

**Covert Tactics, Mind Penetration, Rings of Power and The Offer Spin...**

# **Hypnotic Sales Secrets**

How to Use Subliminal Persuasion to  
Get More Sales and Profits...  
No Matter What You Sell or Who You Sell It To

**Israel Owolabi**

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# **Table of Contents**

## **Who Should Read This Book**

## **Introduction**

### **SECTION I — The Dark Side of Human Psychology**

- Things to Know First
- The Human Brain
- Why People Do What They Do
- The Simple Law of Selling Anything
- What Makes People Buy

### **SECTION II — The Secret Art of Mind Penetration**

- Power in Seduction
- The Uncensored Blueprint of the Underground Master Seducers
- How to Seduce People Out of Your League
- Core Principle of Influence

### **SECTION III — Subtle Tactics and Operation Do-As-I-Say**

- The Mysterious Mass Suicide
- Little-known Persuasion Secret of Pharaonic Patriarch
- Big Proofs

### **SECTION IV — The Mafia Offer**

- The Silent Questions
- At What Ratio?
- What Makes Up an Irresistible Offer
- The Offer Spin Game

- Should You Cut Down The Price?
- Real Life Examples of Mafia Offer Exposed!
- Formula to Double the Number of Buyers

## **SECTION V — How to Tell Hypnotic Stories that Compel People to Do Your Will**

- Vehicles to Plant Ideas in People's Mind
- Psychological Power of Story in the Human Mind
- Three Power Hypnotic Storytelling Methods to Sell Anything

## **SECTION VI — Stealth Hack to Change People's Perception and Increase Value**

- Prepare their Mind
- Anchoring Effect
- Paint Pictures of Reality
- The Power of Repetition

## **SECTION VII — Client Acquisition Protocols**

- Nobody Wins the Price War
- Leveraging Your Existing Network
- The Kangaroo Method
- Loss Lead Protocol
- The Upfront Rule
- Compensation Model
- Sponsored Advert

## **SECTION VIII — The 7 Golden Keys of Hypnotic Salesman**

- Confidence (don't mess things up)
- Not Available for All

- You Don't Need Their Money
- It's Not for Everyone
- No Fear of Criticism
- Sales Pipelines for Your Business
- A Detector

**What Do I Do Now?**

**Last Thing For Now...**

## **Who Should Read This Book?**

This book is primarily for business people. Executives, managers, entrepreneurs, salespeople, marketers, advertising agents, employers, presenters, job seekers, and just anyone seeking for a means to get people to do their will, can benefit from the techniques presented in this book.

You don't have to be a business owner to benefit from this book, of course. Anyone who wants to persuade others to their point of view should read it.

# IMPORTANT LETTER

From:

Israel Owolabi

Lagos, Nigeria

Tuesday, 5:21 a.m

Dear Friend,

Welcome to the lucrative secret world where human behaviour is governed. If you've ever wanted the number one ability to influence people to do your bidding, *now you've got it!*

Why do you have to let others get you to do their own will in everyday life, when you can use the treasure trove of subliminal persuasion to make things go your way... get anyone to do anything... and always have the upper hand!

In this book, I will teach you how to use hypnotic language to sell anything to anyone, even if you have never sold anything in your life. I'll show you how to get a crowd of customers for your business.

With the techniques and strategies you'll learn from this book, you'll be shocked at how people will want to do business with you even when you don't need them. That's the power of subliminal persuasion.



Subliminal persuasion is a profound way to gain power over others in any situation. It's a little bit frightening, though. And most people can't handle it.

But the very few smart people who have discovered the powerful secrets of subliminal persuasion have used it to make themselves rich and get anything they want.

Take a look at Aristotle, Socrates, Elon Musk, Steve Jobs, Barack Obama, Oprah Winfrey, Aliko Dangote, Jeff Bezos, Bill Gates and every successful person you could ever think of...

What do you think is the ultimate secret to their ultra-success and wealth?

The ability to influence!

This is simply one skill that separates the Greats (who become extremely wealthy and influential) from the mediocre (who struggle forever) in any industry anywhere in the world.

As key players of this world are using influence weapons to impose their will upon flocks of common folk, you should impose your own will as well, for the benefit of your long-term prosperity.

You see this one great skill, some people have used it to get their boss to raise their salary. Some have used it to gain access to people they ordinarily wouldn't have had. Some have used it to accumulate massive wealth for themselves.

The keys of persuasion in your arsenal determine how far you go in life. And how efficient you're able to sell your idea, product or service to other people, will definitely determine your level of success.

Now, I am about to reveal to you, simple but very powerful secrets that will rapidly change your life in ways you can only dream about.

Whatever you desire in life:—

- Money
- Fame
- Love
- Power
- Fulfilment
- Happiness
- Honour and recognition
- Almost anything at all...

You can get it with the power of subliminal persuasion. It is now in your hands and it will take you just a few hours to read.

### **WARNING!!!**

Even though this book will show you how to slide into someone's mind without detection, it is my responsibility to warn you.

Avoid using it for evil purposes.

Sometimes, you might be tempted to use it devilishly. Please stop yourself. You shouldn't contribute evil to the world. You can only use this book for good purposes.

Believe me, the temptation to flex your newfound ability is great. But you must keep yourself in check and you must never let the power get into your head.

SO I WANT YOU TO MAKE ME A PROMISE

It's really IMPORTANT.

Say these words:

***“I \_\_\_\_\_ promise you that I’ll use these secrets in good and ethical ways, and I won’t use them to defraud other people.”***

Fill your name in the gap. And say those words out loud.

Have you done so?

I hope so.

I can only hope that you will use these secrets in ethical ways because I don't know you. I don't know your background. Neither do I know your ethics. It is my hope that you'll use these secrets to persuade people to buy only what will add value to their lives.

DON'T use it to scam people in the business field.

DON'T use it to manipulate the opposite sex.

DON'T use it to hurt someone emotionally or tear down their self-esteem.

DON'T use it to make people go against their morals and values.

DON'T expose these secrets to a dangerous folk and criminal who is not responsible.

Do you agree?

If the devil gives you the sweet idea of using the tools in this book to defraud people, please resist him violently because if you don't, you'll regret the day you got such an idea. I'm not kidding.

Besides, nature has a way of dealing with everyone for their deeds (good or bad).

Now, even though what you're about to learn is by far the most powerful skill in the world...

The amazing thing is:

- You don't need a high IQ.
- You don't need to be a born salesman.
- You don't need experience.
- And you don't need to master the English Language...

While having a degree is nice, those English literature degrees aren't any measure of quality persuasion.

They're pretty useless when it comes to persuasion. Because life has far more to do with how well you can wield your influence weapon than with literature and grammar taught in schools.

That's the reality of things, and there's nothing wrong with it. That means you can use persuasion skills in any language or tongue to get anything you want.

So what do you need then? To become an outstanding persuader;

You must have a strong desire to influence. Nothing can stop you from accomplishing your goal if your desire is strong enough and you want to master influence for a long time.

But desire alone is not enough.

You must decide right now that you will put up every effort, conquer every obstacle, and do whatever it takes to be good at influencing anyone.

Listen! The first time you try out the weapons in this book, it's likely you'll make mistakes. It happens. Don't stop. Try it another time until it becomes part of you.

You are the only one who can put a limit on yourself. I've realised that our biggest enemies are usually our own worries and doubts.

So, apart from the limitations you impose on yourself, there are no boundaries to what you can achieve with this amazing skill. Will you try out the secrets in this book?

Sincerely,  
Israel Owolabi

P.S. **Hypnotic Sales Secrets** is designed to arm you with weapons of persuasion so that people will accept your proposition without objections. They'll lower their resistance without knowing why or how it happened. It is an arsenal of war for delicate times.

If you devote a little time everyday, studying, practising and implementing what's inside this book, you should never again have to worry about getting anything from anyone (including money).

So I believe that you want to become a master persuader, get people to do anything you want without you feeling guilty about it.

With subliminal persuasion skill, you can walk into any company or industry and mint money as much as you want... even when the economy is really bad.

That's my promise to you.

It's very doable and you'll be able to use the model no matter what your current situation is — if you don't let fear grab you.

Ready for it?

## SECTION I

# The Dark Side of Human Psychology

Right now, I am about to expose you to deep secrets that the greatest hypnotic persuaders, copywriters, marketers and salesmen that the world has ever known used to pull in millions in sales.

If you're someone who wants similar results, or you're simply looking for the fastest route to becoming much sought after in anything...

Or if your desire is to get to the top quickly and more efficiently in your field, then what I'm about to reveal to you will be your bailout.

And with it, you'll easily persuade people to pull out their money and put it in yours... really FAST!

First things first:

Persuasion is very powerful. And the fundamental source of every power comes from a brutally honest understanding of human nature.

Top politicians, leaders, marketers, copywriters, public speakers all understand this fact. They understand that persuasion is a game of emotions.

And as you already know, in every game there are rules. All you have to do is, play by the rules and you'll always have an edge over your competitors.

Reality is, you can't win a game if you don't play it. The more you play it, the more you're exposed to deep secrets of the game. And the more secrets at your fingertip, the more you beat down your opponents.

That's what makes you a MASTER, isn't it?

Without persuasion, it's impossible to attain power. It is through persuasion you can attain power in politics, business and all spheres of life.

### **The Human Brain**

Persuasion is nothing but finding the buttons that will drive your target to do as you wish, and then pressing those buttons to the point where his emotion gets stronger than other parts of his brain.

Let me explain:

Paul McLean, a very influential neuroscientist proved that the human brain can be divided into 3 parts:

- The Neocortex (Logic and Reason)
- The Reptilian Complex (Instinct and Survival)
- The Limbic System (Emotions)

Now, the thing is, many salespeople, marketers and business folks think that the Limbic (emotions) is where all the persuasion happens.



That's not true.

No wonder they struggle to get people to do their bidding. Here's what they don't know...

These three parts of the brain (the Neocortex, Reptilian and Limbic) do not operate separately. They have some interconnections through which they influence one another in every human being.

The Neocortex is the thinking centre of the brain. That's where our ability to think, plan and solve problems come from. And it also performs some functions that enable us to see, feel, hear and taste.

The Reptilian Complex is responsible for our perception, impulse, body temperature, breathing and balance.

And the Limbic System is the seat of our emotions, beliefs, conviction and decisions we develop regularly and they have a strong impact on our behaviour. The Limbic System is perhaps the most important part of persuasion.

The point is, if you're not touching all the three parts of the human brain, your persuasion will not be effective. So all the three must be woven together if you want to move people and persuade them to your view.

### **The Science Rule Behind All Human Action**

Let's be honest. Why do we do the things that we do? Why do you brush your teeth daily? Why do women spend much time applying make-up

before going out? Why would someone go to the gym everyday? The answer is:

**To gain pleasure or to avoid pain!**

That's the number one science rule behind all human action. Don't ever forget this rule as long as you live. Know what motivates someone and what frightens someone.

We act in a certain way in order to obtain a reward or to avoid something that frightens us. However, keep in mind that people are different. So what may frighten one person may not frighten another.

Now, when it comes to spending money, people (including you and me) don't really do anything logically but emotionally. And you know why?

It's because of the desires in us all. 99% of the time, when people spend money, it is for a motive(s). It is because they have a desire(s) they want to satisfy.

In the 19th century, a man researched what makes people buy. He discovered that what made people buy 3,000 years ago is still the same thing that makes them buy today and will still work 10,000 years from now.

Products and services change. Advertising channels change. Economy of nations changes. Technology changes. But you know what? Human nature DOESN'T change.

The concept of selling and persuasion will never change as long as there are human beings in this world. So, it's easy to attain any level of success you desire, once you understand this unchanging principle.

