**Conversion Levers**

Used for thousands of years, these conversion levers are the cornerstone of WHY people buy.

I’ve connected the dots for you - taken the best of the best and combined them so that you can generate results and moolah with relative ease.

After generating lovely results for our clients, I needed resources and systems to cut the time needed to generate words that can sell entire factories worth of goods.

THIS is one of the pieces to that puzzle.

If you sell anything online or sell anything at all... **YOU NEED THESE LEVERS**.

Place this doc on your desktop in the middle of your screen. Push all the folders and jargon around it about 3 paces back. Then reference it every time you’re putting together a piece of writing.

*Yeah… they’re THAT important!*

Use the Conversion Levers correctly and you’ll:

* Assert dominance over anyone in your path trying to *poach* customers.
* **Have a “Death Grip” on how to get the laziest sloth to take action.**
* Have Dwayne “The Rock” Johnson like confidence walking into any “rough” sales project.
* **Insert exactly what your audience wants to hear… with subtle ninja communication.** *(Turning you into the superhero of influence with every word you write)*
* Create obsessed, crazed attraction from your favorite clients (*They’ll want you so bad, only to get friendzoned immediately after buying your goods)*
* **Create a moat of sharks, gila monsters, flying buffalo around your customers and clients.** *(Then, inside the castle, bolt the doors shut because… you’ve got clients that will stick with you for life)*
* Turn into a charismatic leader. *(You’ll have crowds beating down doors to try and be next to you… they might even wanna BE you!)*

To be honest, chances are, you’re here because of some of these. Through posts, emails, videos, or ads. That’s proof in itself they work.

So let’s get down to business so you can put these little buggers to use ASAP:

