PERSUASION | PROFESSIONAL DEVELOPMENT

If You Are Missing These Elements of Persuasion Then You Are Leaving Money On The Table!

These three will set you a nice foundation until you start adding other's to the mix.

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If you're alive in 2011, then you're roughly exposed to about 3000 marketing messages a day, give or take.

However the fact is that most of those messages have no affect on us, or sometimes anybody else for that matter.

What makes a marketing message persuasive? What creates someone to want to buy or join your opportunity?

There are many variables in marketing and persuasion that will either increase or decrease your persuasion effectiveness. Most people don't take the time to understand any of this. Most network marketers as a matter of fact won't take the time to study marketing.

They'll simply throw together some sort of marketing message, and hope that with all the competing marketing messages out there it gets through, and creates a response.

The truth however is that there are some critical variables that will make or break or marketing efforts.

Here are…

3 Elements of Persuasion to Increase the Effectiveness of Your Marketing…

Audience… I spoke about this in my column in the August Issue but it bears repeating.

> **Without first having the right audience, and next knowing exactly what it is that this audience wants, needs, desires, is passionate about, what consumes their minds... without all of that your marketing efforts are dead before they even get started.**

You must know who your audience is inside out. For a network marketing distributor this will mean working backwards. This also means that you'll have to segment your marketing so that you can talk directly to your market.

You must segment your audience by demographic, for instance men, women, age, marriage status, interests, hobbies, etc. The further down you go the better. Once you've done this then you learn every little detail about this audience until you can talk to them personally, at their level, even using their same language quirks.

Credibility and Proof...

> **When you craft a message to your audience, the one thing that it MUST have for it to be effective is credibility. The reader – listener - viewer MUST trust you, the**

message sender, as well as your claim that the product works.

How do you prove the claim? With PROOF! Proof comes in many forms... live demonstrations, credible testimonials, endorsements (especially endorsements by a mutual friend which has always been the idea of network marketing in the first place).

If there is no trust or proof then you may as well not even craft your message at all.

Continued Communication… This isn't something that most people put up there as a vital piece of effectiveness, but I do.

Here's why... It's been tested over and over again that most people will not buy the first time. In fact most won't do anything until the fifth to seventh contact... that's the sweet spot.

Let's face it, we're all basically window shoppers. We like to shop around. We like to evaluate our decisions, and make sure that we're making the right one.

Sure there are those impulse purchases, but the fact is that not many people join a business or buy health products without first doing some research and shopping.

So sticking your message out there, and only giving yourself ONE chance to persuade your prospect leaves a lot of money on the table. But the good thing is that this is what most people do, and so as soon as you begin to capture your prospects information so that you can contact them over and over again, you've already given yourself a HUGE advantage over your competition.

Today this is easier than ever with the internet, but even for offline marketing it's crucial that you get information from your prospects so that

you can contact them over and over. Give yourself that advantage starting today and start gathering contact info from prospects.

The three things mentioned above are simply things that must be present for persuasion on a large scale to take place. There are others but these three will set you a nice foundation until you start adding other's to the mix.

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or

challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

> *"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.*
>
> *Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.*
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> *The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."*
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> *They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand."*

Recorded interviews and Videos:

John Fogg interview--
http://themastermindsessions.com//AudioFulls/051709_AnnDavidFeinstein.mp3

David Feinstein—Are You An Online Marketer Video…
http://www.sowhatsallthebuzz.com/all_the_buzz/david-feinstein-on-stage-are-you-an-online-marketer

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