Influencing people gets a lot easier once you recognize human nature as it is (instead of how you think it should be). You'll know exactly what to say and how to say it in order to persuade others to act.

So why do people do what they do (including spending money)? It's because of any of the following desires:

- To make money
- To protect family
- To have financial freedom
- To satisfy ego and pride
- To be praised and have social validation
- To prove naysayers wrong
- To be healthy
- To have sex satisfaction
- To attract opposite sex
- To save time and efforts
- To be more comfortable
- To have fun
- Etc.

People are willing to give you their hard-earned money if you can appeal to the desire they're craving for. We all have positive and negative desires throughout our lives. That's what makes us human beings.

The question now is, how can you use people's desire to your advantage? If you're in business, how can you channel your product or service as the solution to their desires?

Like I said, finding the right button to trigger is the key to persuasion. Once you know the buttons, **press them to the point where his emotion gets stronger than other parts of his brain.**

And you're to press this button without the awareness of your target. Because people will guard themselves if they know you're coming with the aim to persuade them.

Emotional appeal moves mountains. If you want to increase your revenue or get more sales, then use words that speak to the emotional interest of your customers.

Your income will never change until you move people into spending their money with you. You should always keep in mind WHY people buy and what they are actually paying for.

A beautiful young woman walks into a boutique. She spends hours in there, changing from one cloth to another. The boutique owner notices this drama as it plays.

She walks up to her and says, "Madam, look at this Italian cloth, it fits you. Why don't you try it?"

"Oh no, I don't like it." She replies.

The young woman moves closer to the boutique owner and whispers, "Don't you have some erotic clothes here?"

You see, people don't really care about where your product is manufactured (China, Russia, England or wherever). They don't care who made it and more so, they don't care about you either.

They only care about themselves. They care so much about their desire being satisfied.

This beautiful woman is looking for a sexy dress. Who knows maybe she has a new boyfriend. Maybe her man just arrived from the Caribbean and wants him to say, "Wow, girl, you're so gorgeous."

She's not buying because she needs to put on some clothes on her body. She actually wants to attract a partner or is afraid of losing an existing one! That's her hidden desire.

She'll never tell you that's what she's looking for but deep down her heart, there is a real motivation.

Understand why people do what they do and you'll be able to move them into doing almost anything.

### **Here's The Simple Law of Selling**

Selling is NOT magic. It is NOT a matter of casting spells on someone. In fact, it is NOT about begging people to buy. Selling is systematic. It has an approach anybody can follow and succeed.

If you really want to be a master persuader or professional salesperson, you need to do one thing:

## **Understand What Makes People Buy.**

Gary Halbert, one of the greatest persuaders that ever lived said, “Find what people want (not what they say they want)... sell it to them and you’ll be stupidly rich.”

That’s amazing, right?

If you really want to sell anything to anyone, NEVER forget this simple but never-changing principle. Stick it to your skull.

If you know how to supply the emotional wants of human beings (and you supply it well enough), you’ll never run out of money.

Selling is psychological. And if you sell using a psychological approach, you’ll be able to convince almost anyone to do your bidding.

They will buy your products or services, they will buy your idea if you can enter their mind. You need to think like them. Whenever you’re promoting anything to any human being, you should ALWAYS find out what they want NOT what you want.

You know why?

Because everyone is selfish (including you and me). And there’s nothing bad in that. Most times, we are always conscious of what we’ll get in return before we do anything.

As human beings, if it doesn’t benefit us in one way or the other, we don’t tend to do it.

Let me ask you...

- Why do we serve God?
- Why do we buy expensive gadgets?
- Why do we make money?
- Why do we give?
- And why do some people spend money on hard drugs (even when they know that it can cut short their lives)?

If you're going to be honest with the answers, you'd agree with me that it's for self gain. There's a motive behind everything.

You'll discover the hidden motives of people if you study them well... like what they spend their money on. More importantly, you'll become a master persuader if you begin to study WHY people do what they do (NOT just what they do).

Take for example, we buy expensive gadgets like phone, cars, because it shows who we are in society (broke, poor or rich). We'd like to look classy, feel powerful, get the admiration of others and prove to others that we're in vogue and not poor!

Look, smart companies like Apple and Samsung have mastered human psychology. And they use that mastery to launch their products and services to people around the world.

They keep producing new gadgets of different versions to the market just to satisfy our emotional thirst. And they keep making billions of dollars every year because they understand what makes people buy.

People don't like doing what does not benefit them. That's how human beings are naturally wired. We're benefit-driven.

In the Bible, Peter Simon, one of Jesus' protégés, asked him, "Master, we've given up everything to follow you. **What will we get?**"

Jesus replied, "**I assure you that** when the world is made new and the Son of Man sits upon his glorious throne, **you who have been my followers will also sit on twelve thrones, judging the twelve tribes of Israel.**

And everyone who has given up houses or brothers or sisters or father or mother or children or property, for my sake, **will receive a hundred times as much in return and will inherit eternal life.**" (Matthew 19:27-29).

Jesus knew the unspoken truth of human nature —that the only reason people do anything is for the benefits they expect to get. And without those benefits dangling before them, they will not do anything for you.

He knew that every human, to varying degrees, has a craving for power and exclusive fraternity. Therefore, he brought 12 men into an exclusive fraternity, promised them power and they became loyal to his cause.

It's over 2,000 years since Jesus used this technique to sell an idea to a small group of people and guess what. Those promises he made then are still used to persuade people into his kingdom till date.

What about you? Can you prove to your target audience that you're their saviour – how you have come to deliver them from their pain? And



can you tell them the changes your product or service will do to their lives?

Listen! People have a massive desire to believe in something. If you use the centre point of their desire to offer them something to believe, they will rush to you.

Give people a taste of power and they'll look up to you for more. Promise them more EXCLUSIVE powers and they will totally submit themselves to you.

The next time you want to get anyone to do anything for you, find out their hidden desire (because they won't tell you openly). Then use their desire to make them act in your best interest.

## SECTION II

# **The Secret Art of Mind Penetration**

Would you like to have in your hands, the secret tool that makes it almost impossible for anyone to refuse you and your idea?

Well, it's a highly controversial persuasion secret that will boggle your mind... and the mind of anyone you target. This magical key will put great power in your hands.

You'll be able to induce people to pull out money in their wallet and buy from you. And more importantly, you'll be able to turn your once in a blue moon sales into a flood of business that generates uninterrupted sales.

But can you handle it? There's nothing worse than not being able to meet a large demand. Are you ready for it?

Now, many people think that the only way to get things from others is using force or deceptive tactics on them. I do not condone that anyone should do that. That is not only evil, but also illegal and unethical because you're robbing people of their own will. It means you're making them do what they ordinarily wouldn't have done.

What if I told you that you could make people buy more of your offer without begging them, without forcing them – and without ever deceiving them?

Well, that is available to you instantly by recognising and utilising the psychological tool called seduction.

### **There is Power in Seduction**

It's a way to penetrate people's minds and win them over to your idea or business. It works like magic.

Take a look at women, for instance. They are the most powerful seducers in the world. It's so unfortunate that lots of them are not aware of this potential in them.

You'll be shocked at how much you can learn persuasion and influence by simply studying women.

Let's consider...

### **The Uncensored Blueprint of The Underground Master Seducers**

Thousands of years ago, women had nothing in their possession. No power. No farmland in their name. No throne to obtain. No weapon at their disposal to compete with men.

Everything was under the control of kings, emperors, noble and ordinary men. So women had no choice but to submit to the will of these men before they could get a piece of anything.

But there arose some women who got hungry for power. In their quest for power, they discovered that men had one weakness: voracious desire for sex. So they began to make use of this weakness to their own advantage. How?

They would first gain a man's attention and draw him in with an attractive appearance, presenting themselves like a goddess...

Men are turned on by what they see. By walking around the house in sexy lingerie, dominating the air with a pleasant fragrance on their body, displaying glimpses of their skin, man instantly gets aroused sexually.

Once they capture their victims' attention, they would entice them into leaving the world of politics and war into the world of luxury and pleasure. At that moment, they could get everything from material goods to social standing to political influence.

This is the technique Cleopatra used to lure Julius Caesar so she could attain the throne of Egypt.

She orchestrated herself into Caesar's chamber, stretched herself at full length inside a bed-sack in the inner room where Caesar could see her.

At the sight of this, Caesar instantly got aroused by her appearance and had intercourse with her. On that basis, Cleopatra negotiated her way and finally got the military support she needed to rule Egypt.

With the use of seduction, powerful and ruthless military generals of Rome — Julius Caesar and Mark Antony— lost their will power and influence to Cleopatra.

Meanwhile, Cleopatra was not the only woman who used seduction to achieve her mission.

Hadassah was one of the great practitioners of the art of seduction. She rose from a low-class Jewish background to being the queen of King Ahasuerus of Persia.

She did not seek royal favours only for herself. In her later years, she persuaded the king to retract an order for the annihilation of Jews throughout the empire.

During the times of war and brutality, women used seduction as a sophisticated art to protect themselves. When enemy warriors ravaged their land, killing men, they spared women or took them as slaves and wives.

Even though women had no physical weapon to compete with men, they had a super power of influence — seduction. Men are naturally vulnerable to what they see. And a woman who understands this tremendous power can make any man do anything for her.

Of course, women also have their own weakness. And that is language (what they hear). Naturally, women are easily influenced by soft words. You'd conquer a woman's mind if you could wield the sword of words well.

Have you ever wondered why men who are total jerks always get all the women? It's because they walk around with an attitude of "seduction."

It's unfortunate that there are very few men who can seduce a woman with just their words. Very few indeed.

For example, Girolamo Casanova was not a handsome guy. Neither was he a rich guy. But he's one of the greatest seducers that ever lived. Knowing that when someone likes you, she can do anything for you, he used this strategy to make lots of women fall in love with him.

He would find a woman in trouble, pay attention to her, free her from her problem, use seductive words to make her fall in love with her, and then achieve his goal.

Casanova proved that you don't need to be handsome to get women. You don't need to be educated. And heck, you don't need to be rich to achieve that. And this also applies to salesmanship.

Look! Seduction is a game of mind, not beauty. Because it is the mind that always controls the body and not the other way round. So whether you're a man or woman, it is within your power to become a master of seduction.

It's all about stimulating fantasies, creating imagination, keeping your target wanting more, creating patterns of hope and desperation. He who masters seduction becomes a figure of power.

Now you might be tempted to ask, "Israel, will seductive power not change who I am?"

That's a good question. And here's the answer...

Seductive power can't change who you are. It will only amplify what's inside of you. If you are a jerk, being exposed to this power will make you a bigger jerk. But if you are a good person, having this power will make you a better person.

If you use it with good intention, it is called influence with integrity. However, if you use it for evil purposes, that is manipulation. I hope you'll use it to make your life and others better.

Anyway, if you're ever going to change people's opinions, you must act in subliminal ways. The better you are at seduction, the wealthier you'll become. Marketing is seduction. Politics is seduction. Leadership is seduction.

In this life, nothing works effectively without the use of seduction. A man who gives direct command is seen as an aggressive person. Nobody would do anything for him except he applies force.

But from politics to business, to religion and all other spheres of humanity, you got to be subtle if you're serious about getting people to do your bidding.

If you're going to ask someone to send you money... or buy your idea... or their hand in marriage... then you must deeply seduce them. Or else they'll abandon you and run after someone who knows how to peel their orange.

**How do you seduce people out  
of your league to do your bidding?**

Here's the way:

Divert attention from yourself and focus it on your target. Understand their psychology. Discover their pain and show how much you care and how much they are worth. Leave nothing to chance.

