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The opinions expressed by the participants of the entrepreneurs are their own. Want to really impress your prospect and give it sales materials that will make him want to order now? Follow these five important sales secrets from Bob Bligh, an independent copywriter and consultant in Dumont, New Jersey, who specializes in business business and direct response marketing. He is the author of more than 30 books, including the Copywriter's Handbook (Henry Holt and Co., \$13.95, 800-288-2131).1. Focus your material on a specific audience. Nowadays, it is impossible to understand and meet the needs of every potential customer. Show that you are a specialist, Bligh urges. You have an advantage in selling and come across as believable when your sales materials are tightly targeted at a specific audience, he explains. Let's say you offer accounting services to advertising agencies, not just accounting services. 2. Use reviews. People may not believe that your product or service can do what you say it will. You can overcome this disbelief by having a past or present customer praise you and your company. Reviews are usually written in the client's own words, surrounded by quotes, and attributed to the person. They can be used in sales letters, brochures and advertisements. Write from a customer's point of view. Start your copy with something that deals with the perspective Bligh offers, and what most people are interested in themselves. If an insurance agency wants to introduce its new employee health program for small business owners, it may be tempting to learn the obvious using the phrase: Introducing our Guarda-Health Employee Benefit Plan. The agency will get better results if it has written something that is directly interested in the prospect: Is the skyrocketing cost of insurance premiums threatening to put your company out of business? As Bligh explains, this is something that business owners who provide benefits to their employees can relate to. Use questions. A great way to attract your perspective is to ask questions in the headlines of your sales literature. Every car wash owner should know these seven secrets of business success. Don't you? Or: Why didn't the owners of the satellite dishes report these facts? 5. Turn the negative into a positive. If you are new in business and have not sold many products or registered many customers for your services, do not despair. You can phrase your situation this way: No widget buyer in a thousand has ever experienced the benefits of this new XY widget design. January 13, 2016 8 min read This story originally appeared on KISSmetrics Copywriting sometimes feels like one of those elusive skills that only the best of the best professionals really They know how and what to write to increase conversions, and it seems the magic wand they wave words and turn into gold. But it wouldn't be If you have some of your best copywriting hacks your sleeve? Guess what? You can. In this post, we'll look at 7 psychology-based copywriting hacks that can get much closer to having a copywriting wand of their own.1 Illusory TruthThe illusory effect of truth helps our brain make decisions throughout the day by acting as a shortcut to the decision-making process so that our brains don't get overwhelmed. This psychological tactic gives weight to the concepts and ideas we hear over and over again. So repetitive ideas are more precision, more truth. Researchers conducted a survey that asked participants to rate how much they trusted the statement. Some statements were repeated several times, while others were made only once. The study found that people consistently rated repeated statements as more credible compared to statements that were not. In another study conducted by Hascher, Goldstein and Toppino, participants saw 60 applications per session during which 20 applications were repeated. These participants then rated their confidence in each statement on a scale of 1-7, with one being the lowest level of trust and 7 being the highest. Again, repeated statements have been rated as more credible. Image SourceThe takeaway: You know Dale Carnegie's old saying: Tell the audience what you're going to say, say it; then tell them what you said. In your copy, repeat the statements you most want your audience to believe and remember.2 RhymingRhyming gives a copy of the fun and quirky air, but who knew it also adds to reality? This is true: a 2000 study conducted by McGlone and Tofighbakhsh at Lafayette College noted that poetic form influences people's perception of accuracy, particularly in relation to human behavior. Here's an example: When they tested the phrase What Sobriety Heals, Alcohol Shows Compared To What Sobriety Hides, Alcohol Exposes, a rhyming version takes a more accurate than non-rhyming version. Psychologists noted that their findings showed rhyme allowed statements to be processed more freely in the human brain, which is sometimes perceived as truthfulness. See how Jaguar used this tactic in its 1962 ad: Image SourceThe takeaway: The Brain readily handles rhymed words and phrases, which sometimes means we view them as more truthful or accurate. Using rhymes in your copy adds a bit of eccentricity to your writing voice, and can also make your claims more valid.3 Serial positioningNance that online readers scan the text instead of consuming it word for word, we often use bullet points, paragraphs and lists to make content more expendable. But where the information is in this format is something to consider. Psychologists, studying the effect of a consistent position, found that when participants hear a list