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| * **Familiarity -** Get known for something. Your audience will flock towards you based on your expertise.
* **Specificity -** Don’t generalize or round-out numbers. Be specific. It helps with credibility.
* **Frequency -** One touch is not enough. It’s been said, people buy after 7 touches.
* **Cliffhangers -** keep your audience hooked on your stories with open-loops. Do this right, and they’ll be salivating for the solution.
* **Offer Irresistibility -** The more irresistible your offer, the higher the chances of making the sale. A good rule of thumb is to almost feel like you’re being ripped off.
* **Urgency -** Move people off the fence by putting a deadline on your offers. Just don’t lie, give a true reason why you’re cutting the offer off.
* **Subject line quality -** It doesn’t matter how good your email is if no one opens it or gets past the beginning.
* **Voice tonality -** Inject your personality and “write like you speak”.
* **Character development -** Keep your audience engaged with the growth of familiar characters in your story.
* **Case Studies -** Let your audience know it’s possible to achieve their goals by showing others like them succeeding.
* **Testimonials -** What have your current customers said? Display others’ successes as a result of your products or services.
* **CTAs -** Always have a call to action. Clearly direct what your audience should do next. (Buy, click, subscribe)
* **Value Proposition -** Showcase what your product/service does in comparison with anything else in the market.
* **FABs -** What are your product/service features, advantages, and benefits.
* **OTO vs OTM -** One-to-one v.s. one-to-many. Even though your content is being digested by many, make sure you’re talking to ONE human being. As if it was your best friend.
* **Emotional Rollercoaster -** Take your audience through a rollercoaster of emotions through your stories.
* **Personality infusion -** Pick sides. Don’t be plain vanilla ice cream. Draw a line in the sand and shout it from the rooftops.
* **Funnel congruence -** Content within the funnels should flow smoothly from one to another.
* **E³ (Entertain + Educate = Earn) -** Do NOT bore your audience to sleep. Boring kills the sale.
* **Philosophy -** Indoctrinate your audience into your ways, philosophies, beliefs and experiences.
* **Curiosity -** It’s human nature to want to scratch the itch once we’re curious about something. Use it to bring people into your content and to keep their attention all the way through.
* **Takeaways -** People want what they can’t have. Leverage this principle for more sales.
* **Humor -** Don’t take yourself too seriously. Have a laugh with your audience to develop a deeper connection. Self-deprecation helps a lot with this.
* **B. M. E. -** Bring your audience on a ride with your stories. Have a beginning, middle, and an end.
* **Baby Yoda effect -** Grab the eyeballs of your audience with a “pattern interrupt” to stop them from scrolling away.
* **Controversy -** Controversial topics attract people like moths to a flame. Use with caution.
* **Storytelling -** As humans we connect (and retain information) through stories. Use them, also, to grab and keep your audience’s attention and interest.
* **Debunking myths -** When you’re able to rid your audience of lies, your credibility increases, as well as your chances of persuading them.
* **Authenticity -** People respect you telling it like it is, and being upfront with them. Use it to your advantage.
* **Incongruous juxtaposition -** These are mixing two different concepts that don’t make sense. Example: The famous “one-legged golfer”. It works as a pattern interrupt because it induces curiosity, and sometimes, controversy.
* **Newsworthy -** Current events are shortcuts to the conversation going on within your audience’s minds.
* **Solution-driven -** Talk about the end-result and what it means to have your product/service in their lives.
* **Benefits -** Benefits speak to what the results of your product will bring them. Features just tell them what your product is. Use benefits.
* **Eliminating competition -** Acknowledge the competition and tell your audience how you’re better than them.
* **Apples to oranges -** Compare a related thing (in price and description) to your offer. EX: “the price of a cup of coffee per week is all it takes to potentially change your life”
* **Demonstration -** Show, don’t tell. Display your abilities. Solve problems.
* **Proof -** Showcase tangible proof to back up your claims.
* **Borrowed credibility -** Display third-party facts, quotes, and studies from other known entities in your field to make your argument stronger.
* **“Dog-whistle” language -** Talk to your audience in THEIR own language. With their own slang, jargon, and subtleties.
* **Reason-why -** Don’t let your audience’s minds wander. Address all sorts of unspoken questions BEFORE they think of it themselves.
* **Scarcity -** By limiting your supply, you manufacture demand and push fence-sitters forward.
* **Authority -** When your audience sees you as a trusted authority, selling becomes the logical next step.
* **Fork in the road -** When closing, tell your audience about the 2 possible paths they’re about to take. Either choosing to go on their own, or life with your product/service in it. Let them know they have a choice to make.
* **“Latch & hook” phrases -** Smoothly connect paragraphs together like a spoken conversation with a friend.
* **Future pacing -** Give an in-depth description of how life would look like with your product/service in your audience’s hands. Put them in their future shoes.
* **“Heaven” vs “hell” scenarios** - How life currently is without your product/service as opposed to how life could be with your product/service.
* **Leading -** Tell your audience what happens next, and what to do next.
* **Contrast -** Paint the bad and, on the flipside, the good. In great detail.
* **Overcoming objections -** Address your audience's obstacles, frustrations, and objections even before they think about them. Make the path to the sale as smooth as possible.
* **Bonuses -** Sweeten the deal by giving away valuable extra deliverables that complement the main product/service.
* **Discount (savings) -** People love savings. Use them when necessary, but do NOT devalue your product/service.
* **Epiphanies -** The more “aha” moments you give your audience, the more they’ll like you and trust you. These are like dopamine shots straight into your audience’s brain and heart.
* **Relevancy -** Keep your content relevant and always relating it back to your audience or you’ll risk losing them in an instant.
* **Congruence -** Make sure you have a congruent theme/voice throughout your sales piece AND throughout the whole funnel, as well.
* **Problem articulation -** The more you can articulate your audience’s problems and fears, the more they’ll see you as THE go-to person in your field.
* **Case-studies -** Another form of proof. Let your audience know your product/service has been tested successfully by people just like them.
* **Flow -** Write your sales piece conversationally. As if you were speaking to your closest friend at a bar. Read out loud to make sure it flows the right way.
* **Analogies -** These allow you to explain difficult concepts easier and in “layman” terms.
* **Agitation -** You need to wake your audience up from their comfort zone. Gently stick in the knife to grab their attention.
* **Anticitension -** Keep your audience at the edge of their seat, salivating, and waiting for the release (your product/service).
* **Polarity -** If you try to please everyone, you won’t please anyone. Choose sides, stand your ground, and don’t be afraid to repel people. You’ll be connecting deeper with the ones who resonate with your message.
* **Transformation -** Don’t sell the product/service. Sell the future self of the audience.
* **Bullets -** Use these to spark desire and break up your content to give rest to your audience’s eyes. They help with readability.
* **Subheads -** These also help with readability. Use benefits.
* **Price anchoring -** Build up the price of your product/service. How long it took you to get to where you are, the obstacles your audience will leapfrog, the money/time/effort you spent and they won’t.
* **Credentials -** Showcase only when relevant and necessary.
* **Facts -** Inject facts within your sales piece to reinforce your claims and statements.
* **Insider knowledge -** It’s human nature to want to know what’s behind the curtain. The gossip.
* **Qualifier -** Let your audience know who your product/service is for, and more importantly, who’s it NOT for. Let them qualify themselves into getting your solution.
* **Us vs them -** Join up with your audience to take on common enemies and support each other towards their goals.
* **Quotes -** Use these from known entities in your field to back up claims/statements.
* **Unique problem -** If you can describe a “new” problem, they’ll listen to your solution. The real problem your audience can’t solve their issues.
* **Unique mechanism -** What exactly in your product/service will generate results for your audience. Let them know why and how that works.
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