



Checklist 14 - Persuasion & Conversion Triggers

Project Name: _____

Date: _____

Yes No

In this checklist, we'll go over individual persuasion and conversion triggers. They're all very straightforward and most importantly very easy to implement, but they are super effective. Whether you are writing copy for your funnels, sales video scripts or even emails make sure you use these conversion triggers to boost your conversions!

1

Are you using The Pluralized Verb Tactic In Your Funnels?

This is actually a very simple strategy, but it's really powerful and you really have to pay attention to this, especially when you are writing sales copy

Often times when you pluralize the verb, it conveys to the prospect that the work is being done by the system or the method that you're presenting, and not the prospect themselves.

Example:

Generate Extra \$1,000 Per Month

Generates Extra \$1,000 Per Month

2

Are you using The FAB Formula Tactic in your funnels?

This is a way of articulating your product or service features and benefits on a deeper level using The FAB Formula.

FAB stands for features, advantages, and benefits.

FAB statement basically explains the feature, what it does (which is The Advantage), and how it benefits the prospect.

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So because the product has (The Feature), you will be able to do (The Advantage). And what that means for you is (Benefit).

For Example:

Because IM Checklist Has Full PLR Rights, you will be able to save a lot of time and produce more valuable content for your marketing. And what that means for you is that you will be able to leverage that content to generate more traffic, attract more leads and make more money much faster.

3

Are you using The Framing Tactic in your funnels?

Now framing is really nothing more than how do you want your information to be viewed, because if people don't have the information about a certain topic, or they don't understand it they can have the wrong perception about it.

Framing tactic can be used in your funnels when trying to presell products and the way it's - is by providing information on a certain topic to your audience and then backing it up with proof to make your audience believe the things they have to believe in order to buy your products.

4

Are you using The Softened Command Tactic in your funnels?

The soften command tactic is when you tell the prospect to do something but in a soft and polite manner.

For example instead of saying "You need to attend this webinar" use the softened command which would be "you might want to seriously consider attending this webinar". This ultimately will help you have a better relationship with your audience.

5 Are you using The Experience Acknowledger Tactic In Your Funnels?

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This is really very straightforward. You could call this almost mind-reading. It's as simple as acknowledging the things that are currently occurring for your prospects right now.

This could be as simple as writing something in your copy like this "You're sitting there right now, reading about this tactic, and probably wondering how can I apply this to my marketing."

If this was a sales copy, I nailed three things about you that are occurring for you right now.

In sales copy, subconsciously this conveys the prospect that you understand them, that you understand where they are, that you understand what they are thinking.

And because your prospect feels like you understand them, sub-consciously they look at you as an authority figure.

6

Are you using Open-Loops in your funnels?

This is probably one of the most valuable tactics that you can use in marketing. Open with an idea, a compelling idea, an exciting idea and do not close that loop...

Our brains are wired for closure...

If you use this tactic in videos, emails it will massively increase your engagement and people will stick around and will look forward to your next video... Next email... To get their answers.

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