Now, your target begins to feel better about herself. At this moment she'll be willing to do anything for you.

People will always do anything for those who do just any of these five things...

- **Encourage their dreams**
- **Justify their failures**
- **Allay their fears**
- **Confirm their suspicions**
- **And help them throw rocks at their enemies.**

That's the whole philosophy of penetrating into human minds. You should always make a subtle move so that your target will gradually lose their ability to resist without knowing why or how.

Don't be in a hurry to get your aim achieved. Don't look desperate. It could lead you into applying pressure on your target. And if you apply pressure, your target will easily detect your motives and eventually resist you. You know why?

**We are creatures who cannot stand  
feeling that we're obeying  
someone else's will.**



If you force it, you'll be rejected. But if you seduce, you become irresistible.

Customers, like women, don't respond to a salesman who is desperate to sell them. They are attracted to someone who is like them... someone who understands their pain.

So sympathise with your customers. Make them feel you understand their pain. Don't blame them even if it's obvious they're responsible for it. Make it all about them, not you. Show them how their lives will change. Offer them a good deal.

That's how to convince people to pull out the money in their wallet and put it in yours... in exchange for what you're offering them.

Here's one of my favourite quotes on seductive influence said by John Carlton:

"If I try to sell you something, you'll resist. It's natural. However, if I get your attention...

...if I offer you something that feeds a hunger deep inside you...or solves a perplexing problem that haunts your days...

...if I describe a deal where you risk nothing and yet stand to gain a great deal...

...if I sympathize with your resistance, understand your qualms and doubts, and answer every of your questions honestly...

...if I clearly show you how you can become richer, happier, healthier, all in the fastest and easiest manner possible...

...and if you believe and trust me, and are certain the risks are miniscule and the reward mind-blowing... then your resistance may weaken.

You may give it a try, especially if I've made it clear you can change your mind later.

You just might decide, all on your own, to see what all the fuss is about.

**That's seduction, friend."**

Remember, everybody around you is a potential victim of seduction. Learn to see beyond their appearances. To get them to do something for you, you have to find WHAT IS MISSING — power, romance, adventure, attention, revenge, etc.

There is always something each individual yearns for. Nobody in this world feels complete. Once you identify this gap, position your idea, product, service or yourself as the answer to their prayers.

## **SECTION III**

# **Subtle Tactics and Operation Do-As-I-Say**

Truth be told, what I'm about to reveal to you in the next few minutes may ruffle your feathers. You don't have to agree with anything I say.

But if you have an open mind and a little drop of patience in your heart, your eyes will open to secrets you've likely never heard before.

And if you master it, people will literally eat out of your palm effortlessly. Yeah, sure. I've seen people who used it to achieve their ultimate goals.

### **The Mysterious Mass Suicide**

On 26th of March, 1997, thirty-nine members of the Heaven's Gate cult were found dead in San Diego, California. Everybody who heard the news was shocked.

Marshal Applewhite, the cult's leader, convinced his followers that their bodies were just "containers," and that their souls would be exalted to an alien spacecraft after they died.

The unexpected scene surprised a lot of people. Each of the 21 women and 18 men was laying in their bed, dressed in the same Nike sneakers and all-black uniform. Each victim had five dollars in their pockets.

They all drank phenobarbital combined with apple sauce and vodka to commit suicide.

They felt they were not murdering themselves, but rather releasing their spirits from their physical bodies so they could ascend to heaven (the evolutionary paradise above human level).

Well, I don't know if they eventually got to paradise through their heaven's gate.

But the question is:

How did a single man convince grown up people (with functional brains) to abandon their families, leave all their possessions and follow every instruction they were given... without question or guilt?

I'll tell you, but first . . .

Let's look at another example.

Osama BinLaden formed an alliance and proposed to his young followers—known as the 9/11 hijackers—to die for his own cause.

He commanded a great loyalty from his followers to an extent that they felt it's worth giving their lives for him. They willingly and eagerly died for him.

Or you should consider Adolf Hitler. He was the chief architect of World War II after he rose to power as the leader of the Nazi party in the 1920's.

His act led to the death of over six million people. He formed alliances and in fact, he persuaded other states to join his movement and they obeyed him.

Now, let me tell you: I'm in no way supporting Marshal Applewhite or Osama BinLaden's actions. Neither do I support Adolf Hitler or anyone whose actions have destroyed the lives of others.

Bottom line:

Even though the events were catastrophic but beneath the actions of these groups lies the core of mass persuasion. The leaders of these groups were skilled in the art of influence and persuasion. They understood human psychology and used the knowledge to achieve a goal.

These leaders convinced their followers that committing suicide for a greater reward and eternal bliss was a good idea.

They gave them hope and assurance that they were part of something divine, something other people would wish they were part of.

Nobody forced them. They joined voluntarily. That's operation do-as-I-say in full gear. And it contains lessons business people need to take to heart.

See, no matter what kind of life you want to lead, or how much money you want to make, your fastest route is being excellent at mass influence and persuasion. It's the surest and most profitable power in the world.

That may appear to be an outlandish claim at first. But that isn't the case when you analyse what has happened even in ancient times...

### **The Little-known Persuasion Secrets of A Pharaonic Patriarch**

There's a story of a man who lived in 1391-1271 BCE. His name was Moses. He was a pharaonic patriarch (and a leader of many religions).

During the time when Egypt was a power nation in the world, the ancient Israelites became slaves in Egypt. The suffering was so severe that they cried unto God. And God sent Moses (an Hebrewist by blood but an Egyptian by adoption) to deliver them from the hand of Pharaoh, king of Egypt.

Now there was an obstacle. Moses needed to convince the Israelites that he could deliver them from the king. And it's obvious that they wouldn't listen to him.

Here's what he did...

First of all, he gave them **big promises**

"God has sent me to deliver you from your enemy. And we're going to a land flowing with milk and honey. You will possess houses you did not build and vineyards that you did not plant."

Yippee! That's what they've been praying for.

But that wasn't enough to get them going. The people didn't believe he could do as said.

Human beings are sceptical when making decisions on a promise delivered to them (especially when that promise sounds too good to believe).

Moses knew this already and here's what he added...

### **BIG PROOFS!**

He proved to the elders of Israel by performing some miracles — He threw his rod on the ground and it became a snake. He then took the snake by its tail and it returned to a rod.

Not only that.

He put his hand in his cloak, removed it and it became as white as snow. He poured some water on the dry land and it became blood!

It was after then the Israelites believed that Moses had truly possessed some spiritual powers enough to deliver them from their enemy... and also take them to the promised land.

History records that ALL Israelites followed Moses. Not even a single person decided to stay back in Egypt. Everybody followed him.

That's the power of BIG PROMISES backed up with clear PROOFS. It is only an idiot that doubts proofs.

NOTE: Moses didn't say anything about the challenges they'd face on their way. He never said they'd fight war before possessing the promised land.

He never said anything about the wilderness — where there's no food and water. He only focused on the results they'd have. He only sold the future gain to them.

If Moses had said anything about the challenges, do you really think those people would have followed him? Do you really think those people would have risked their lives with hunger, penury and war?

Here's something to keep in mind...

**People are not interested in the truth about change — that it requires hard work - but rather they like to believe something good, futuristic and risk-free.**

My point?

Nobody will buy your ideology, product or service if you fail to infuse these important elements in your message.

You got to present yourself to the market as an authority. You got to give them a set of BIG PROMISES of your offer. Show your customer how her life will change if she gives you her money in exchange for the product or service you're offering.



If you want your audience to follow you and do everything you say, **play with their fantasies**. The ability to tap into people's fantasies has a lot of power.

And those who can appeal to people's fantasies are very few. They are like a ditch of water in the desert. Everyone rushes to them.

Never promise the journey, they'll see it as hard work. Rather, promise the destination. To gain something from people, you must be a source of pleasure to them. And pleasure comes when you play with their fantasies.

Let your big promise speak to their emotions. If he gives you his money, what will your offer do for him?

- Will it turn him from being poor to riches?
- Will it give him pleasure?
- Will it turn his misery to ecstasy?
- Will it change his sickness to health?
- Will it give him the time and freedom to go anywhere he likes?

What will your offer do for him? Tell him and stretch it enough to make him see that you're the answer to his prayers.

Remember, he's already hungry for your offer, you just need to give him the **reason why** he needs to take action right NOW.

That's where proof comes in. Your audience wants to be sure that your offer will do as said. People don't want to look foolish for their actions. So you need to show them some proof to justify their buying decision.

## **Using Proofs Builds Loyalty, Credibility and Trust.**

See, using proof to explicitly destroy an objection is one of the biggest credibility builders you could ever have. And more credibility in your sales message will lead to more sales, and more profits.

Is there someone who has used what you're offering and it worked? Show them the testimonials or reviews. Have you obtained something that signifies you as an authority in your field – like certificates, awards, etc?

What do you have to say or show them to make them believe you? Don't hesitate to show them. It is a guaranteed way to remove doubts and then make them do what you want.

These strategies have been used by some people who changed their lives. Some politicians like Barack Obama used it to influence millions of Americans to vote for him as president of the USA.

As a copywriter and internet marketer, I have used it to generate loads of sales for myself and clients in different industries.

Top companies use it to increase their revenue. Some religious organisations nowadays use it to recruit more members into their organisations. It's a proven technique that works for anybody in any area.

The motto for selling anything to anyone is:

Make sure your product works. And whatever you can do, say, display or explain that will bring credibility to your product or service and make them buy, without going against the law or your conscience, do it.

## SECTION IV

# The Mafia Offer

Here right now, I'm going to unveil to you, the tactics to get more of what you want. With it, you'll be making more money than your competitors... even if you're in the same industry selling the same thing to the same people.

Think about it... almost all income inequality in an industry is as a result of **knowledge and skills gaps**. As you probably know, 80% of money is made by 20% of people in an industry. And the rest 20% of money goes to the other 80% of people.

But don't worry, I'm going to show you how you can narrow this gap and be among the top earners in your industry. In fact, you'll be able to beat most of your competitors to the finish line.

Earlier in this book, I told you that before people do something, they "subconsciously" think about what they'll get in return, remember?

When you ask someone to buy a product, a service or an idea, what you are doing is called an offer – proposing a deal.

You're actually saying:

You scratch my back, I'll scratch yours.

It's as simple as that.

## The Silent Questions

Now, before you go ahead asking someone to do a thing, you got to know this.

There are 4 silent questions that go around in the mind of anyone when making a buying decision of any form. If you don't address these silent questions, closing them becomes extremely difficult.

— **What are you trying to sell me?** Your audience needs to be clear of what you're selling to them. And is it something they want? Think about it. What's the first thing you do when you find out that someone's trying to sell you something you don't want? Your guard goes up instantly, doesn't it?

— **What's in it for me?** Remember, all human beings share a timeless and universal concern: self-interest. You have to demonstrate what they'll gain in what you're selling them. Promise them something really big. Show them the benefits. If your target has nothing to gain, and you fail to appeal to his self-interest, you're only seen as desperate, or at best, a waste of time.

— **What will it cost me or how much is it?** What am I putting in place in exchange for what you're asking for? Is it time? If yes, how much time? Is it money? If yes, how much money?

— **Why should I believe you?** If you're selling a product, why should people believe you? Lots of customers have been disappointed by marketers who promised and failed them. They are now careful when buying. So prove to them why they should trust you. And show them how your offer is different from others they've come across.

If you could address these 4 Silent questions, you're halfway through with making an offer your audience won't be able to resist. Everybody selling something makes an offer but most people suck at making an irresistible offer.

