

Easily Make Your Ads Convert With Any Of These 17 *Zero Effort Selling*® Covert Language Patterns



1) You may or may not have already realized/noticed _____.

“You may or may not have already realized just how powerful these techniques can be in your ads.”

Why this works: Two fold impact. First, may or may not implies that what you’re calling their attention to is a fact that may not have been noticed, yet. Second, the word realized supports the general idea that you’re telling them a fact and they may not have ‘realized’ it, yet.

2) You can _____, can you not?

“You can see how these techniques can help your conversions, can you not?” Why this works: This turns a statement into a question. It’s also a confusion technique that a person would have to really think about to disagree with.

3) It’s obvious that you’re realizing that you need to _____ to _____.

“It’s obvious that you’re realizing that you need to improve your copy writing skills to increase your ad conversions.”

Why this works: It simply plants the suggestion that something is obvious (even if they haven't realized it yet.)

4) If you're not yet fully convinced that _____, that's OK, go ahead and _____ and convince yourself. (One of my favorites!)

"If you're not yet fully convinced that these techniques can help your ads covert a lot more, that's OK, use them and convince yourself."

Why this works: Removes the false notion that someone has to be 100% convinced to do something. It gets people to take action even before they are fully convinced. This also plays on the commitment principle: little commitment leads to bigger commitment.

5) Eventually

"Eventually, serious Facebook marketers realize they need to make their ads more persuasive to covert more."

Why this works: Self-explanatory. It's assumed you will realize or discover something, eventually.

6) Sooner or later

"Sooner or later you'll get tired of losing sales and you'll want to use Zero Effort Selling covert language to increase your ad conversions." (The entire program is over at SalesPsychologyAcademy.com)

Why this works: Same as above. It's an implication. If not now, then later.

7) Don't act too quickly, I think it's great that you want to think about it some more to be sure you decide these skills can really help your ads.

Why this works: The unconscious mind cannot think in negatives. You're directing them to act quickly. Secondly, you're pacing their desire to think about it and then suggesting that they'll decide it's great.

8)told me " _____ "

"A former client told me Zero Effort Selling covert skills increased his ad conversions by 64% last year." (One of my favorites!)

Why this works: Third party endorsement. People are more likely to believe a third party over the first party (you). Also calls into play "social proof."

9) You might not have noticed _____.

“You might not have noticed how powerful these ad copy skills are, yet.”

Why this works: Discovery of an unrealized fact. If you haven’t already noticed, now you have (because I pointed it out.)

**10) I could tell you _____, but I won’t, I’ll let you discover it for yourself.
(One of my favorites!)**

“I could tell you that Zero Effort Selling will be the most effective ad conversion system you will ever use, but I won’t, I’ll let you discover it for yourself.”

Why this works: “I could tell you...but I’m not.” Well, with that line, I just told you even though I told you I would not. Second part implies that you’ll discover it for yourself. (People believe what they discover for themselves.)

11) It’s easy to _____, is it not?

“It’s easy to see just how powerful covert language is, is it not?”

Why this works: This turns a statement into a question. It’s also a confusion technique that a person would have to really think about to disagree with.

12) You probably already know _____

“You probably already know that you need to improve your persuasive copy skills to convert more business.”

Why this works: It’s a suggestion. And, if they didn’t know, now they do.

“You probably already know that NeuroPersuasion® is a sure fire way to close more business.”

13) You can try to _____, but why?

“You can try to keep advertising in your old way, but why, it’s costing you sales!”

Why this works: Puts people in a bind. Puts them in pain for continuing in their old way. The most obvious choice is to change.

14) Maybe you haven’t decided to _____ yet, but the more you think about it, the more _____.”

“Maybe you haven’t decided to JOIN the Sales Psychology Academy yet, but the more you think about it, the more you’re going to realize that these covert skills can really help you make more money.

Why this works: It paces their indecision (and makes it OK), it assumes that they will attend at some time and it associates what they are doing (thinking about it) to what you want them to think (in the second blank.)

15) The fact that you _____ means _____.

“The fact that you’re learning these skills means that you want to increase your sales.” (One of my favorites!)

Why this works: This is a “this means that” paradigm. It assigns value and it’s a bind.

16) Don’t act too quickly. Think about it some more before you decide _____.

“Don’t act too quickly. Think about it some more before you decide these language skills can really help your ad conversions.”

Why this works: Don’t act too quickly is unconsciously dropping the suggestion to act quickly. Second part in the example is pure suggestion – before (implies they are going to do it anyway) you decide (assumes they will decide) it’s a great fit for you.” (A “great fit” is a suggestion as to what to think.)

17) You may not know if _____ until you _____. (One of my favorites!)

“You may not know if Zero Effort Selling can help you close more business until you JOIN the Sales Psychology Academy and start using it.”

Why this works: Removes the perceived pressure to act. Let’s them discover it for themselves AFTER they act – which in effect is self persuasion. The word until also presupposes they will act.

*** Pick 5 of these and MASTER them. Think about all the ways you can use them, where you can use them in the sales process and how you can use them in response to client comments.

Serious About Your Facebook Ads

Converting A LOT MORE?

Then.....JOIN...

SalesPsychologyAcademy.com

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