complete the transaction with your new customer.

Follow Up - Overview

Stick Strategies

Make sure your customers remain your customers and potentially spend even more with your company.

Referral Program

Extend your sales force by having your customers benefit from promoting your product or service.

Communications

Stay in touch with your customers and prospects so that you can remain in front of them over time.

Follow up with you new customer

The most expensive and difficult part of running a business is customer acquisition. These Persuasion Points help you to define clear strategies for creating and maintaining an ongoing and long-term relationship with your customers.