**Barber:** "Give me \$30, and I'll barb your hair."

**Doctor:** "Give me \$1,000 and I'll cure your chronic ulcer pain."

**You:** "Give me X amount of money for Y."

Now, they have to stop and think whether what you are asking them to buy is something they want, but more importantly, if it is worth that amount of money.

If they think what you're asking for is not worth it, they'll walk away and you end up with no sales. What happens to businesses that don't make enough sales? They go bankrupt!

I'm sure you don't want that. You want people to buy from you. You want to keep them coming back to you again and again. Not only that. You want them to refer others to you, right?

The best thing to do is...

**Make a mafia offer your prospects can't refuse!**

A mafia offer is about making some huge claims and promises so good that your customers can't just turn down, and even your competitors

can't or won't offer the same. In other words, when your ideal customers come across your offer, they say to themselves, "Wow! I can't afford to miss out. I MUST buy this right now!"

The goal of the mafia offer is obviously to make more sales than you're already making.

After you have gripped the attention of people who come across your promotion, you must get them excited about the opportunity being offered and motivate them to take action with a sense of urgency so strong they can't wait to buy.

See yourself as a fisherman and your prospects as fishes. When a fisherman goes fishing, he thinks, "What bait will they bite on?" And he uses the best bait to catch fishes. The bait is your OFFER. It is very important when it comes to selling anything on the internet or anywhere.

The success of any marketing promotion is proportionally:

- The target audience — 40% (Who you're selling to)
- The offer — 40% (What you're selling)
- The sales message — 20% (How you're presenting it)

That means after finding a hungry market, the next thing you should figure out is your offer. Because what gets people to buy quickly is an offer. You'll then plan how to communicate it to them.

Over the years, I have discovered that you can have a fantastic product with a powerful sales message and end up not selling simply because the offer is weak.

But if the offer looks like an incredible deal for the price you're asking, people will whip out their wallet and buy straight away.

A strong offer will generate sales even if the sales message is weak. But a strong sales message won't overcome a weak offer.

To come up with an irresistible offer is very simple. First of all, you have to differentiate yourself from what your competitors are doing in the marketplace. Don't just offer something for sale.

### **At What Ratio?**

Here's what most business people do. They sell an item and ask customers to pay for that item. That's a ratio of 1:1.

Their offer says something like, "If you give me \$50, I'll give you my product or service worth \$50."

No, no, no!!! YOU should not do that.

That's a kind of offer people can easily say NO to. If you are promoting an offer that people can easily say NO to, you can advertise it as aggressively as you want and it won't sell.

Listen, in today's world, selling with ratio 1:1 won't make people easily buy from you (especially in competitive industries). You have to do something different by using at least a ratio 3:1 or 4:1.

That means, for every dollar they give you, you're giving them three to four times of value.



Let's say you're looking for a quality bag to buy for your new outfit. And you know someone who sells bags. But as you're surfing the internet, you see an advert that says:

Get this bag at N25,000 only and you'll be given a brand new Italian shoe of your size for FREE. You'll also get a FREE wristwatch. Not only that, you'll get everything delivered to your doorstep for FREE.

If you have the money, wouldn't you grab it? Would you go and buy from someone who is not adding anything else to the product? Of course, you'd go for the best deal.

If you offer equal value for an equal dollar, customers have no reason to choose over your competitors. I use a ratio of 7:1. That is, I give seven times the value of every dollar a client spends with me. And guess what? My clients say they love it.

The difference between a business that sells 10 pieces a month and a business that sells 10,000 pieces a month is MAFIA OFFER.

### **What makes up an irresistible offer?**

1. Product/Service
2. Price
3. Bonuses
4. Guarantee

Put all of these together and you will take your revenue up to another level... because you have an offer people can't say no to.

Don't sell a product, sell an offer. Your product is just a part of the success of your sales, but what is more important than the product is your offer.

And your offer has to contain some huge claims and promises. It has to remove all objections between you and the sale... and almost forces your prospects to buy.

### **The Offer Spin Game**

Here's a simple concept that'll change your life forever. And I'll explain how it works.

Offer spin is like a chess game. The big difference between offer spin and chess is:

In offer spin game, the other person doesn't have to know the rules. He or she will respond predictably to the moves that you make —without realising.

You select your tools in advance, set up the stage... make strategic moves in your direction... and then checkmate the person (close the sale).

In short: "Rip me off and I make more fortune."

If you're not quite sure of what that means yet, that's fine. Here's a story that best explains this concept.

An old man is selling watermelons. His price list reads: 1 watermelon for \$3, 3 watermelons for \$10.

A young man stops by and asks to buy one watermelon. “That’d be 3 dollars”, says the old man.

The young man then buys another one, and another one, paying \$3 for each.

As the young man is walking away, he turns around, grins, and says, “Hey old man, do you realise I just bought three watermelons for only \$9? Maybe business is not your thing.”

The old man smiles and mumbles to himself, “People are funny. Every time they buy three watermelons instead of one, yet they keep trying to teach me how to do business...”

Bottom line: People will rather pay more when they feel they are ripping you off than pay less then they feel you are ripping them off.

Understand this game and you’ll save yourself a lot of hassles and make a bunch of sales.

The hidden secret is that people who intend to buy one product usually end up buying more because they think they are taking advantage of you. But can you guess who makes the most profit at the end of the day?

YOU!

Anytime you use this strategy, you’re turning the deal mostly in your favour. It is called “Offer Spins” — the difference between wisdom and intelligence. So, let them “cheat” you and make MORE profit.

## **Your Competitors Are Cutting Down Their Price, Should You Also Cut Down The Price?**

Well, that is not a bad idea if you know what you're doing. Maybe you have other products or services you want to upsell to them.

Except you have a strategy that'll make them buy more expensive products from you, don't lower your price because your competitors are doing it.

Study your competitors but don't follow them. You're not in business because of your competitors, rather you're in business to make profits. Is that not true?

Listen! As long as your offer seems like an incredible bargain, people will always buy from you regardless of the price.

I know business professors in colleges told you that in a competitive market, a seller with the lowest price will win.

I want you to throw that theory out now. Because it's bullshit. It's why 80% of businesses fail within 5 years.

Don't listen to all these business 'gurus' who have never run a successful business in their lives. Listen to people who walk the talk. Lowering your price is not the answer. Trust me on this.

I know a guy called Paul. He was selling 3 packs of e-commerce products for N35,000. He didn't sell enough because people were saying that the price was too much.

Hearing that, he didn't lower the price. He decided to use offer spin:

"One pack is N20,000. But if you buy 2 packs, I'll give you one extra pack for FREE! That means you're getting a N20,000 product for FREE. That's not all. Usually, we charge N5,000 to deliver to our customers in any state. But if you act now, we'll deliver it to your doorstep for FREE!"

His products flew off the shelves and money flew in!

Don't focus on what your competitors are doing. Be different. People are not really looking for the cheapest product. They're simply looking for the biggest bargain. And you don't have to cut down your price to achieve that.

Instead, focus on creating offers they can't afford to lose. And by the time people look at the value, the price becomes irrelevant. Not only that. They'll feel stupid if they don't take action.

So what are the best offers? By far, the best offers use the word free in their marketing message.

Keep in mind that the goal is to create an offer your prospects can't refuse and the word free is the best hook to use.

But many business owners are afraid to offer something for free. Because they believe it'll affect their profit margins.

If you can get creative, there are many ways to add value to your product or sweeten the deal without having to spend a lot of money or cut into your profit margins.

Everything depends on the sweetness of your bait. If your bait is attractive enough, your target audience's emotions and desires will overrule them.

Always lure people with fabulous gains, and they will come to you. The greedier they become, the more they can be led into anything.

Here are several ways to do that.

**Free Samples:** The other day, I was sitting in a transit bus going from Oshodi to Ikorodu, Lagos. While waiting for passengers to fill the bus, a young guy entered the bus to advertise his product. He was selling chin chin. As he displayed his product to each passenger, he said:

“This is a well spiced chin chin. It's very healthy for your body. Just taste it. Yeah, sure. Give it a try and I can bet it with you that you'll love it. If you don't love it, you don't have to pay me.”

His marketing strategy wowed me. Why? Because I had never seen someone use that technique in selling a product as low as N100. Even though I am not a lover of snacks, I bought one from him.

And before the bus filled up, the guy sold over a dozen pieces to passengers in the bus I boarded. I wouldn't have bought it if he had not used this offer.

If you want to be persuasive, learn how to give people something both valuable and free.

A free sample is one of the best ways to get people to choose you over your competitors by letting them try before they buy. Giving a

sample is a means of open proof. You're simply demonstrating to them that you or your product can do the job.

There's no risk to your prospects and it gives them a chance to try it, before they decide to say yes.

People love free stuff, and they want it now. They'll quickly grab freebies as fast as they can.

The key to using freebies as an attraction device is to make sure your audience fully understands the value of what you're handing them.

**Results In Advance Offer:** This concept simply says "Pay some percentage now and send us the remaining after you get the results we promise you."

I have seen consultants who use this to sell training, live events and seminars. And I've seen online marketers use this concept to enrol students into their coaching programs.

Let's say you're really interested in learning copywriting. And you see a copywriting course with an offer that says:

"This course costs \$100 but you don't have to pay all right now. Just pay \$50 now and after you get your first client who will pay you between \$1,000-\$5,000 per sales letter using what I'll show you in this course, then you can pay the remaining \$50."

If you're someone who wants to learn copywriting and make money from it, wouldn't you grab such an amazing offer?

Another example...

A high-profile business expert held a 3-day online conference last year. It's called the Cashflow Conference. Her offer says:

"The total price to attend Cashflow Conference is \$300 but you only have to pay \$150 in order to attend and if you don't make at least \$3,000 within 90 days of the event with what you learn at the event, you don't have to pay the remaining \$150."

Over 700 people paid for the conference. That's the power of an irresistible offer.

CAVEAT: If you use this concept, do not rely on receiving any of the extra balance – you probably won't see any of it. It's a strategy to show to people that you truly believe in what your product will do for them. And it is better than using a payment plan.

With this strategy, you're discounting your offer and at the same time you strongly guarantee results.

**Limited-Time Offer:** Here, you're making your offer available for a certain period of time. This creates scarcity and forces people to buy now because they don't want to miss out.

So you have to tell them when the offer will end. Will it end in 30 days? Will it end today or tomorrow? Clearly state it.

Every promotion needs deadlines for buyers to take action. If you're not adding urgency to your sales, people won't see any reason to act now. So make them act, not tomorrow but NOW!



With these types of offers, most of your results will come within the last 48 hours of your promotion.

**Loss Leader:** It's a strategic offer to sell an item below the cost in order to generate more sales. It's exactly how many big authors and speakers give away their books for FREE. And they ask you to pay for the shipping.

This strategy doesn't work for all business models. But it makes sense if you can make use of it effectively, if you know that your average customers will come back and purchase multiple times.

**Value-Add Offer:** Depending on the kind of business you're into, there's something you can add to your product or service to make it more valuable in the sight of buyers.

Just think of what you can add as bonuses— that doesn't cost you much but will mean so much to a buyer. It could be a free report or worksheet. It could be an audio file. It could be anything that's related to what you're selling.

A few years back, a young lady called Olayemi had a bunch of body lotion cream in her store. She had tried all she could to get people to buy online —only a few people bought.

She didn't sell as much as she wanted. You can imagine the frustration on the face of a business owner trying to make sales in a hard economy. She almost gave up.

Fortunately for her, one of her friends told her about me and she decided to call me on the phone. We had a session where I asked her some questions. And I discovered that she had a good product, a good target audience but...

### **Nobody's Buying!!!**

You know what? I did two things for her. Yes, only two things that changed her business in a matter of days –not even weeks or months.

