

Emotions Are Key

“Everyone -- no exceptions – responds to well-written, persuasive, emotionally based copy. Not everyone can write it, that’s why copywriters are often paid so much, but no one can escape its power.”

Joe Vitale

Why Emotional Copy Sells More Products

As humans, we’re governed by our emotions. Emotions are experienced as feelings and the way we feel determines the actions we’re willing to take.

Consciously, we’re aware of an action that needs to be taken. We *need* to carry the trash out to the curb. We *need* to get that assignment completed before the impending due date. And we *need* to do something about those pesky weeds in the garden. But until we feel like doing it -- until the motivation is sufficient to make us want to do it -- most of us will simply put it off, even indefinitely.

Why? Human beings are driven by emotion. It’s the persistent desire to experience pleasure and the need to avoid pain that dictates what we do in a given situation. If it seems too painful, we avoid it like the plague. That is... until further avoidance would cause even more pain. Then we tend to take the least painful route.

When the promise of a pleasurable payoff is dangled before your prospect, he’s naturally pulled towards it. Emotional copy triggers an emotional response. The key is to tap into an existing desire. The moment you hit the right hot button, your prospects emotions become activated and aroused.

Emotions clearly are the driving force of behavior. People react to emotional copy. It grabs prospects and excites their senses. Emotionally charged copy engages and involves prospects by fueling their already existing fires of desire. It always produces a reaction when it’s in alignment with the prospect’s problems, anxieties, fears, goals, hopes, dreams, and aspirations.

The deciding factor in any buying situation is always emotional. People live with their emotions on their sleeve and are naturally drawn towards compatible opportunities that help them experience more of the good feelings and less of the bad. They decide to buy or not to buy based on emotion -- only to later justify it with the smallest measure of logic. Most sales are made with 90% emotion and

only 10% logic. So, infusing your sales copy with a healthy dose of emotion is crucial to making an impact on any audience.

The Number One Key To Writing With Emotion

Purpose, passion, and enthusiasm makes your writing come alive. True passion cannot be faked... it has to be sincere. And a sincere desire to help your prospect get what he wants has magical appeal in the marketplace. When you truly care about your prospect and you fully believe in your product 100% -- you quite naturally command an attentive audience. Readers sense your sincerity and are pulled towards your message and are much more receptive to your words.

You've got to care about the people you serve. You've got to want to help them. And when you're so enthused and confident in your product, those feelings are literally transferred through your words to the heart and soul of the prospect.

Writing with emotion is much easier when you understand the market you serve. Understanding the specific emotional motivators of your reader makes it easy to hit the target with your copy. You'll develop an instant rapport because of your understanding of the prospect's problems and desires. Then, it's just a matter of transferring your feelings about your 'found' solution with 100% conviction. Do so and you'll automatically be writing emotional copy – copy that will definitely have an impact on the reader.

Connect 'needs' with 'wants'. Merge the two of them. Make the 'need' a powerful 'want' so prospects are not only inclined to take action – but, compelled to do so. Needs are logical... wants are emotional. Convert the need into something more desirable. Now you have something that appeals to prospects and lures them to action. Without fueling the desire, you won't move a lot of product out the door.

How To Be Sure You're Addressing The Right Emotion

Clearly identify the problems and desires of your reader and you'll have uncovered the key to tapping into their dominant emotional hot button.

No one reads your sales letter or buys from you without a compelling reason to do so. The reason is the problem, anxiety, worry, or deeply rooted desire. The reason is always emotional. It's the 'symptom' prospect's want to address and it's this thought that is first and foremost on their minds as they arrive at your sales page.

Knowing the symptom common to your market is fundamental to offering the ultimate answer or problem-solving solution. Without a pain-inducing problem or the imagined pleasure that comes with a goal attained – you don't have a market.

There's no emotional target to which you can address your message, no symptom to command your cure.

Fortunately, we thrive on progress, advancement, growth, and expansion on every front. It's human nature to want new and better things and to constantly improve our lives in some way. There's no shortage of problems or desires. It's simply a matter of identifying the specific hot buttons of your target market and hitting them hard and fast in your sales copy.

How To Write Emotional Copy

A sound understanding of your prospect's current conditions or circumstances gives you the background to craft a compelling sales message. Where they are now in their lives is at the opposite end of the scale from where they want to be. The purpose of your product and offer is to bridge the gap.

Current Circumstances ----- Desired Results

When you arrive on the scene via your online sales letter, your prospect is on the left side of the scale. He might feel frustrated, stressed out, annoyed, or disappointed. In general, he feels pain.

"The philosophy behind much advertising is based on the old observation that every man is really two men – the man he is and the man he wants to be."

William Feather

What would take him out of this painful state and into one of bliss is your 'magic' solution. Where your prospect is now is not where he wants to be. He wants to be at the other end of the scale – where pleasure exists and pain is nothing but a distant memory.

Here the problem is solved and the desire fulfilled. Your mission is to help the prospect escape the pain of the present and express-route them to the other side – where pleasure abounds.

Sell the 'magic' and you'll be selling with emotion. Get the prospect to realize how close he is to what he really wants. Create a scenario not just of possibility, but one of probability. Getting to the side of 'magic' must be easy, relatively fast, and risk free. It has to appear within comfortable reach. Fill your prospect with hope and then carve the path straight to the goal.

Qualities of Emotionally Charged Copy

Emotional copy makes an instant connection with your prospect because it promises the answer he seeks. Hard-hitting emotional copy quickly triggers desires deep within. Strong, on-target emotional copy grabs the prospect by the jugular. He senses immediately that your message is different, relevant, important and just the thing he's been searching for. Emotional copy is engaging copy – something that sustains the prospects keen attention and interest.

