

6

PERSUASION TRIGGERS  
YOU CAN USE IN LESS  
THAN 5 MINUTES

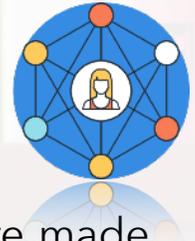
*Guaranteed to Instantly  
Attract*

YOUR IDEAL CLIENT



*Backed by science!*

# #EngageYourAudience



Successful ads, emails + sales copy that stop the scroll are made up of two things:

## **Amazing Copy + Creative**

The Creative grabs their attention in today's fast-scrolling news feed, but the copy actually gets the click.

**Copy** = what you say & how you say it.

**Creative** = images, videos, colors, emojis, call to action buttons, white space & anything else that affects your aesthetic design.

When you add "**engagement triggers**" to either the copy, creative or both, the results are stunning. You create social ads that appeal to your audience and convert effortlessly!

Learn the proven **psychology-backed triggers** that make your ads instantly irresistible + attracts your ideal customers.

Pushy marketing tactics are dead. The **age of engagement** is here. find out what your audience cares about and **become obsessed** with serving them helpful content in a way that creates raving fans.

# #EngageYourAudience



Dr. Robert Cialdini's famous book: *Influence: the principles of persuasion*, covers **6 core persuasion principles**:

1. Scarcity
2. Authority
3. Reciprocity
4. Likeability
5. Social Proof
6. Commitment + Consistency



The following ad examples will explain how to use these persuasion tactics to get higher engagement in your ads, emails + sales copy. They were curated from **top leaders in their industry** and show several triggers being used successfully. I hope they **inspire you** so that you can start selling with ease through persuasion triggers.

# Scarcity



Michael Hyatt mentions “*only limited spots for this live masterclass*” in his ad which is known as the scarcity tactic. This triggers the audience to have **FOMO (fear of missing out)** so they’re more likely to sign up.

**Michael Hyatt** about 4 months ago

Join me for a **FREE** live masterclass with Amy Porterfield! If you want to create an online course that works in big ways, then this live masterclass is the most important thing you'll do this month!

Amy has been offering profitable online courses for years, and has perfected her method through costly trial and error. Between the two of us, we've created hundreds of online courses and know the mistakes and pitfalls you should watch out for. At the same time, we've been able to learn the tricks needed to make it profitable right out of the gate. Why reinvent the wheel? We want to help you get a leg up... for **FREE!** There are only limited spots for this live masterclass though, so be sure to reserve yours today.

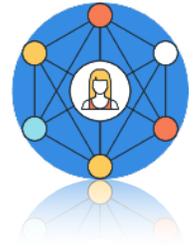
**FREE LIVE MASTERCLASS:** With **MICHAEL HYATT & AMY PORTERFIELD**

**[FREE] Live Masterclass: How to Confidently Create A Profitable O...**  
I've partnered with industry leader Amy Porterfield to bring you this **FREE** live master class on confid...  
Amy has been offering profitable online courses for years, and has perfected her method through cos...  
[AMYPORTERFIELD.COM](http://AMYPORTERFIELD.COM)

73 likes, 1 comment, 1 share

**How you can use it:** Set a deadline or a limited number for any free giveaways you offer. As with any marketing technique, you must be 100% truthful. You’ll lose the respect of your audience if they find out you’re misleading them.

# Authority



Tim Ferris mentions Tony Robbins, Daymond John, and Arnold Schwarzenegger in his ad, because they are **known authority figures in the field** of motivational speaking + personal development.

Anyone who likes these celebrities are more likely to engage with the ad or the content being offered. Mentioning an authority figure they respect or like **primes them to listen**.

**Tim Ferriss** ✓  
last Wednesday

Want to know the 5 things I do EVERY morning that help me have a productive and fulfilling day?  
After interviewing some of the most successful people on the planet like Tony Robbins, Daymond John, and Arnold Schwarzenegger on my #1 podcast The Tim Ferriss Show, I've discovered that having a morning routine is one of the things that sets successful people apart.  
As the saying goes, "If you win the morning, you win the day."  
Want to know the exact routine I use to take control of my life? Click here to download the "5 Morning Rituals to Win the Day" guide →<http://go.tim.blog/10x/>

**FREE Guide: 5 Morning Rituals to Win the Day**  
What you'll find here are the five things that I attempt to do within the first 60 to 90 minutes of an "ide...  
GO.TIM.BLOG

👍 39    💬 5    ➔ 1

**How you can use it:** Find an "authority" figure in your niche and a specific point you share with them. Use this in your ad to foster authority, pique their interest, and validate your point. Even if you're not an expert, you can borrow authority through this technique.