1. I created a mafia offer
2. I wrote a magnetic sales copy

Don't forget:

Our product – body cream

Target audience – women only.

Now, to sell this body cream, I asked myself, “What can I add as bonuses to make women buy this body cream?”

And with further research, here's the complementary offer created:

- 3 part audio series and titled it: **How to have the skin men love to touch and caress Part 1-3** (Value N15,000)
- Report titled: **Attraction Model Secrets: How to have sexy figure at any age** (Value N4,500)
- Delivery to their doorstep (Value N3,000)

The total value is N22,500. All of these went for FREE to the target audience (women). Now guess what?

### **She Sold 273 Pieces in the First 8 Days!**

That's the incredible power of using mafia offers.

Can you see how an offer is created around a single product? Now, tell me. Is there a woman that won't like to get all these things?

In fact, I can bet it with you that some will borrow money just because they don't want to miss this kind of offer.

If you're a man, that offer may not make sense to you. But to lots of women out there, they wouldn't want to miss out because we're giving them an irresistible offer—solution to their hidden desire.

That's how to make people leave their friends and family who are selling the same product you're selling... and buy from you.

Apply this in your business and you'll sell more than your competitors who are just promoting without adding anything as a bonus.

So if you'd like to double the number of people that buy whatever you're selling, just follow this simplified formula:

**Offer + CTA + Bonuses if they act NOW + Deadline  
= Big Money in Your Pocket.**

CTA means call to action. After a prospect has read your copy or watched your presentation, you want him to take action. Isn't that what

you want? You have not succeeded until he does what you want. And it's your duty to tell him what to do.

Most salespeople assume that their prospects know what to do after reading or listening to their sales message. No, they don't. You have to tell them.

Do you want him to call you on the phone? Do you want him to click a link to your website and order? Do you want him to visit your office? What do you want your prospects to do? Clearly tell them.

Examples: Are you ready to get started? Click on the link below; Call us on 081xxxxxxx.

Add urgency to your offer. Urgency is a powerful psychological tool that can compel your audience to take action right away.

Think about it. If someone knows he can have your product anytime he likes, why then should he act NOW? Don't give them that chance.

Human beings have the habit of procrastinating. When they see your offer, you shouldn't let them procrastinate. You're likely not going to see them again if they don't take action right away.

This concept is simple and works like magic. It could be used in different ways, depending on what you're selling.

Examples:

- Only 15 shoes left in stock.
- Offer expires in 7 days... or the offer ends soon.
- If you make a purchase today, you'll get a 25% off discount.

- Today is the last chance to enrol for this masterclass. Enrollment closes tonight (no exception).
- The price is \$50 but if you join today, you'll get it for \$20 bucks. After today, the price returns to \$50.
- This is a one-time event and we'll NOT record the workshop. If you're in, click on the link below to register for FREE NOW.
- You only have two more days left to join Wealth Accelerators Bootcamp at this price (today and tomorrow). Then, we'll be taking the page down. Register now.

You could add a countdown timer on your website that reminds prospects that the price will increase when the timer hits zero and the bonuses you have promised them will be removed.

WARNING: This concept is super effective. Don't abuse or overuse it. I know there are lots of salespeople out there who say something like "buy now or else it will go away in the next one hour" and after many days, you still see that offer running at that price.

Those salespeople are liars and don't have integrity. Don't join the bandwagon.

For me, if you don't take my offer when you should take it, that's it. It's gone! If you also do that, next time they'll take you seriously.

Just give people reasons why they need to respond urgently to your message without lying and deceiving them, and you'll see an increase in sales.

It doesn't matter what business you're into, never stop creating irresistible offers. I have shown you different ways to increase the

perceived value and make a good deal. But will you apply it in your business to make more money?

## SECTION V

# **How to Tell Hypnotic Stories that Compel People to Do Your Will**

Have you ever watched a movie so interesting that you had to wait to see the end? How about a book that made you sad, or excited, or maybe even one that caused you to shed a few tears?

If you've ever seen a movie or TV show that hooked you from the beginning— causing you to feel strong emotions till the end, then you have just convinced yourself that you have been hypnotised with stories before.

Hypnotic story is one of the best ways to capture and sustain the attention of human beings. If you're truly serious about influencing others, you have to master this skill.

Over time, I have discovered that nothing gets people to act like a fascinating story. It's like magic. The more hypnotic your story is, the more you'll get down into the subconscious mind of any human being.

I remember when I was a little boy, I was reading a novel in our parlour. My mum called me from the backyard but I intentionally didn't answer her. Why?

Because I didn't want to leave the novel to do something else. The novel was so fascinating that I didn't even know when my mum entered the parlour. She knew it's because of the book that I didn't answer her.

Can you guess what she did? She moved closer to me and gave me a knock on the head— for not answering her when she called.

That's how powerful a good story can influence your audience. You can use stories to grab THE SENSES of your audience. You can enter their head, tell them what to do and they'll do it.

Many people assume that storytelling has to do with talent or something you're born with. While it's true that some people have a natural ability to tell stories, it is not true that you can't learn it.

Becoming a master storyteller is a learnable skill. If you can learn how to drive a car, chat with your friends on social media, or even cook some food, you can become effective at storytelling.

For example, I play the piano and the saxophone. I was not born a pianist. And I was not born a saxophonist. I learnt to play those musical instruments. Even though you're not a born-musician, if you take saxophone lessons for a few months, you could probably learn to play a few songs.

See storytelling as something you can master, like every other skill. You'll not only use it to change your own life, but also the lives of others.

### **Vehicles to Plant Ideas in People's Mind**

For thousands of years, stories have served as vehicles to plant ideas and we're all hard-wired to pay attention to them. It's incredible how stories change our attitudes, beliefs, and behaviours.



A story cannot only grab your audience's attention, but it'll hold it long enough for your idea to resonate on a deep, emotional level.

It's a top persuasion secret of Jesus Christ, William Shakespeare, Oprah Winfrey, Martin Luther King Jr, Abraham Lincoln, even Barack Obama. Their stories were very memorable to live on.

For instance, Jesus Christ spoke to a group of people in parables (stories). And 2,000 years after, those stories have been shared to billions of people.

Wouldn't it be amazing if you also become a good storyteller? Do you know how much influence you'll have over a lot of people?

### **Here's the Psychological Power of Story in the Human Mind**

If you share a story that creates tension, your audience shares the emotions of the characters in it. And whoever listens or reads your story is likely to mimic the feelings and behaviours of those characters after the story ends.

Some years back, I wanted to sell a training class online. What did I do to get people to sign up? I told the story of David Jesse who learnt valuable skills, and how those skills made him become an irrefutable figure in the king's palace. And I tied the story with my training course.

My audience mimicked the behaviour of the main character in my story. In their mind, if they had to become an irrefutable person like David, they had to learn the course I proposed.

When you tell people a story about something, it calms their nerves and at that point, you could make them do anything. All through this book, I have told you stories upon stories. I used those stories to get your attention. You're probably hooked by those stories as well as the lessons in them.

People love my books because I tell stories a lot. In fact, most of my successful marketing campaigns are stories with a message. Want to stay memorable and keep orders coming? Tell hypnotic stories!

### **You Will Sell More If You Can Master The Art Of Storytelling!**

Think about it. The Bible is widely considered the best-selling book of all time —over six billion copies sold. The Qur'an is estimated to have sold over 800 million copies. The Harry Potter books have sold more than 500 million copies worldwide.

Why are they selling that much? Because those books contain lots of fascinating stories. People buy stories! Don't be afraid to sell yours. People will buy.

Tell your story in such a way that people won't know that you're trying to sell something to them. It is the story that does the selling.

Now there's something I think you should know.

When it comes to the type of story that persuades people to give you money or do anything for you, there's one thing you have to put at the back of your mind.

Don't talk to a lot of people. Talk to one person.

If you're writing a sales letter or any form of content on the internet, don't write for "them". Write to ONE person. And whoever reads your message will believe your message is for them.

If you're speaking in front of a group of people, speak to one person... and every single person will come to the conclusion that you're talking to ONLY him.

Use the words "You", "Your" as often as you can. The goal is to make your target feel that you're talking to him ONLY (human beings are selfish, remember?)

Is that clear enough?

Good.

Now, in case you don't know how to use a story to sell, allow me to show you how to go about it.

### **Three Power Hypnotic Storytelling Methods to Sell Anything to Anyone**

**First Person Story:** This storytelling technique is really simple. It's just YOU talking about how you used a product to solve a problem and get a certain result. And it needs to be true. You don't have to lie about it.

Here you're talking about a situation, discovery or an opportunity that has had a positive impact on your life and now, you're sharing that experience with someone.

Let's assume you want to sell a book that teaches men how to overcome their weak erection and quick ejaculation. The ability to have a strong erection that gives a woman multiple orgasms is what most men crave for. They know that their women wouldn't want to leave them if they can satisfy them in bed.

Rather than saying men should buy this book to cure weak erection, you can tell a story that persuades them to buy. Stories will help you penetrate the mind of your potential customers and melt away their defence.

In this case, the advert message can be something like this...

My name is Chinedu. And ever since I got married to my wife, I haven't enjoyed her.

Not even for once.

For many months, I couldn't satisfy my wife (as a man should do to his wife) in bed. She tried all her best so that I could at least give her a rock-hard session but every effort was in vain.

Most times, she came home with some herbal mixtures and sex enhancement pills which she bought somewhere outside.

Well, as usual, I would come down in 3 minutes or less and before I'd get back my erection, it'll take many hours.

That's a woeful experience for me.

And as you probably guess, my wife got upset with my 3-minute attitude. I knew it. I could see it in her face.

At night, she would just sleep with a painful and worried heart...

...simply because I had no power to drill her very well and give her orgasms.

I was ashamed to call myself a real man. Because anytime I had the urge to have sex, I usually fumbled and I didn't want my wife to mock me.

So I kept my urge to myself.

You see, I had no courage to tell anyone. Not even my friends so that they'll not table my matter in their midst.

Before I knew it, my wife stopped having sexual intercourse with me. But there's happiness all over her face as she went to bed every night.

What the hell is happening?

One fateful morning, my wife was in the bathroom when I heard a beep. It was her phone. I opened it and saw a SMS from one guy...

"Are you still coming today or not? You said you enjoyed yesterday... Let me confess now, I enjoyed you too. I can't wait to see you again"

My brain almost went off. I shouted at her, asking who the guy was and why cheating on me.

She started mocking me...

"You're just a big lazy man. You don't know how to handle a woman. Just like a frog. One minute man..."

I was seriously angry but the moment she slammed those words on me, I kept quiet. I didn't want my neighbours to hear the whole story.

I cannot forget that day in my life.

I cried out for help. Spent money buying expensive drugs that some guys recommended for me but all didn't cure my weak erection.

I stayed in this mess for a whole 2 years.

One day, I stumbled on a strange book that changed my sexual life forever.

Inside that book contains ancient secrets that men in the 327 BC period used to have an amazing time with their women.

I applied everything inside that book and ever since then, I've become a superstar every woman would love to taste in bed.

My wife now enjoys me 100X better any time we meet in the inner room.

I've got back my pride and she no longer cheats on me because of this secret I discovered.

She's still surprised up till today that I'm talking to you. Because I perform better than most men outside there...

.....

The sales story you just read is a rough draft that popped into my head. Of course, I can write a more compelling script than this but this is just to give you an idea.

Why is this story concept so powerful?

First, you're jumping into the conversation that is going on in your prospect's head. You're building rapport. You're speaking their "language". It makes your audience see that you've once been in their shoes and they trust you more.

