

By Michel Sirois

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About the author

My name is Michel Sirois and it all started in 1997.

After a bad experience as a bill collector and lost my job, I decided to go back to school and educate myself about Internet Marketing.

The value I got in return is amazing.

But before Internet Marketing, I was like anyone else. My schedule revolved around my job. But today, it's the other way around. I plan what I want and like to do during the day and work between the gaps.

It took a bit of time to get there, but I did because I understood the value of education. I mean, Internet Marketing is like any other job afterall.

If you don't get the proper training, chances are that you're missing alot of things that would make a difference, right?

So this how it happened ...

First, I started building an e-mail list, made alot of friends and scaled my business by introducing a line of various affiliate products.

Then I learned about branding and how important social proof was when social medias made their appearance.

During this period, I made so much money... to the point where I could be finally financially free and make my own work schedules, without worrying about making ends-meet.

Today, I own my line of products and my business is practically on Auto-Pilot. I've had the pleasure of [coaching people like you](#), from all around the world on how to brand themselves as leaders of their niche through simple and replicable techniques.

With that said, "NLP Copy Writer Formula" was created in the intent to show you how easy it is to use simple words to get massive sales.

I'm glad that you took the decision to take action by getting the NLP Copy Writer Formula because buying information is part of the Internet Marketing process.

Those who know this are the ones making those 1000's of Dollars Weekly. Good on you!

Enjoy the book,

Michel Sirois



Overview

What Is NLP

- In essence, NLP is the study of how to contrôle someone's actions or thought process, leading them to take action on what you have to offer.
- It helps you learn how to communicate more effectively with others.
- NLP stands for Neuro Linguistic Programming.

Neuro : Is about your neurological system. NLP is based on the fact that we experience through both conscious and unconscious. Thought processes activate our physiology, emotions and behaviors.

Linguistic : Is the way human beings use language to communicate among each other, througih life experiences, and transfer these experiences to others. In NLP, linguistics is a study of how the words you speak influence the experiences shared between 2 or more individuals. We could say that linguistics is the vehicule of transmission.

Programming : Is how the experience records in your mind. Your personal programming reflects your life experiences (thinking patterns) that you use on a daily base to take decisions, resolve/solve problems, learn, evaluate, obtain results, etc. NLP shows people how to re-program their life experiences through self internal programming so they can get the results they want to obtain.

MODULE 1

Influence and psychology of persuasion

Whether you are writing an ad, an email, an office memo, trying to change a family member's thought process, or trying to convince a group of people to think like you, i twill be necessary to learn the methods to get them to take action.

Here is a collection of the most persuasive techniques used by politicians, advertising firm, copywriters, dentists, writers, lawyers... basically anyone who has to change an individual's thought process quickly to get results within seconds.

These techniques are used to get people to take action on things they wouldn't ordinarily do, change their belief mindset, have them change their minds etc.

1. Becoming a chameleon

How people see themselves is an incredibly important influential tool to use, maybe the most important of them. If you can tap in their minds and identify the emotional triggers that makes you relate to them through their own past experiences, it will become easy to start changing their mindset.

One of many good tricks I find usefull is to listen at their "repetitive power words " and use them in your conversation.

For example, if someone uses the word : Awsome ... alot, then use it yourself while speaking to them.

2. Labeling : Is the art of making the person or group feel good or bad about themselves through making them realize the projected hidden message behind the sentences used to contrôle.

Example 1

The label : Talented

You're a natural _____. ("You're a natural business man/woman.")

Example 2

The label : Honesty

You're not the type of person who _____. ("You're not the type of person who would steal .")

3. The power of choice

You can try to convince someone through a single idea or you can change their view into taking action based on given options.

It's quite simple to understand once you read the example below.

Example 1 : **OR**

- What's more important to you right now, saving a few bucks on getting the right tools and knowledge **OR** you want to make money because you're using the right stuff to make it happen?

Example 2 : The "OR Would you rather " game

- Do you want to make a bit of money because you didn't get the right knowledge to get it done **OR would you rather** cut corners, save money and get the hacks to make money in a few days from now by getting the right knowledge to get where you want to be? What makes more sense to you? ... you think!

When I write my sales copies, pitches, e-mails etc ... I always ask myself 2 questions :

- A. What's most important to this person buying this or that product?
- B. How can I make my offer irresistible to them by appealing to their needs and desires?

4. Creating Emotions

Like any professional copywriter knows, you're selling something by getting customers' emotions involvement.

Positive emotions like giving hope, create anticipation, show love, and negative emotions like anger, bitterness, disgust can lead people into taking action either in a positive or negative way.