# Reciprocity



Almost every ad I'm showing you in this cheat sheet has the reciprocity trigger in it. They are all **offering something for free**: a pdf guide, challenge, free shipping, replacement, consultation etc.

When we receive something we value for free, we're more likely to engage with that brand in the future, by purchasing their products, joining their community or spreading positive word of mouth.

**Jeanine Blackwell** Sponsored ·

Are you a search engine optimization expert? You might be really surprised to learn how much corporate clients spend hiring experts just like you.

They're investing billions with experts like you, and it's a phenomenal opportunity to expand beyond serving individual clients.

If you've ever wondered:  
How do I get the attention of these types of businesses?  
How do I even know which ones to approach?  
What do I say?  
How do I get them to value what I offer?

I'm going to be leading a brand new webinar training, and I'm going to walk through how I connected, met and worked with some amazing global brands and local businesses.

Click here to save your spot: <http://bit.ly/2gXh4sn>

Bring your questions, and I'm looking forward to exploring opportunities for your business.

**FREE Webinar: How to Get Corporate Clients to Buy Your Services**

There are literally thousands of clients right around the corner from you that have big budgets for hiring service providers just like you.

[Learn More](#)

ONLINEMEETINGNOW.COM

14 3 Comments

**ThinOPTICS** about 9 months ago

The Stick Anywhere, Go Everywhere Reading Glasses

**The Perfect On-The-Go Reading Glasses**

With ThinOPTICS, your reading glasses are at your fingertips. Simply snap the ultra-thin case onto y...

[WWW.THINOPTICS.COM](http://WWW.THINOPTICS.COM)

1.8K 113 295

**How you can use it:** Give massive value to your audience up front, for free, without initially asking for anything in return. This is commonly known as a "lead magnet". If the free offer is truly valuable, they'll be primed to hear from you in the future and more likely to engage with future content and offers.

# Likeability



The owner of the popular wordpress plugin, EasyWebinar, uses his own image in his ad. It's a casual image that looks like something we would see from our friends while scrolling in our news feed. He looks happy and likeable. And, big shocker here, people like that!

**Easy Webinar**  
Sponsored ·

[Like Page](#)

Learn the 6 Crucial Steps to creating a High Converting Sales Webinar. Webinars are the ONE thing that allowed me to triple my business year after year. Download this Free Report and watch this Video series on how to increase your webinar or event promotions by 4 times.

Click Here To Register For Free Today

[Free PDF Download + Video] The one thing that builds engagement, trust, authority, and profit in your business

[WWW.EASYWEBINAR.COM](http://WWW.EASYWEBINAR.COM) [Learn More](#)

145 Likes 1 Comment 38 Shares

**How you can use it:** If you don't want to use your own image, you can post stock photos but choose photos that look casual. Humans respond better to people that appear relatable, like someone they could imagine hanging out with. Avoid corporate stock photos or professional headshots.

# Social Proof



Russell Brunson opens his ad with a glowing testimonial, which is a great way to use social proof. All the likes, comments, shares in any social ad also provide social proof.

**Russell Brunson**  
Sponsored · 🌐 Like Page

"I'm in awe at how good you are at webinar pitching. Watching right now. Every trick in the book being used like a pro.

Every slide, every section, every word crafted intentionally... the sequence, the stack, the FAQs, the video testimonial, the offer, almost every objection planned for and obliterated, the countdown timer, overwhelmingly awesome execution.

I don't think I've seen a better presentation bro!" ~Joe Lavery

**Get Perfect Webinar Script Now...For Free!**  
This Webinar Script Made Me A Millionaire... And I Want To Give It To You... For FREE!  
PERFECTWEBINARSECRETS.COM Learn More

👍❤️👍 2.7K 193 Comments 370 Shares

Like Comment Share

**How you can use it:** Ask your customers for a testimonial to use in your copy, emails or ads, bonus points if they record a video testimonial for you!

