

Special FREE Report on Order Button Triggers, by Michael Nicholas



\* This is an exclusive **Special Report** by Michael Nicholas \*

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## Foreword

By Jimmy D. Brown  
<http://www.123WebMarketing.com>

What makes someone buy?

The best way to get someone to buy from you is to learn what it is that makes them buy. This incredible truth is embodied in this course and in its remarkable author. It is a privilege for me to write the introduction for my friend Michael Nicholas. I have tremendous admiration for his determination to develop this project, and for the content that he has compiled into this manual.

What makes someone buy?

Michael Nicholas has created one of the finest training tutorials available anywhere on the psychology of getting folks to buy on the Internet, filled with numerous case study examples that perfectly illustrate the principles in which he and his celebrated panel are sharing.

What makes someone buy?

Every business webpage has one goal in mind: to get the sale. The purpose is simple: to get visitors to click on your order button and purchase your materials. And ***Order Button Triggers*** carefully, clearly and comprehensively shares every nugget of information so you can do precisely just that.

What makes someone buy?

As you read this book you will find dozens of ideas, references, resources, illustrations and details that delve deep into the mind of man, exploring why people respond to certain offers and walk away from others. You'll discover exactly why some sites get the sale and other sites fold because no one responds with an order.

What makes someone buy?

Nicholas clearly identifies, teaches and expounds upon the strategies the most successful web marketers in the world use to create an avalanche of orders that come in like clockwork. Every psychological motivator is revealed, every mental trigger uncovered in this masterful weaving of content and case study. One part powerful advice and one part

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practical application, *Order Button Triggers* provides simple solutions for anyone wanting to make more money from their website.

What makes someone buy?

Nicholas will show you. Follow his lead and he will take you to that rare and virtually uninhabited place where only a select few have arrived...that place where dreaming about success online becomes a reality. You hold in your hands a roadmap that systematically reveals how to get visitors to click on the order button at your site.

What makes someone buy?

You will know after you read this book.

Regards,

***Jimmy D. Brown***

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## INTRODUCTION

**W**hether it's an order button, or an order link, it doesn't really matter because it all leads to the same place... an online order!

When it comes to the psychology of what **Order Button Triggers** is all about, I came to realize one important thing that stands out. I think you will agree that this is significant as well...

A computer is a wonderful device being capable of processing zillions of calculations per second. It entertains us with CDs, DVDs and interactive games with stunning sounds and graphics.

It connects us to the internet and is even an incredible workhorse that streamlines many tasks, making impossible jobs easy.

Yes, a computer is all those unbelievable things but focus on this from now on...

-----**It's a Credit Card Terminal!**-----

You may never have thought of it quite that way before, but it's true. Whenever someone makes an online purchase using a credit card, the computer acts as a credit card terminal and takes the order. Think about that!

This means that there is a credit card terminal in any home where there's a PC online. This is mind boggling There are millions of these home-based credit card terminals in-place just about everywhere.

And they are accessible 24 / 7, 365 days per year and are ready to take credit card orders at anytime morning, noon or night!

This has opened the door to not only big businesses, but also, home-based businesses as well... This gives YOU a great opportunity to sell products operating a home business online.

The best part is when your customer clicks the order button and YOU make a sale.

What a terrain this has opened to the online sales community. The door is wide open for online businesses as these home PC credit card terminals are already well positioned.

And, it's a growing market where you can find a niche to market products and start building YOUR own online business.

Internet marketers are offering their products like, downloadable ebooks, software, subscription based sites and even tangible shipped products as well.

They sell directly to their customers. This is direct response marketing at it's absolute best. These new high-tech customers are ready and willing (if the offer is right) to "buy it now!" online!

This really excites me and since you are reading this I'm sure it excites you as well.

You need this information if you want to:

- \* publish or resell ebooks
- \* sell affiliate programs
- \* sell subscription sites
- \* sell software products
- \* sell products through email
- \* pre-sell anything online

So, how do you get your customers to whip out their credit cards and "buy it now" over the internet? What compels them to get into a buying mood where desires and emotions stir up the hot buttons of buying behavior?...

**Triggers!**

That is correct... The word Trigger means to Activate. Here are some other words associated with the word "Trigger"

- \* Generate
- \* Initiate
- \* Motivate
- \* Set In Motion
- \* Set Off
- \* Spark Off
- \* Stimulate
- \* Turn on

You can even feel the force of action within all of these powerful words. Whatever smart marketers do to influence their customers to whip out the credit card and buy online, is powerful marketing!

Of course we're talking only legitimate presentations and offers here. But, by using powerful sales triggers embedded into sales letters, these marketers are leading prospects directly to their order buttons enticing them to buy.

They understand the psychology of what drives people to click the order button and "buy it now" on the internet!

This is the sole purpose of **Order Button Triggers**. We focus in on sales pages that use interactive order button links to generate online sales... delving deep into the psychology behind it all!

