

The Tracy Biller Newsletter

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Simple Persuasion

By Tracy Biller – producer of the Ultimate Success CDs

Dear Network Marketer,

Earlier this morning as I was shutting off my alarm clock I heard my wife say softly, “Good morning.” I responded by saying, “Good morning. Did you have a good sleep?” She answered, “Wonderful!”

On the surface, our dialogue appears to be fundamentally simple. But it’s not. Our dialogue is full of persuasion.

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After breakfast I took our son Christopher (a freshman) to school as I do every morning. Our dogs Annie (the big yellow lab) and Mollie (the little beagle/terrier mix) come with us. As we pulled into the high school parking lot, Mollie jumped up on the front center console of our Expedition. I quickly told her, “Mollie, get back and sit down.” She did so immediately.

As Christopher was getting out of the Expedition I said to him, “Have a great day, buddy. Good luck on your algebra test.” He replied, “You too, Dad. Thanks.”

On the surface, the dialogue I had with Mollie (the dog) and Christopher (our son) appears to be fundamentally simple. But they're not. Both dialogues are full of persuasion.

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One-word dialogues such as a simple “hello” and “goodbye” are full of persuasion.

The simple three-word sentence “I love you” is full of persuasion.

Asking someone “How are you?” is full of persuasion.

Telling someone “I like your haircut” is full of persuasion.

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I'm hoping that many of the people who have read this far are asking themselves, “How can all of these simple sentences be full of persuasion?”

That's a very good question! I will answer the question with a question: “What if there's no response to each of these simple sentences?” In other words, what if the person who is being spoken to ignores the person doing the speaking?

For example:

1. What if I had ignored my wife's “Good morning” greeting?
2. What if my wife had ignored my “Did you have a good sleep?” question?
3. What if my dog had ignored my “Get back and sit down” command?
4. What if our son had ignored me when I told him to “Have a great day” and “Good luck on your algebra test”?

Simple Persuasion

I called this newsletter “Simple Persuasion” because persuasion is simple. It's not as complicated as many people make it out to be.

With each of the dialogues I've presented in this newsletter, the person who first said something was expecting a reply or an action. And in each case, a reply and action did occur, as anticipated by the initial speaker.

Those individuals who are skilled at creating persuasive sales tools function are fully aware that the words, sounds, and/or images they choose to use in their sales tools are designed to elicit a thought, an idea, a belief, or an action.

Sales tools do not have to be complex in order to be effective. In fact, more often than not, it is the simple sales tool that is much more powerful and therefore effective than complex sales tool.

As I write this, the Super Bowl is less than two weeks away. During the game I encourage you to watch the commercials that are aired. Pay attention to the “theme” of each commercial, and the simple message each commercial is putting forth. The best, most effective, most powerful, and most memorable Super Bowl commercials have a very simple message and theme.

As you go through your day, take note of the communication that comes from you, and from others. You’ll be amazed at how much and how frequently simple persuasion is used by all of us, and we aren’t even aware of it.

Then when you create your sales letter (as I teach on the Persuasion CD), strive for simple and powerful themes and messages. This will help you create persuasive and effective sales tools.

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