They are like, "Oh my! He's a hero. He has struggled with the same problem I'm struggling with today. Let me do what he did so that I will be free like him."

Secondly, you're planting your idea in their subconscious mind and letting them feel that the idea is theirs. So the idea sticks with the person and he or she acts on the idea since it is "theirs".

Let's move on...

**Third Person Story:** This is where you tell a true story of someone else who used your product or service and got results.

Let me give you an example:

*Ahmed was a first class university graduate. And after wandering for months, going from one interview to another, he finally got a banking job in Lagos. He was paid N30,000 per month.*

*After five months of working hard in this bank, his boss called him one Tuesday morning. He handed over a letter to Ahmed. Was it a promotion letter? Oh, not at all. He was fired!*

*What did he do wrong? Nothing. The management just decided to terminate his appointment for no reason.*

*Should he go back to the street, hunting for another job? He thought for a while.*

*Then, he realised that job security is an illusion. And that no job can give him the kind of freedom he desires. So he decided to find a better way to make money on his own terms.*

*It was at this point of his life that he discovered Direct Response Copywriting. He put his heart into the skills. For months, he kept on learning the skills, despite all odds.*

His friends told him to get another job, but he didn't listen to them. He knew that if he put more effort, learning and practising, he could earn more than his previous banking job.

Not quite long, he got his first remote contract that paid him \$1,500. Since then, Ahmed has kept on making thousands of dollars, working from home. And he has used that income to build a business that keeps making him hundreds of thousands of dollars every year.

Now he buys anything he wants, goes on vacation, takes care of his loved ones – without worrying about where the money will come from.

.....

Did you see the breakthrough story?

In the above example, you see how we're selling a Copywriting program without "selling". We're directly not asking the reader to buy. The story itself does the selling.

By simply using the success story of someone else (Ahmed), our readers begin to see that Copywriting is a high-income skill that could easily make them a millionaire much more than their job (if they put in the work required).

You see, people love to hear stories of other people. That's why the media organisations are making tons of money every day. Use other people's stories to sell your products and services.

The next time you want to convince somebody to do something for you, don't stress yourself. Just tell a story or an account of somebody who



did something you need the individual you're convincing to do. You'll be surprised at how the person will be compelled to do it

Is that clear enough?

Okay. Let's continue.

**Visual Story:** This is where you take your prospect into the future. Here, you tell him what will happen to him as a result of using your product or service (if possible, what will happen if he doesn't use it).

You give them a glimpse of the future. You show them what their future will be like if they were to have your product in their lives.

You've heard this before: People don't buy products; they buy experiences. That's so true. Paint the picture to him. It enables him to use his imagination to see the reason why he needs to buy your product.

For example: Let's say you're selling neck pain tea and you tell your readers or viewers something like...

*Imagine taking this neck pain tea in the night before you go to bed. Now imagine that as you wake up in the morning, every pain is gone. You jump up, stretch your body and you're amazed that every little pain is gone. Your neck is free of pain...*

*You're now able to turn your neck in any direction without feeling any sharp pain. And laying in your bed, you're able to place your head on your pillow without struggling with neck pain...*

You see that? We're showing our prospect how much better his life will be –in the future– by using our product.

Wait. Why is this method so powerful to compel someone into action?

Here's why.

Our mind cannot tell the difference between an experience that is real and an experience that is imagined.

And by making him use his own imagination to see what he stands to gain, his desire will increase. He begins to see the reality you want him to see. He begins to see your idea as his own.

People are always a bigger fan of their own ideas and what they conclude by themselves. So don't be afraid to turn up people's desire for your product and show them how they can have your product and be able to enjoy all the experiences your product has to offer.

One more thing.

Like I said earlier, you can also paint a picture of what your prospect will be like WITHOUT your product or service.

For goodness sake, here's an example.

===

*You are now living five years from now. The price has gone 10 times higher. You sighed, saying you wish you had invested years ago. Your child hears you and walks up to you...*

*“Dad, you mean to tell me you heard about investing in Ibeju-Lekki real estate for years and didn’t invest? How come? That’s strange. No wonder we are poor!”*

*Soon that might be the conclusion of a young child whose parents had the opportunity to buy a plot of land in Ibeju-Lekki, at a cheap price but never bought.*

*But that doesn’t have to be your own child.*

*Click on the link below to get started.*

*===*

Yeah, we infused a little bit of fear factor to make him visualise what he stands to lose if he doesn’t take action today. You remember the number one science rule behind all human action?

**People Will Act Much More to Avoid Pain  
than They Will to Gain Pleasure!**

What will your prospect lose if he or she doesn’t buy your product or service today? Focus on painting the picture for him. You’re an artist. If you don’t paint the picture for your audience to see, who will buy your artwork?

That’s it.

Have you seen how a sales story works and how powerful it can be for your business? Weaving sales story concepts like these into your sales message could quadruple your revenue.

The story you tell will sink in people's mind more than you giving a straight command. And the outcomes will be much more extraordinary.

Would you give it a try?

## SECTION VI

# Stealth Hack to Change People's Perception And Increase Value

If you sell anything (through sales letter, video, group selling, one-on-one meeting), then it's important you know how to dig deep into people's mind, change their perception so they can buy from you.

Here is why:

People will always come up with different reasons not to buy. But what if you can hack them so much that they hurry and buy from you? Wouldn't that make a difference?

Now, if you think I'm going to ask you to lie, cheat or do something to mislead your audience, you're joking. You don't have to lie before you can change people's mind.

So, how do you change the perceptions of your audience?

I'm going to expose three powerful methods to you but before that, it's important I tell you that...

If you're going to get people to agree with you and do anything for you, you should NEVER ARGUE with them even if it's obvious they're wrong.

You see, the majority of human beings walking on the surface of the earth never take responsibility for anything. They always have something or someone to blame for their predicament.

So they bring up some excuses to shift the blame. They might say...

“It’s not my fault that I’m not making progress in life. It’s because both my father and mother are poor and can’t afford to send me to a standard school... it’s because the government did not provide jobs for us... it’s because the economy is bad.”

Whatever their reason is, don’t argue with them. Your goal is not to win an argument but to make sales. So you can always find something to agree on.

And don’t forget the core principle of influence:

“People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies.”

So you can tell them, “I understand you. It’s not your fault. X, Y and Z are responsible for your problems and in case you don’t know how to handle them, here’s a simple solution...”

You get the point, right?

It’s called empathy.

We are attracted to those who empathise with us. If you show empathy, you'll gain influence over them quickly and they'll be willing to buy from you.

Do you understand that?

Now, the first method to hack people's minds and change their perception is using contrast effects.

Let's say your product costs one hundred dollars. Do you have to tell your customers the actual price straight up? No, don't do that. If you do, they may not see why they need to pay that price. And if they don't see why, you have little chance of closing the sale.

Here's what to do:

Prepare their mind before  
you tell them the actual price.

This subliminal technique is called anchoring effect. With anchor, you can put someone in a state where he will comply with your suggestions.

What is anchoring and how do you use it?

Anchoring is a term used in neuro linguistic programming to describe the process of associating memories, state or other responses with a stimulus.

You see, when people are trying to make a decision, they often use existing information as a reference point to justify their buying decision.

I remember my national youth service days. I served in the South-Eastern part of Nigeria, Abia State to be precise. When we left camp, we stayed in a Corpers' lodge for a few weeks before renting our own apartment.

On our first day in the lodge, my friend and other buddies asked where we could eat. A guy living in the lodge told us that buying a plate of food in that area would cost us about N600.

Getting to a nearby restaurant, the woman there sold a plate of food for us at N500. Few days later, we found another restaurant where a plate of food was sold at N300. Since that day we continued patronising the newly found restaurant.

Why? Because we perceived we're getting a better deal there. To us, a plate of food at the first restaurant is higher and the second restaurant cheaper.

That's anchoring effect. The first price that we saw unduly influenced our decision. The good thing is, this behavioural pattern is in every human being. And top salespeople have mastered how to use it to make MORE sales.

You see, customers are really bad at making decisions about value and price. So they constantly need to compare it with something. This loophole influences how we perceive additional information.

Companies use this psychological trick to boost profits and sales. Apple has played this game several times when launching its products.



In 2010 when Steve Jobs was launching the iPad, he used a price anchor and people instantly saw the iPad as a revolutionary product they needed to buy. How did it happen?

After Steve had explained to the audience the benefits and awesome experience they'd get using the iPad, he asked, "What should we price it?" People were guessing the price in their mind.

The big screen behind him displayed \$999 (so everybody assumed that's the price of the iPad).

He continued, "Well, if you listened to the pundits, we're going to price it at \$1000 which is code for \$999. When we set out to develop the iPad, we not only had very ambitious technical goals and user interface goals. But we had a very aggressive price goal.

Because we want to put this in the hands of lots of people and just like we were able to meet or exceed our technical goals, we have met our cost goals and I am thrilled to announce to you that the iPad pricing starts not at \$999 but at \$499... at \$499 a lot of people can afford an iPad."

The crowd began screaming and clapping. They could see \$499 as a great deal. It seemed like a rip off. This strategy used by Steve Jobs made Apple sell over 40 million iPads.

Look, price anchors aren't reserved for Fortune 500 companies. Even if you run a small medium enterprise, you can boost sales & profits by using this behavioural science technique.

Don't joke with it. Leverage on it and it'll look as though you're using charm. Your audience will always choose you over your competitors if you use it effectively.

Recently I used it in a sales letter I wrote for one of my clients selling a program for couples. As at the writing of this book, the letter has generated over 13 million naira in sales. Should I show you the anchoring effect I used in that sales letter?

Here's it...

\*\*\*\*\*

**How much are you investing to join  
The Intimacy Masterclass for Couples today?**

I'll tell you.

But first...

Let me ask you something.

How much is your marriage worth to you?

You and I know that you spent a lot of money on your wedding. You spent hundreds (or even maybe thousands) of dollars on

- Wedding clothes,
- Invitation letter to friends and family,
- Food and drinks,
- Renting hall for ceremony,

- Bride price,
- Registry and certificate...

Just to start a journey that most people run out of...

And let's not talk about all the sacrifices you made – the time you enjoyed together, the time you suffered together...

How much is all of that worth to you? Think about it for a moment.

And here's the funny thing...

People don't think about all of that when finally separating. Simply because it is nothing compared to the happiness and pleasure they really desire to get

Or don't you think your happiness is much more important to you?

See, I want you to be happy.

NOT for a week. NOT for a month. NOT for a year...

But for a LIFETIME!

If you think having a strong pleasurable marriage for a lifetime is impossible, definitely this is not right for you.

But if you think it's possible for you and you're serious to put in the work, you're on the right track.

So how much should you invest in this life changing program???

People have paid me \$1,000 per session to revamp their marriage.

So I could easily charge you \$1,000 or more for this program. And it'd still be an amazing bargain.

But here's what's happening today:

You won't pay \$1,000.

You won't pay \$500.

Or even \$100 to own Intimacy Masterclass!

Your *investment* today is just \$47.

It's a one-time payment and...

\*\*\*\*\*

Did you see that?

How you frame, position, or explain your product or service determines how people perceive it. And how they perceive it determines what they do afterwards.

You could tell your prospect that the product is VERY expensive. You could say if they're to create the product by themselves, it would cost them lots of money, with months of hard work and sleepless nights.

You could tell them how your product is different from other products they might have seen around them.

You could say if they're to buy it in a retail store, it'd cost them five hundred dollars or even more.

Your goal is to make your price look smaller compared to something more expensive. Present your highest priced option first and that will serve as the anchor.

If you start with your lowest priced option, it becomes difficult to create perceived value with your higher priced option.