I have been so amazed over the nature of this subject that I wrote my ebook, **Order Button Triggers**, based upon it. What I present is a method of how you too can get YOUR order buttons clicking.

In this exclusive report will I also introduce my, **T**trigger **A**ssociation **S**ystem™, (TAS), which will offer you a new way to analyze sales letters like never before...

You'll learn how triggers are strategically embedded within a sales letter leading directly to the order button!

If you are selling a product online now, or plan to... it eventually comes down to one thing... the order button.

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It is truly fascinating what makes people, point, click and buy... This is what **Order Button Triggers** is all about.

In this free report I will reveal some of the inside **elements taken from my ebook which features...**

*"The psychology of what drives people to click the order button and "buy it now" on the internet"!*

Lets move on to some little known secrets of the 'Buyer's Perspective'.

Learn to use this and you'll be that much closer to reaching into the mind-vault of your customers and triggering orders for your own products.

With the 'Buyer's Perspective', you'll know exactly what customers want... then you can sell it to them...

*Continued>>>*

## **THE BUYER'S PERSPECTIVE**

**Put yourself in the buyer's mind... see through their eyes...**

The 'Buyer's Perspective' is the viewpoint of what the prospect feels while evaluating an offer. Why 'Buyer's Perspective'? Because, you will need to get into the buyer's mind to sell to your prospects.

We usually do not focus on our own buying behaviors when we buy. Instead, we focus on the offer. So, while we are not paying attention to our own buying behaviors when buying, we ARE focused on what we want from the offer.

We judge the offer, but overlook what drives our own buying impulses. Thus, many people buy on impulse unaware of what triggers them to buy.

I know myself that this is what happened to me in the buying process a zillion times. When I discovered this, it prompted my own case study of how I buy online.

Many times I was emotionally motivated enough to cut to the chase and "buy it now". But on the other hand, when I felt just "so-so" about an offer, there were no emotions pulling on me... and no order was placed.

So... looking at this in a broad sense ... it was fair to say... Offers with a high emotional appeal stand to get more orders... while offers with low emotional appeal get less orders, or none!

Clearly... the presentation of written sales copy is the motivator here.

When buying online, it's only printed words on a computer screen. But through human emotions, people can clearly become affected and persuaded to pull out their credit card and buy immediately!.

Wow! How powerful is that?

Well... It certainly works on me... I'll admit it. In fact I have bought tons of digital products this way and have spent

more money staring into a computer screen than face to face with a real sales person in the last few years... and I'm not alone!

Here is what I did to study myself while in the "buy it now" mood. Basically, I interrogated my own buying behaviors during evaluations of sales offers.

While in the actual buying process... I asked myself questions that required answers along the way. But what is different about this buying process from how we normally buy?

Notice how I said "interrogated my own buying behaviors"? What we usually do is just the opposite. We interrogate the product and the offer, but not our own buying behaviors.

See the difference? I am pointing out the difference in the buying process of What you buy VS. Why you buy.

When you evaluate the offer, you are focusing on the product offer. When you evaluate yourself in the buying process, you are focusing on real buying behaviors.

And, that's what holds the key to the psychology of what drives people to click the order button and "buy it now" on the internet!

Therefore, it became clear to me that we have to think like our customers with a buyer's perspective to be able to sell.

I knew this because I understood that it would have to be next to impossible to:

(1) get someone to pull their credit card out of their wallet...

(2) place an online order for a product over the internet  
**\*without first knowing what drives them to buy\*...**

This is a fact. Smart marketers know the buyer's mind... and the 'Buyer's Perspective'.

So, when we ourselves buy something (while in the role of a customer) it is very important that we track our feelings on

what drives us to buy? If you want to get on the other side of the sale, you should learn to understand YOUR OWN buying behaviors.

Not to get cosmic on you... but it's kind of an out-of-body buying experience :>)

One where you have to step outside of yourself to see the customer in YOU, *in action*.

Just realizing this is a powerful lesson in itself. I go into a full detail of how to track your own buying behaviors and it is fully covered in my ebook, **Order Button Triggers**.

So, remember to evaluate yourself while in the buying process when ever you buy. You will certainly become a **much better seller for doing so**.

What I will do next is offer you some tips from my **'Buyer's Profile Checklist'...**

## **BUYER'S PROFILE CHECK LIST**

This is my unique step-by-step approach I use to track myself when buying. You can use it too!

Our goal in 'The Buyer's Perspective' is to be able to see both the buyer and seller's perspectives. Seeing both views is where you really can reach into the mind-vault of your customers and drive them to click your order button...

The more you can see through the buyer's eyes while selling your products, the more orders for your products become possible. I created my own 'Buyer's Profile Check List' when

I decided to make some changes by studying my own buying behaviors. I wanted to learn something about the psychology of what drives me to click the order button and "buy it now" on the internet.

I figured, if I could learn what makes me click the order button, it would also reveal why many thousands of other people, also click the order button.

This became my quest and the answers are fulfilled throughout my entire ebook, **Order Button Triggers**.