When writing sales copy or anything where you're trying to convince the reader, it's necessary to relate through them by using these emotional feelings so that they can relate through their past life experiences and change their mindset on their own rather than trying to sell them something.

You can relate to someone for example in : internet marketing ... by explaining what led you to become successful by sharing the downfalls or challenges you faced through the process of making it a full time income.

5. Motivate Your audience

Ask yourself this :

- Why should they do what you ask of them?
- What's in it for them?
- What do they get by taking action on your offer?
- What's the incentive to motivate them?

6. Talking about benefits

Benefits are keypoints that you'd usually separate through bullet point by enumerating the positive elements or outcomes the consumer would get by buying your product(s) or service(s).

Here's an example :

Here's what you get by purchasing xyz-book :

- Learn the basics of e-mail marketing to create automation for your business.
- Get my Pay-Per-Leads Programs sources to cover your traffic costs.
- Learn how to create your own PDF's, E-books, WSO's... to be perceived as a leader through branding and social proof.
- Get this little trick to get buyers from your e-mail list transferred to your Facebook Group to be part of their daily lives and get sales from posting 1 single message in your group.
- BONUS : Get my blogging blueprint to generate free organic traffic through blogging.

While writing a sales letter, always ask yourself these 3 questions :

- How can I motivate my reader(s) to take action now?
- How can I create that awesome warm fuzzy feeling for them to get my product(s) or Service(s)?
- What are all the benefits they will get if they take action now?

7. Giving Deadlines

Deadlines is something a lot of Internet Marketers fear but this is a technique that is used in every marketing funnel.

Anyone having success online always add deadlines to their offer to **CREATE URGENCY**.

- **It can be covert deadlines :**

Ex : This is a dime sale and the price will stop going up when it reaches \$xyz. Act now before the price goes up!

- **It can be a direct call to action :**

Ex : This offer expires on xyz day.

8. Giving Consequences

With dealines come consequences. What will your readers lose by not doing what you suggest right now?

Giving consequences through the deadline is essencial for the deadline to look real and serious.

With that said, if you give a consequence, make sure you honor what you said.

Ex : If you pass-out on this offer today, you will never see this offer for such low price again.

This would mean that you'd need to change the price after the offer expires.

If the customer didn't buy this time, he'll take you seriously the next time you send the offer, believe me on this one!

9. Using Authority and Social Proof

Let me ask you this ...

What product would you buy ? A product that has amazing reviews or a page that's just trying to sell you something with no social proof?

Influence is a powerfull tool for anyone working is sales or marketing.

It's quite easy to build authority and social proof when you have [the right knowlege](#) and tools to get there.

10. Using Metaphors

Most Gospel books are written in metaphors.

It's a powerful technique that allows the imagination to design a picture in their minds by comparing the idea to a story.

Story telling is really powerfull when using methaphores.

Here is an example if you want to get someone to realise that Auto-Pilot means List Building :

- The money is in the list & the fortune is in the follow-ups!

11. Have Them Make a Commitment

Getting someone to commit will increase your chances of them backing away from your offers.

A good trick is to make your prospect say YES from the early point of your sales copy, presentation, e-mail message etc.

The **MORE** they agree, the **LESS** they are tempted to back away, right?

For example:

- Are you interested in working from home to spend more time doing what you love?
- Are you planning on making your web business your main source of revenue?

12. Changing people's lives

Most people are unhappy with their lives...or at least a some aspects of it and it's only normal.

But let's be honest with each other, many people want change but few take action!

So when you write copy or prepare a presentation, always ask yourself :

- What would it take for them to finally realise it's time to take action on what you're offering?

Your offer can probably change your readers' lives for the better somehow, somehow. That's great ... But...

- How will it change it for better?

MODULE 2 - Embedded Commands

Embedded commands are simply directives which have been covertly in a particular sentence.

Using embedded command will allow you to give specific directives that is covertly given to the receptive person, audience or group you're targetting.

When you lead people to do what's in their best interest, they will often thank you for allowing them to live this pleasant experience with you or through you.

Here are 3 examples of embedded commands :

- Get on the waiting list now and save \$500!
- This product will change your life and that's why you want it now!
- You can feel good as you start this diet plan.

How to get embedded commands... embedded in a conversation or copy :

You would want to start with ...

Luckily you can:

You might want to:

I wouldn't tell you:

When you:

If you were to:

What is it like when you:

A person can:

It's not necessary to:

You really shouldn't:

You don't have to:

... and then engage in the embedded command.