Start high, then come down. And you'll influence how your audience feels about your product this way.

You understand?

Okay, let's move on.

The second method to change people's perception is using hypnotic stories.

Human beings love to hear stories. We all connect to stories. Whenever we hear a story, we tend to use our senses to imagine. And there's nothing that persuades us more than our imagination. You can use prospect imagination to change their perception.

You can use a story to paint a picture of how their life will be **without** your product. When you're done with that, paint a picture of how their life will be **with** your product.

By doing that, you've drawn a contrast and set up a reality you want them to see about your product or offer.

Tell a story. People want to see themselves in pictures and the best way to do that is to tell them a relative story.

In the previous section of this book, I showed you how to create a story that gets people doing your will. You may want to take a look at it again.

The third method is using the power of repetition.

I've discovered that one of the most powerful tools of persuasion anybody can have is simply this: Repetition.

Some people will tell you that repeating words or phrases is redundant and grammatically incorrect. That's bullshit! Don't listen to them.

In real life, using repetition works like magic. It has a powerful effect on the human mind (You just don't have to abuse it).

Repetition is hypnotic. It's what good persuaders use to install their suggestions in your mind.

Infuse some repetitive words in your message because studies have proven that people tend to act on what they see or hear often. A repetitive advert generates more sales because people trust more in an advert displayed to them several times than an advert that is displayed once.

Don't joke with this concept. Martin Luther King Jr. effectively used it to ignite millions of black Americans for a cause.

Here's an excerpt from his speech:

**“I have a dream that one day** this nation will rise up and live out the true meaning of its creed: “We hold these truths to be self-evident, that all men are created equal.”

**I have a dream that one day** on the red hills of Georgia, the sons of former slaves and the sons of former slave owners will be able to sit down together at the table of brotherhood.

**I have a dream that one day** even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice.

**I have a dream that** my four little children will one day live in a nation where they will not be judged by the colour of their skin but by the content of their character.

**I have a dream today!**

**I have a dream that one day**, down in Alabama, with its vicious racists, with its governor having his lips dripping with the words of “interposition” and “nullification” -- one day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers.

**I have a dream that one day...”**

The secret there is...

Repetition is rhythmic and usually enters the mind of the listener or reader.

When you infuse repetition in your message, you're planting your command in their subconscious mind without them noticing. And you know what? Your targets begin to see what you want them to see.

And when they see what you want them to see, they'll willingly do what you want them to do. Repeating some keywords in your message will bring artillery fire in the mind of your audience.

And it can help you influence your people to do what you want. Don't be afraid to say something. As long as it is necessary, repeat them.

The more you repeat your basic offer or basic reasons to buy, the more you will influence people's subconscious mind.



## SECTION VII

# Client Acquisition Protocols

As a business person, how do you find customers or clients? This is something most business people think about all day. And it's giving them a lot of headache.

But you don't have to worry about that. Because I'm about to show you how to get customers and clients effortlessly.

Contrary to popular marketing opinion, I want you to understand that lowering your prices in a bid to attract customers is not an option. You know why?

If you keep attracting customers by lowering the price of your products, you'll have to continue lowering your prices to keep these customers of yours.

That's the fastest way to go out of business. It simply means you can never build a sustainable business by fighting the price war.

I know that you have competitors in your market who are bringing their prices lower than yours... so that they can gain customers.

Don't be like them. Such people don't last long in business. Check them out in the next 3 years and you'd discover they're dead in the marketplace.

And the reason is, they are not making enough profits. And also because they're fighting the price war.

Real fact: NOBODY WINS THE PRICE WAR.

You don't have to lower your price to gain customers.

In fact, I recommend selling at higher prices to increase your profit margin. And that gives you a competitive edge when it comes to advertising and scaling your business.

Remember, people are not always looking for the cheapest products to buy. They are looking for the BEST BARGAIN!

Yeah, sure. Stop selling yourself ridiculously cheaper simply because you want to attract buyers.

When there's a crazy value bargain, price doesn't matter. That's when you generate boatloads of sales.

Now how do you find customers?

**Well, here are 6 distinctive methods that I have discovered to get customers in any industry...**

**Leveraging Your Existing Network:** everybody has a proven network. Everyone has a group of friends, family, colleagues, coworkers, people who they have regular communication with.

And there are some of them who need what you offer. You have a group of people who can benefit from your skills or services.

There are people you know who can pay for your services and it's your duty to find them. It's a matter of asking.

It's just about you meeting them and saying something like, "Hey guys, I develop websites now. Do you need a website for your business?"

If the people you ask don't need your service they may refer you to someone else who needs it.

And at times, you may have to educate people on why they need your product or service and that way, they'll become your customers.

Back in the year I joined the network marketing industry, the first set of people I reached out to were people I already knew. I explained clearly to them how the opportunity was going to help them. Some joined my network marketing business, some didn't.

When I started selling real estate, I told everyone around me that I'm now a realtor. I even called my dad. He's a surveyor. I asked him to inform his friends and clients that he has a son who sells real estate. Who knows maybe I'll get a client? Yeah, I don't have shame in telling people what I do.

And when I started Copywriting as a career, I checked my phone book and wrote a list of people in business. Then I called some on the phone, sent text messages to others, explaining how they can get their products sold using a sales copy I would write for them.

There's no shame in selling yourself. Don't despise the people in your network. You may find your ideal customers among them.

**Kangaroo Method:** Female kangaroos have a pouch on their stomach where they carry their babies until the babies are capable of walking on their own.

The same method can be applied in business. And it works for both products and services. It's all about adding value to someone else's business and then using that leverage to quickly scale your own business.

Take for instance, sometimes ago I looked for a guy who's skilled at running ad campaign and told him,

“Hey look, I'm a copywriter and usually I have clients who always want me to run Facebook and Google ads for their businesses.

Instead of giving this job to someone who may not deliver effectively as my clients want, so I thought about you.

What if we partner together? Here's the deal. I'll give you clients who need to run ad campaigns while you send me clients who need sales copy. Is that fair enough?”

Can you see that? It's a win-win for us. I outsource to him works I'm not good at and he outsources to me what he cannot do (writing sales copy that converts to sales).

Apart from that, we have sold digital products together.

The thing is, I created the digital products and wrote the sales copy while he set up the sales funnel and ran the ad and we shared the profit on an agreed percentage.

This method works really well and you can apply it in your business no matter what you sell.

**Loss Lead Protocol:** if you're someone just starting off a business it is obvious that people don't know, like and trust you. And as you already know, it is important that people trust you before they can buy from you. So what do you do?

The simple fail-proof way to get clients even if nobody knows you is the Lost Lead Protocol. It simply means throwing something out in order to get more.

Let's assume you are a consultant and you charge \$200 per session. An easy way to get more clients is to find a group of people who need your services and offer them a free consultation.

Here's the thing:

In exchange for your free consultation, they have to send you two to four people who may benefit from your service.

Even though you are losing some dollars at first, you will eventually get it back in multiple folds. Isn't that fair enough?

**Suya Strategy:** When you go to a suya spot, the suya seller, first of all, offers you a piece of the meat to taste. He doesn't care if you leave after

tasting the suya. He's sure that if you enjoy the taste, you'll most likely end up buying from him.

Remember, a lot of people are scared of making payment and not getting what they want. They always want to make sure they are making the right buying decision.

So offering them a portion of your product or service for free is probably all you need to close the deal.

I approached a man well known in Nigerian real estate and offered to write seven email series for his business for free. He totally agreed.

After I had written the email copy, he later came back to me saying that he needed a sales letter for one of his websites. I ended up writing a package of sales letter, Facebook ad copy and more email sequence at a good price.

If you're selling something, the best way to convince a buyer or even a large group of the market is to give a taste of what you have. When they're convinced that what you gave them is really delicious, they'll come back to you for more.

The big guys in the marketing industry understand this game. I know authors who put out the first two to three chapters of their books online for free and allow you to decide if you want to buy the full book or not.

Netflix offers a 30-day free trial. Apple offers you a 6 months free trial for Apple Music. Even YouTube gives you a 30 day free trial on their

premium services. You can use this strategy to get clients for your own business as well.

**Compensation Model:** This is a proven method that works in any business. It has been working for ages. So you can use this model to get more customers for your business effortlessly. I mean it.

Let's say you sell software which costs \$100. What you need to get more buyers is put up a certain percentage for anyone that sends you buyers (You may increase your price if need be). It's popularly called commission.

The problem is, most business owners are afraid to ask others to send them referrals. All they do is hoping that customers will come their way.

No, hope is not a strategy. And customers won't come to you on a silver platter. You have to do the work. Not hard work but smart work. And one smart and easy way is using an affiliate model.

Stop hoping that customers will come your way, and begin to ask your friends, family, colleagues, anyone for referrals. Promise them that if they give you a referral, you'll reward them with 10%, 20%, 30%... depending on what works for you.

There are product and service providers who offer 50% commission to affiliate marketers.

Sit down and design your own compensation plan. How much percentage can you give to those who refer customers to you. Then start telling people to send you referrals. Describe what they're getting in return.

Reality is, lots of people are willing to help only if you can ask them. The next time you meet a friend or sign up a new client, I challenge you to ask them to refer people that need your services.

Send me referrals and I will pay you. For every client you refer to me for my marketing and copywriting services, I'll pay you \$300 when we close the deal.

If you send me one every week, I'll pay you \$1,200 a month (\$14,400 a year). Without lifting a finger. And if you get me three a week, I'll pay you \$3,600 a month and that's \$43,200 a year. Do the maths. It's really possible for you and it can be another source of income for you.

Isn't that good for you?

Onward.

**Sponsored Advert:** How do politicians get people to vote for them in an election? Of course, they go on TV, radio, newspaper and even the Internet, promoting their political ambitions.

What do you think that is?

Advertising!

No politician sits at home hoping that he'll emerge into power without campaigning to the electorates.

That's what you should also do. Be like a politician who advertises himself and his agenda. You have a business, the next thing you need is



customers. You should let the world know what you have for them. You should let them know your company, shop and website. You should make them buy from you again and again.

A lot of people in business don't advertise. And you know why? They see advertising as an expense. No, it's not. Advertising is an investment.

One of the best business sayings I've ever heard is from a business wizard, Steuart Henderson Britt:

"Doing business without advertising is like winking at a girl in the dark. You know what you're doing but nobody else does."

Some people think they are saving money by not advertising. Little do they know that by investing in advertising and marketing, you're asking your money to go and bring her friends (BIG Money).

If you're really serious about doing business, then you should run ads. Place your adverts where your dream customers are. That's when they can buy your offer. You don't have to be everywhere, you just have to be in the right location.

If your target audience are newspaper readers, then place your ad on the newspaper. If they are on the internet, begin to run an online advert.

If they are in a social media group, then pay or negotiate with the group owner to place your ad to your target audience. Wherever they are, that's where you should position yourself.

Business is a game of numbers. The more eyes see what you're selling, the more sales you make.

Get their attention and do everything in your capacity to make them see and buy your offer.

Business is war and the person that gets the most attention gets the most money. Your competitors are running adverts and making money, why aren't you? You can make money or excuses, not both.

You need to get out there with your products and services and be seen or you're just wasting your time and energy.

## **SECTION VIII**

# **The 7 Golden Keys of Hypnotic Salesman**

In this new era, there are a set of guidelines you need to follow to be an irrefutable salesman who makes perpetual sales. You must think in certain ways to continue being a master at the game of persuasion.

### **GOLDEN KEY #1— BE CONFIDENT IN SELLING YOUR OFFER**

One of the core values hypnotic salesmen have is confidence. Without confidence, you could offer the whole world and no one would take it from you.