of words Remember them immediately, they have higher accuracy with words at the beginning and end of the series compared to those mid-list. This is known as primacy (for the first few words) and decency (for words at the end of the list.) Image SourceThe Takeaway: When writing a copy, place the ideas that you care most about when remembering the reader at the beginning and end of the piece. In the context of email, this means that your line opening and closing lines are the two most valuable parts of real estate. JustificationA's well-known study from 1978 illustrates the effect of using excuses, maybe you've heard of it? This is a study of the Xerox line. In the experiment, people waiting in line to use the machine are being studied as they react to people being asked to cross the line. Those who want to skip the line asked three different ways:1. Sorry, I have five pages. Can I use the Xerox machine because I'm in a hurry? 2. Sorry, I have five pages. Can I use the Xerox machine? 3. Sorry, I have five pages. Can I use the Xerox machine because I have to make copies? For those who #1, or because I'm in a hurry? 94% of people agreed to allow them to do so. At the same time, 93% allowed a person to pass with the answer #3, which seemingly has no good reason. By comparison, however, only 60% agreed to answer #2, which had no word because. Researchers like Ellen Langer of Harvard believe this is due to meaninglessness, which encourages internal scenarios that guide our actions and responses to different scenarios. It's a kind of autopilot mode that our brains use to make decisions in social contexts, perhaps as an evolutionary survival tool. When we hear a trigger word, both because, it helps us assign credit, blame or reason and then respond accordingly (even if the reason isn't all that really.) Takeaway: Because it's a powerful word. When writing a compelling copy, turn on because to reinforce that you have a good reason for your request, whether it's to subscribe to a free trial, download a template, fill out a form, etc. 5. But you are freeReminding your readers that they have the freedom to choose is another strategy based on psychology that has proven to be powerful with compelling credentials. But you are free (BYAF) clearly reminds the reader he or she can refuse the request. Christopher Carpenter of Western Illinois University conducted a worldwide meta-analysis on the subject, which examined 42 different BYAF studies with more than 22,000 participants. His findings were dramatic: BYAF doubled its success rate for compliance when working with participants in the context of non-sales. Let me repeat that. It has been studied 22,000 people, and when BYAF was used, the conversion rate doubled. Doubled! Magic words, don't you think? So, for example: Let's say you spend Shooting. You can use BYAF by writing something like: We'd be honored if you share your ideas about our 2015 homeowners survey, but you can pass the opportunity as well. Takeaway: Remind your readers that they have the freedom to make choices, no one forces them to act. It's a simple reminder that goes a long, long way.6 Use your P.S. LineRemember, as we have talked about primate and decency before? Well, using the P.S. line in your copy is another way you can use this decency effect. Because it's literally a post-script, this last message the reader sees upon reaching the bottom of the page, so we know it will stand out. Fundraising organizations have been using P.S. tactics for years. But why? Ray Jutkins, direct copywriter for the Mail, noted that 79% of donors and prospects who open direct mail read the postscript first. This P.S. line includes an appropriate CTA and encourages the reader to respond or offer feedback in a different way, showing the company values the opinions of its users. It seems we have come to understand the P.S. line as the most important or important part of the long form of content, so the P.S. line is the place where you have to put your main call to action. For many, this is the first (or only) place the eye goes when reading. Takeaway: When writing a long form of content (such as email, blog posts, direct mail, etc.) use the P.S. line to strengthen your core CTA.7. Textural AdjectivesCrish Satian of Emory University have done several studies on how textural adjectives activate the brain in a unique way. He found that using textural metaphors - things like having a rough day? against having a bad day? Activated sensory areas of the brain in very different ways.fMRI data collected from those who were surveyed showed that activity jumped into the somatosensory cortex when the textural metaphor was used, but was quiet when the literal value was used in their place. There is still research to be done on how this brain activity is directly related to belief, but increased brain activity has been linked to memory and increased recall. Takeaway: Your copy should use textural adjectives well instead of widely used conversations. Think about how you can surprise your readers by inserting a texture-based word where they expect a softer, less substitute texture. By using research for smarter, more effective CopyThanks to psychology-based studies of each of these 7 copywriting hacks taps, you can create a more effective, conversion-oriented copy. Don't reinvent the wheel - look at the studies that have already shed light on what works as well there is no persuasion, memory, and transformation. Who knows? You may find that doing something as simple as inserting a single word will dramatically increase the success of your written content. Content. 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