This should come as no surprise, as you simply uncovered an existing desire and addressed it with precision and persuasive power. Good copy makes the ultimate result appear attainable. It comes across as a strong promise that's readily accepted and believed.

Effective emotional copy is active copy. It involves prospects, activates their senses and fuels their hopes and dreams.

A purely logical statement has a plain vanilla quality about it. It's straightforward and bland. It just sits there on the screen or printed page. But inject emotion into it and your copy comes to life. It touches the reader in a special way and fans the flame of desire that's been simmering, like a dormant volcano that's now ready to erupt in a fury.

Let's take a look at two different markets– the business opportunity market and the weight loss market – and see how an emotional meaning differs from a logical one.

Business Opportunity Market

Appeal: To Make Money

Logical interpretation:

- Improve financial future
- Increase net worth
- Make a career change
- Pay off debts

Emotional Interpretation:

- Earn Unlimited Income
- Achieve Financial freedom

- Live your dreams
- Achieve new status
- End your money worries forever – even get rich
- Have all the “toys” you want – cars, boats, home electronics, and a beautiful home
- Vacation several times a year

Weight Loss Market

Appeal: Lose Weight Now

Logical appeal:

- Improve your overall health
- Lower your risk of heart attack and stroke
- Save money by spending less on food

Emotional appeal:

- Look fabulous in a bathing suit
- Turn heads at the beach
- Look wonderful for that special occasion (wedding, anniversary, graduation, reunion, etc.)
- Listen to what others say about you now
- Be admired by others – particularly those of the opposite sex
- Feel good about yourself
- Accomplish something on your own
- Buy a whole new wardrobe – get the latest fashions and look fabulous wearing them

- Look years younger

Which appeal has more ‘magic’ in it?

I think you’ll agree that although the logical reasons may be sound and true, most people would be more motivated to action by the emotional appeals presented.

Think of the copy you could write using the points classified as ‘emotional’. These naturally evoke images and help you paint the most enticing of scenarios. The logical points might be every bit as important -- even more so – but what gets people to read your copy and respond is emotionally charged, benefit-oriented copy.

Other Ways To Inject Emotion

Use fear to trigger anxiety and compel prospects into action. Let them know that you can only help them if they’re willing to help themselves by taking action. Convey the details about the exciting benefits that can be theirs – but only through action now. Remind prospects about everything they’ll miss out on should they fail to seize the opportunity. Hint at their current pain. Agitate it just a little. Be clear about your positive alternative... and place the responsibility of a brighter future squarely on their shoulders. Give them everything they want to achieve all they desire... but be clear about what they need to do to get it.

Create a desire to find out more about your proposition. Plant the seed of possibility. Tempt, tease, and tantalize your prospects. Give them a sample of what you have to offer... and lure them inside. Use ellipses -- a series of 3 dots (...) -- to set the stage and create a feeling of anticipation and suspense. Give them just enough to activate a powerful emotional trigger and then shift gears ever so slightly. It’s not about deception but about capturing and securing your audience’s attention before you unveil your entire package.

Inject feeling and emotion with action words. Talk about the prospect getting, enjoying, feeling, experiencing, or profiting from the benefits you offer. Anything you can preface with the word ‘you’ puts the prospect clearly in the picture.

Consider these alternates for your sales copy:

- You win
- You uncover or discover
- You benefit from
- You earn

- You reap
- You obtain
- You enjoy
- You discover
- You have
- You learn
- You secure
- You end up with
- You achieve
- You luxuriate
- You reach
- You mingle
- You lounge
- You travel
- You build
- You garner
- You find
- You profit from
- You gain access to

All of the words from the list above that follow ‘you’ are verbs – action words. Activate your copy using words like these. They involve the reader and trigger mental pictures of the promised reward. Prospects love to hear about themselves. This kind of a phrase appeals to prospects because it’s always about them and what they get from a given proposition. The “you get” phrase or any other like it ensures that what follows is a prospect benefit.

Communicate with energy, intensity, and enthusiasm. Do this and you’re communicating with emotion. Enthusiasm is contagious. It’s the fuel that turns a spark of desire into a raging flame. Enthusiasm evokes the kind of positive emotions humans crave. Positive feelings lead to action and action is the name of the game.

Key Points To Remember About Writing With Emotion

1. **Use emotional copy often.** Remember, prospects buy on emotion and only later justify with logic. It may take lots of emotion to win the sale... but only a small amount of back up to justify it.
2. **Increase the intensity of your emotional copy to a feverish pitch.** Don't hold back. Lay it on the line for maximum impact. You want to be absolutely certain that the emotional appeal has done its job.
3. **The more genuine your enthusiasm – the more likely it is that you'll influence prospects with your words.** Prospect's have an innate ability to sniff out the artificial. They don't buy it. Sincerity comes from the heart. If it's not sincere -- it's perceived as hype.
4. **Appeal to the 'greed gland' whenever possible.** This isn't just a business opportunity appeal that works, most like to get as much in their basket for as little cash outlay as possible. The magic of a strong offer is its appeal to the greed gland. The more you can bundle into your package, the more likely it is you'll overcome fear and inertia and get the sale.
5. **Organize your information for maximum emotional appeal.** Gather all the facts, figures, data, experiences, and customer stories and arrange them to fit the existing "wants" of your market.
6. **Make visiting your site a pleasurable experience for everyone.** Allow every prospect to feel your enthusiasm and eagerness to serve. Make it so they not only satisfy their hunger and get the benefit of your product when they buy... but that they also feel great about the overall experience

"You see with your eyes. You hear with your ears. But you listen with your emotions."

Bob Proctor