You have to believe in the product or service you're selling. If you don't believe in what you do, there's no way you'll influence others successfully.

If you don't believe in the company or industry you're in, you should probably find something else you believe in, and start selling it.

Now, if you're sure that your product works, say it with your full chest. Don't be apologetic about it. It's because of my confidence that I'm able to write this book in your hand — so you can benefit from reading it.

People who lack confidence NEVER reach their full potential. These types of people are selfish. Because nobody is really benefiting from what they could have contributed to the world.

They have solutions to a problem but they are afraid of criticism and rejection. They're cheating themselves of the money they could have made. And they are depriving their family of the prosperous life they could have provided for them.

If you have this attitude, please change. You can't have light and put it under a bowl. Instead, you put it on a stand so that it gives light to everyone.

Think about the number of people you can help. Think about the lives you can change with your product, idea or service. Don't be ashamed to tell others about it.

Go out there and market it to others. Don't wait for everything to be perfect. Perfection is an illusion.

To be honest, it is not the company with the best products and services that gets to the Fortune 500 list. It is not the most useful and life-applicable book that makes the International Best Seller List. And it is not the most honest person who gets into a position of power.

Whether we like it or not, what people consider the best nowadays is rarely the case. Whatever is promoted the most is what people consider the best.

Go ahead and promote what you have shamelessly and you'll attain a high level of success.

## **GOLDEN KEY #2— NEVER BE TOO AVAILABLE**

There is a powerful principle called “The Principle of Scarcity.” What it means is that **“an item or opportunity will become more desirable as it becomes harder to obtain.”**

To put it another way, people always want something more if it is harder for them to obtain or less common.

That’s why people pay lots of money on gold, diamond because they’re rare to find on the surface of the earth. You have to dig up the earth deeply to find them.

People always want what they can’t have. And they usually don’t appreciate the things that they can get very easily. Yeah, they take those things for granted.

Apply the principle of scarcity in your business. Most salespeople are so desperate that they line up to show their product to customers. Most times customers have power over this type of salespeople. It’s too easy for customers to reject them. There’s no “challenge”.

But if you really want a customer to go crazy over your offer, you have to turn the tables. You have to make a customer know that your product is not for everyone.

You have to make her believe that your product is worth the price. That you are sizing her up to see if she’s someone fit for your offer. And that your offer is a rare commodity that she needs to grab before it’s gone.

Exclusivity is a great marketing tool. If you want to become highly irrefutable in people's eyes, establish your scarcity. Remember, people value things that are not available to them.

### **GOLDEN KEY #3— YOU DON'T NEED THEIR MONEY**

Here's something that may be difficult for you to adopt and do. But you must do it, if you want to gain the upper hand in this game of power.

Be willing to walk away from the table if a deal is not suitable for you. Be willing to walk away if your prospect is being too difficult or if he's not smart enough to appreciate what you have to offer him.

Some people are just not wise to recognize the opportunity to buy what will change their lives. Don't deal with these people by all means. They will only cause you grief later on.

Imagine running in a race where you have to drag the runner from start to finish—it's not going to be easy at all. Is it? If they're not willing to jump on their own two legs and run, they're likely going to slow you down. It's better you leave them alone.

You can't save people who don't want to be saved. Sell your products to people who will use them. Work with clients who will execute your idea. And let those who will not take advantage of your offer go.

Understand that there are thousands (if not millions) of people out there desperately looking for your offer. Your goal is to find the people that need you the most, and sell to them.

Don't look desperate or sound needy before anyone. And NEVER ever beg anyone to buy whatever you're selling to them. If you do that, you have lost your rings of power to them.

The reason why most salespeople beg prospects to buy is because they think their prospects are doing them a favour by buying from them. That's the mindset stopping them from being successful.

Here's a key mindset you have to install in your brain if you really want to be a successful salesperson...

Your prospects are NOT doing you a favour by buying from you. Yes, you are the one doing them a favour by selling to them. You really have to cement this into your brain right now.

You don't need their money, they're the ones who need you. You hand over your power when you make someone feel you need him more than he needs you. Don't give room for that.

They have a problem, you have the solution. **In fact, they need your solution much more than you need their money.** You are their helper. See yourself as a professional doctor when selling.

A professional doctor doesn't need to pressurise a sick patient to pay for his medical services. If it hurts, the patient will beg the doctor with his money to make the pain go away. You get the point, right?

Sell from the standpoint of: "I don't need his money, he's the one who needs me because he has a problem. I just want to help him with my solution. If this person chooses not to buy my solution at the end of the

day, that's fine. It doesn't affect me in any way. Let him hold his money and his problems while I hold my solution."

This mindset has enabled me to close more clients. You'll be able to influence more people to buy your offer when you're not needy.

The power of influence is in your hands. Always be in control and don't settle for less. It's the only way you'll be able to ever establish your authority, which is one of the most attractive qualities a good salesman could ever have.

### **GOLDEN KEY #4— KNOW YOUR REAL BUYERS**

Everyone is not your customer. Many salespeople make this mistake a lot. One woman wanted me to write a sales copy for her product—herbal toothpaste.

During the discovery call, I asked her, "Who are your target audience?"

"Erm... everybody." She replied.

"No, it can't be everybody," I said.

"It's everybody that needs toothpaste to brush their teeth." She replied.

She didn't get it.

I know a guy who uses chewing sticks to clean his mouth every morning. He has no toothbrush not to talk of buying toothpaste. He believes that using a chewing stick is better than toothpaste. Well, I don't know whether his mouth stinks or not...



Just because your product or service is good for everyone does not mean it is for everyone. You have to define who your customers are. Research on who they are, where they are, what they want and sell to them.

If you're into B2B marketing, understand that companies don't buy a single thing. When you send a sales pitch to companies, guess what happens most of the time...

They throw it inside trash where they'll never see it again. Because it is read by one employee (maybe clerk or customer care representative) who can't buy a single thing on behalf of the company.

If you want to sell to a company, you have to target the key decision makers of that company. People like the CEO, Founder, Chief Marketing Officer, Chief Technology Officer, the President of the company, etc. These are the people that will give you the money, not the company itself.

## **GOLDEN KEY #5— NO FEAR OF REJECTION AND CRITICISM**

Don't worry about offending some people when you're selling. I guarantee that when you start creating offers, making more money than most people do, you will encounter criticism.

As you go about doing your business, your ad will annoy some people. Some people will be jealous when you have a gaggle of customers wanting to buy from you alone.

Some will bark at you like chained dogs in my compound. Don't throw stones at them. Since they're not buying, just ignore them and focus on your goal. Have the courage to be disliked by those who don't matter.

## **GOLDEN KEY #6— SET UP SALES PIPELINES FOR YOUR BUSINESS**

No matter what business you're into, ensure you create a system that keeps the cash flowing even without your presence. Making big money is not by "hard work" but by doing less... a lot less.

It's called LEVERAGE.

Quick question: can you carry a 100 kg object on your head and walk 10 kilometres?

That's a death warrant, isn't it?

Now think of a truck. You can put that same 100 kg object (or even more) on it and drive the truck to any length you want. Even a small boy will push a 100 kg object with ease when it's on a truck. He just needs to learn how to handle the truck.

That's the power of leverage: ability to do more with less. It doesn't require "talent". Just enough brains to know what to look for. And I'll tell you that.

Instead of using a traditional method of selling— one to one, you could create a sequential autoresponder message sent to your prospects

email. Instead of using one sales pitch to sell to one potential customer (one chance of sales)... you could use a sales copy or video to persuade hundreds, thousands or millions of people ALL AT ONCE.

Have a functional website to sell your offer easily. It only takes a few dollars to get one up running. The internet has given you a lot of tools to leverage on. What you do with them is up to you.

Keep in mind, a bucket of cash aches the body but a cash pipeline gives rest.

### **GOLDEN KEY #7— BE A DETECTOR EVERYWHERE**

Lastly, to be a master player, you must be a master psychologist. You must recognize the hidden motivation behind human action. I strongly recommend that you keep your detective lens on all the time so that you can see what many people don't see.

Know what's going on in the markets more than everyone else. Don't be an average Joe. Be a voracious student of human nature.

It's quite unbelievable that there are killer ideas everywhere that can help sell your product and service to a maximum level. (When I say everywhere, I really mean EVERYWHERE!)

But many salespeople don't know this.

These killer ideas can make your marketing work like crazy... and in anything you may be selling. But you have to be open to receiving them, anywhere you are.

There was a day I was seeing a movie and one of the characters in the play said a statement that struck me.

Instantly, I paused the movie, quickly went to pick up my book and pen and wrote down the exact statements the character said in the movie.

About a month later, I infused the exact statements in a marketing campaign I created for a client and it was effective.

If you want to be good at marketing and persuasion, you must be a good OBSERVER.

Open up your detector right inside your brain everywhere you go. Open your mind to ideas that are going on around you (even from unlikely people and in unlikely places) like...

Toilet, church, mosque, hotel, market square, TV shows, books, radio program, kids, cab men, mad people, your enemies, etc.

As you do this, you'll begin to detect simple phrases that you could use in your next advert. You'll begin to discover certain keys that you can use to trigger your prospects into taking the action you want. And that could be the saviour of your entire marketing campaign.

So, copywriting phrases, marketing tactics, persuasion and sales techniques are all around you. Don't let them pass you by. When you find them, quickly write them down.

As a matter of fact, you should get a hardcover book (that's your swipe file) and write down phrases, quotes, anecdotes, or anything that grabs your attention.

If you see anything of such online, screenshot it. Bookmark. Save. Ensure you write those things down in your book. A time will come when you'll need them.

Your world is your toolbox of skills, knowledge, and psychological insights. How you use it is up to you.

## **“So What Do I Do Now?”**

Congratulations! First, I salute you for reading this book till the end. Most people leave books unfinished, but you're different.

Throughout this book, you've learnt powerful and valuable information that when applied will change your life and your business forever.

However, it doesn't matter how much you learn from this book or from other resources. The only way to get results is to apply what you learn. That's the only way to master this material.

Successful people say that one of the secrets to achieving maximum success is to have a speed of implementation habit. That is, when you act on an idea, you have a higher chance of achieving it.

If you don't act on it, something else will grab your attention and you end up procrastinating forever. So, if there's one thing you could do now, it is this. Sit down where you are right now. Write down your action steps for the next 30 days, 90 days or even 12 months.

How do you intend to use this information? What goals do you want to achieve with it? And what influence do you want to exert over others? You now have the power to make it happen.

I have given you enough information in this book that will get you as many sales and profits as you want. You now have the “unfair advantage” over most people out there who don't know how to influence others to their will.

Now it's up to you to take action. It's up to you to apply these strategies and techniques into your life and your business. The ideas will only work if YOU use them.

Remember, it is by choice, by learning and by application that we become masters at anything. Begin to win others to your side. And enjoy the results you get!

Sincerely,  
Israel.

## **Last Thing For Now**

I hope you enjoyed reading this book. Please tell me what you thought about this book and how well it has helped you or your business.

Send your feedback to: [israelowolabi20@gmail.com](mailto:israelowolabi20@gmail.com). I would love to hear from you and answer your questions, if there is any.

And if you want to learn more sales and marketing strategies that yield results, the best way is to join my private email newsletter— you can do so at [owolabiisrael.com/newsletter](http://owolabiisrael.com/newsletter)

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Israel Owolabi is a master copywriter, marketing consultant, and entrepreneur. He helps business owners get more leverage, have bigger margins, achieve predictable growth, and increase cash flow.

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To read more of Israel's material and get more information on his work, visit his website at [www.owolabiisrael.com](http://www.owolabiisrael.com)