- Ex : You might want to consider getting on the waiting list now before all my spots are filled!

MODULE 3 - NLP Representation System

4 Types of individuals

1. **Visual** : They memorize anything by seeing pictures and are less distracted by noise. They often have trouble remembering long verbal instructions because their mind may wander a lot. They are interested by "how the program looks".
2. **Auditory** : They are easily distracted by noise. They can repeat things back to you easily & learn by listening. These types of people like music, talk on the phone, etc. When speaking to this type of individual, the tone of voice is important. Emphasize on the words you want them to capture.
3. **Kinesthetic** : Often, these types of individuals speak slowly and breathily. They respond well to physical rewards and touching. They memorize by walking through or doing something. They are interested in a program that feels right to them or gives them a gut feeling.
4. **Auditory Digital** : They spend a lot of time speaking to themselves. They memorize steps, procedures and sequences. They want to know the program makes sense before engaging.

MODULE 4 - The Power Of Words

Words to use for your marketing to reach-out to the 4 types of individual in 1 sales copy, e-mail message etc. For copy or sales writing, take a close look at the red column. It will help you write your sales copy by getting their attention while giving them a sense of urgency to imagine and sell themselves the idea to buy your stuff.

1. Visual	2. Auditory	3. Kinesthetic	4. Auditory Digital
See Picture Imagine Look View Appear Show Dawn Reveal Envision Illuminate Clear Focused	Hear Listen Sound(s) Rings a bell Silence Be heard Tune in-out Be all ears Resonate Deaf Earfull Dissonance Harmonize	Feel Touch Grasp Get hold of Grab Catch on Tap in, into Make contact Turn around Unfeeling Concrete Scrape Solid	Think Imagine Want Sense Experience Understand Learn Process Decide Desire Consider Change Conceive

Magical words

Words used in NLP are called "magic words" because people associate them with emotions and triggers reactions.

These words can be used in any type of sales or circumstances :

- Easily
- Unlimited
- Aware
- Realize
- Beyond
- Before
- After
- Now
- New,
- Because
- Freely
- Expand
- How to
- Discover
- Scientifically proven
- Research
- Powerful
- Awsome
- Amazing

Positive Emotional Words

- Believe, change
- Energize
- Healthy
- Overcome
- Thrive
- Success
- Refresh
- Happy

Words to get curiosity

- Finally
- Revealed
- Truth
- Imagine
- Expose
- Secret
- Uncover
- Illegal

Words that “Call-To-Action”

- Urgent
- Easy
- Simple
- Limited time
- Tested
- Get

Words to gain trust

- Proven
- Guaranteed
- Leading

Module 5 - Sales Letter Copy Writing

Now that you know what words and how to embed commands in your speech or copy writing, it's time I show you how to structure your sales page to complete the “loop”.

Here's how you should structure your Sales Pages

1. Getting their Attention : The headline

A web visitor stays on average less than 30 seconds on a page.

If your headline sucks, chances are you just lost a potential client!

Let's face it, getting people's attention in the first few seconds will determine if you make a sale... or not!

There are 2 types of readers. Those who read headlines and titles and those who will read every word on your sales page.

Either way, you need to make your sales page adapted based on these 2 personality traits.

Your headline will make the difference!

2. Getting Personal : A story that relates to them

It's important in your sales copy you share your personal story to what led you to this business.

Share your challenges so that the consumer reading your sales letter can relate to your story so he or she doesn't feel alone.

Compassion is a very strong tool in the Internet Marketing industry, this is a fact and you have to use this strategy to get what's commonly called : "Sympathy Votes".

3. Why they need it : Bullet points

Telling them why they need your product is probably to you ... common sense.

But I see too many Internet Marketers skip this part and it's like shooting yourself in the foot with a bazooka!

Reminding them that they lost money or bought useless "shiny objects" that led nowhere.

Ideally, you'll want to make a bullet point list instead of writing paragraphs.

4. What they are getting : Bullet points

Once they realize they failed until now, this is where you take out your big guns!

Ideally, you'll want to make a bullet point list of all they're getting through your products/services instead of writing paragraphs.

This part is where they realize that they NEED your product/service to make their personal challenges go away!

5. Social proof : Testimonials

Now this is real easy!

Getting Social Proof is a breeze if you offer quality high products/services and have the "know How".

Consider this : The more social proof you have, the more people will buy from you.

It's in the human nature. People follow the "Hype".

Social proof is crucial for any Internet Marketer who wants to make these big dollars monthly.

6. HIGH QUALITY BONUS : Something that gets them excited

Bonuses are incentives that will motivate your audience to take action as you get their total engagement.

