

Anatomy of Persuasion

Standard wisdom assembled by Connie Michener, 2011.

Overall:

- Make your message meaningful and succinct
- Make a call to action
- Get people to call you

“Introduction to Direct Mail.”

Open with:

- A startling fact
- A colorful saying
- A story of heroics

Nance Rosen, “Your Personal Branding Trinity.”

Techniques:

- Repetition
- Reasons why
- Agitate and solve
- Consistency
- Social proof
- Comparisons
- Prognosticate
- Go tribal
- Address objections
- Storytelling

Brian Clark, “Ten Timeless Persuasive Writing Techniques.”

In General, Always:

- Be interesting
- Find interesting new stuff
- Interact w/ everyone you can
- Be optimistic
- Don't be a jerk
- Prove you're human
- Learn the community
- Don't add to the noise
- Exercise moderation
- Be flexible

“Some Quick Tips on Giving ‘Good Social.’”

Persuasion Triggers:

- Reciprocation
- Commitment
- Social Proof
- Authority
- Scarcity
- Framing
- Saliency

David Travis, “Persuasion Triggers in Web Design.”

Decision triggers:

- Grab Brains
- Contrast
- Disbelief
- Close: Rule of Rare

Stephen Denny, “Decision Triggers.”

Not Converting?

- They don't want it
- They're confused
- They don't see the pretty picture
- You didn't ask
- They don't believe you
- [Correct issue]

“Why Your Copy Isn't Converting.”

Converting?

- Great!
- Move to CRM ...

As the process evolves:

- Awareness becomes control
- Descriptive
- Diagnostic
- Predictive
- Prescriptive

“Math Maturity,” Deliver Magazine, 6/11.