# Commitment + Consistency



The1Thing.com is a best selling book for building powerful habits. The ad encourages you to rise to the challenge of forming a new, positive habit. It's something most of us want to do, but struggle with. When we tell ourselves we want something and see the opportunity to have it, we're more likely to engage because **we want to make a commitment that is consistent with our desired values.**



**The ONE Thing**  
about a month ago

It takes 66-days on average to build a new habit.  
In 66-days that will shape the rest of your life.  
Start tracking your habit-building success by taking on The ONE Thing 66-Day Challenge...  
[See More](#)



**Take the 66-Day Challenge**  
Download our FREE habit-building calendar now.  
THE1THING.COM

👍 71    💬 1    ➦ 18

**How you can use it:** Set up a challenge of your own and ask your audience to post their commitment of this challenge on their social profiles. They'll be more likely to see it through in order to stay "consistent" with their prior commitment.

# Anatomy Of A Winning Ad



How do we put it all together to make a stunning ad that works?  
Here's the breakdown:

Catchy headline and a question her audience will likely answer "yes" to.

Emoji's increase CTR's!



**Melyssa Griffin**   
about 2 weeks ago



**Authority**

Hey you! 🙌 How would you like to get more people to read your blog without spending HOURS every day on promotion?

I've taught thousands of business owners just like you how to grow their audience & email list on autopilot using Pinterest, and I want to help you too!

Join me for this free workshop (<http://www.workshopsbymel.com/pinterest-webinar/>) where I'll teach you how to:... [See More](#)

**"see more"** button - when pressed, counts as extra "engagement" points on Facebook, which reduces ad cost.



**Likeability photo**

**Reciprocity**

**[Free Workshop] How to Use Pinterest to Get New Subscribers on ...**

Click to learn how to use Pinterest to quickly grow your traffic and email list  
WORKSHOPSBYMEL.COM

**Social proof**

 10  1  2

- ✔ Use Pinterest as a way to get tons of new subscribers (fo' free)...and how it helped me reach 30,000 in less than a year
  - ✔ The things you're doing wrong on Pinterest (a.k.a why you're not seeing results) and how to completely change your strategy (fast!)
  - ✔ The step-by-step process you should be following in order to double your traffic and email list in just one month  
And of course, there'll be a few little extras in there for you as well.
- Grab your spot now 🙌 <http://www.workshopsbymel.com/pinterest-webinar/>

**Scarcity "grab your spot"**

**BONUS!**

# Storytelling



Storytelling is the most effective way to write your copy, sales pages and social media ads. We're **primed to stop and listen to stories** and it adds a bit of relatability and likeability to your brand.

Frank Kern starts to tell a story of something you may have experienced and it entices you to click the "see more" button in order to continue reading.

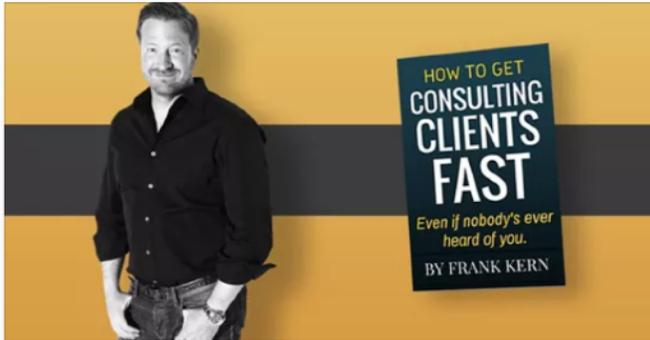


**Frank Kern**  
Sponsored · 🌐

👍

You wake up, roll over, and hesitantly grab your phone...you know you shouldn't check your stats this early in the morning...but you just can't resist.

After hundreds of failed marketing campaigns to get new clients, you're... [Continue Reading](#)



**[Consultants] Create a Perpetual System of Le...**  
frankkernmarketing.com

[Learn More](#)

👍❤️ 173      3 Comments 6 Shares

**How you can use it:** One of the easiest stories to tell is your own but I encourage you to be more "audience-oriented" and instead, tell a story that paints a picture of where your audience will be after they experience the benefits of your offer.

# What's Next?

**TAKE ACTION!  
ACCELERATE  
YOUR RESULTS**

These persuasion strategies are a tool that can help you get massive results in your business - if you know how to use it the RIGHT WAY.

I'll show you step-by-step how you can take action + **amplify your results.**

**Click below** to save your spot at my upcoming live masterclass - learn how to turn **clicks into clients** and **get sales on demand.**

👉 **Save Your Spot** 👉  
**Yes! I'm In!**

READY TO ACCELERATE YOUR  
SUCCESS FAST? [CLICK HERE](#)