Don't offer a BONUS just to offer a BONUS... Make the BONUS valuable to them.

In my case, I like offering LIFETIME UPDATES for my eBooks & assistance through my Mastermind Group.

You can offer any type of BONUS... As long as it helps your audience!

7. Pricing : Make it worth their while

You should always place 3 "Buy Now" buttons in your sales page, starting from a third of the page and down!

As for pricing goes... would you rather buy a product where you feel you got a really good deal or would you rather pay it's regular price?

When you price your Front-End products (Ex : A eBook), always consider the money you'll be making with Back-End products (Ex : Products for sale WITHIN the eBook)

If you get it, the lower your barrier of entry is, the higher chances you'll be converting a freebie seeker into a buyer! Ususally a good price for a Front-End product should range between \$1 - \$7.

8. Creating Urgency & Deadlines : Countdown, final closing date...

As a former bill collector, I learned how important creating urgency and giving deadlines was.

Like any marketing scheme, the use of urgency and deadlines is what makes the consumers heart pound in their chess.

They sense the "alert" through the urgency and will be suggestible to take a decision when they feel it's their last resort.

Sometimes, I use countdown timers myself but it's not necessary. What's important is that you make your customers feel that if they don't "Buy Now", they will never see this offer again at that low price for example!

Join My Mastermind Group

I find it important to offer LIVE Support for the products I create and this is why I created this Mastermind Group. If you have questions, this is the place to get answers. I've teamed up with list building experts and friends to make it a ressource center for people who want to make money online.



>> [Join My Facebook Mastermind Group Now](#) <<

Resources

Useful Products I created to help you in your networking

I personally don't email my buyers list often... but when I do, I offer them high quality products that I tried and use daily!

I gathered the best products and techniques to help you build a solid network.

1. [Optimizepress](#) - Your "Public Image" is important online and this is why a Web Page Editor is necessary for you to look professional even though you may or may not know design and coding. I found this "NEWBIE PROOF" Wordpress plugins that does the job without any need for coding or design. Simply "Drag And Drop".

2. [Product Creation Formula](#) - Product Creation is a "Must" for you to brand yourself as a leader so that people can get to **know you, like you & trust you**. There are many ways to create high quality Internet Marketing eBooks in less than 2 hours. I created Product Creation Formula to guide you through the few steps required to make amazing eBooks and pull profits from them.

3. [Subscribers In A Box](#) - When you start an internet marketing business, it's important that you build a list to get your business to follow-up with your audience on auto-pilot. I created "Subscribers In A Box" to help you build your list at practically no cost through Pay-Per-Leads Programs & a click trading technique that allows you to get 5%-15% FREE Traffic returns if done the right way! This eBook is a "Must" for Internet Marketers who want to build a long-term career in the industry... at a really low cost.

4. [FB Funnel Formula](#) - Every Internet Marketer should own Their Facebook group to build relations with their buyers. I created FB Funnel Formula to help you overcome the challenges of getting freebie seekers crowding your group but instead, use a simple method that will drive only buyers to your group.

5. [Click Banker Pro](#) - Traffic has got to be the most challenging issue with internet marketers. But what if I told you that you can now generate traffic to your offers, FOR FREE! You now can watch over my shoulder through this PDF & video coaching as I show you exactly what to do, step-by-step! Click Banker Pro is all you'll ever need to get "Free Traffic Returns".

Because Internet Marketing is like any other job it takes...

The right tools. The right training. The right business model.

You like how I promote myself through my website, books and business model? I can teach you how to replicate what I do very fast and for a very low cost!

As you know by now, the first step to success is to Take Action and figure out how much you want it, to get it!

Check out what people think about MY BRAND NEW :

["Done-For-You" & Coaching Service](#)

To your success,

Michel Sirois



Connect with me "LIVE"

I'm not one of these anonymous people that hide behind their reports or opt-in pages.

You can easily find me spending way too much time networking on FB [Right Here](#).

Chatting on Skype here: Misteremarketing

You Want to make some easy commissions?

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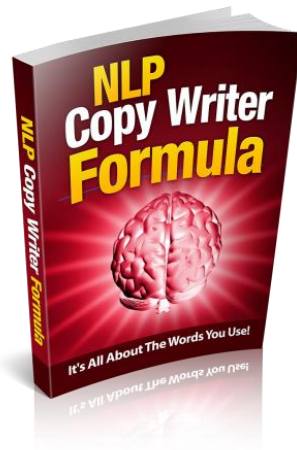


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