I encourage you to try to identify with what I will outline here in this excerpt of my 'Buyer's Profile Check List'. Then apply it by reflecting it upon YOUR own prospective customers.

Chances are very good that they also share the same buying behaviors (or similar) that you do. This insight reveals to a seller... what drives customers to buy!

Here are some \*tips\* from my 'Buyer's Profile Check List'.

\* Rewind the buying experience again. Make it a point to save every sales letter page that you buy from. Why? Because that particular selling strategy worked on YOU.

You have the proof right there stored within that sales letter page. It holds the elements that triggered you to buy! These are selling strategies that you can learn from. Please don't overlook this fact...

Look deep into the sales copy and reread it over again, more than once. Keep it as a reference. I'll show you a great way to do this in my ebook, **Order Button Triggers**.

\* Create a folder on your computer and call it something like: 'Sales Letter Savers'. I have done this and saved tons of sales letters that I have bought from.

I can reread them or refer to them at anytime. It's called a 'swipe file' and you should have something like this too. ( All the big sales copy writers have one)

\* Try to recap in your mind what enticed you with enthusiasm from within the sales offer. Discover where your urges to buy on impulse are buried within the sales copy.

\* Try to recognize the sales copy hot spots that sparked you to the point of purchase.

Your subconscious will do a good job at relating all this to you again. In fact, you will most likely discover some hot

spot areas of sales copy (which also sparked you to buy) that you didn't notice the first time while evaluating the offer.

The subconscious is a big mind-sweep that takes in and reacts to more information than you are aware of. This is why the triggers in sales letters work so well.

You'll be surprised at just for the asking of yourself (making a point to actually do this) what will rub-off while learning from your own buying profile. This type of buying behavior tracking will reveal a lot about YOUR own 'buyer's perspective'.

As simple as it may seem, this is the difference in discovering why we buy, as opposed to simply overlooking it and losing this valuable knowledge.

Huge corporations spend millions on finding out what drives people to buy their products using focus groups and marketing surveys etc.

Remember... it's the sales letter reflecting on our emotions that reaches in, touches our hot buttons and triggers us to buy. We don't even see the actual product or service until after we buy.

In fact, we don't even know that we're being triggered to buy... That's the power of a great sales letter!

Once you learn how to analyze sales letters the TAS way, (which I'll give you a lesson on below)...you will begin to see the embedded sales triggers that create the "buy it now" mood that the pros use to get huge orders!

Until I discovered this, I was missing the boat on being in touch with the real underlying motivations that persuade me to buy.

When I began to analyze the process, looking closer, I started to see that certain things triggered me to buy.

But what is it that flips the switch?

I found that we profile many things in the background while evaluating an offer. We make many little decisions along the way that lead up to the BIG, yes or no final decision...

In our next lesson, I will show you how we evaluate offers and make our buying decisions...

In it you will learn about a fundamental model I use as a metaphor to help explain the way we govern our inner decision-making.

This is also closely related to 'The Buyer's Perspective' and reflects on how prospects govern their inner decision-making.

It deals with the balancing scale of acceptance and rejection. When we buy, it assists us in weighing our decisions based on emotions and logic.

### **THE INNER SCORE KEEPING SYSTEM**

Simply put, it's a decision-making mechanism that we all have inside. In the situation where a prospect is evaluating a sales offer, here is an overview of events going on in the prospect's mind.

While responding to the offer, the prospect instinctively invokes an inner score keeping system, which helps in evaluating the offer.

We all have this score keeping system inside of us that we respond with.

The Inner Score Keeping System occurs behind the scenes, as we don't really focus on this inner process. Although it is transparent to us, it's still there.

It deals with the balancing scale of acceptance and rejection. When we buy, it assists us in weighing our decisions based on emotions and logic.

When positive emotions are triggered in a sales offer, they theoretically score acceptance points, which are intended to collectively add-up over rejection. Rejection points always lean toward discouraging the buy.

Thus, in this virtual score-keeping setting, points equal positive or negative measurements of emotions (or logic) in proportion to the sales offer. This inner-judgment that we invisibly process, determines the outcome of the offers we evaluate.

We, as the prospective buyer, keep calculating this inner score in the background. The sales copy attempts to win us over by scoring maximum acceptance points, provoking the action to buy.

You know when you get a gut feeling to buy or not to buy... this is our inner score keeping system I am talking about. It regulates our buying behaviors and helps us make buying decisions.

Thus, when a prospect interfaces with a sales letter offer, it instinctively prompts this decision making process. It all comes down to a final response to the offer.

Ultimately, the prospect will either accept the offer to buy... or reject the offer and leave.

Hence: The Inner Score Keeping System.

The overall message I am suggesting here is to learn to think like a buyer if you want to get on the other side of the sale... the selling side. Of course we all have plenty of practice buying things.

But, since we do not usually think about the buying process when we buy, we miss the boat on knowing what makes us buy.

In other words, when we buy, we are not considering all of the elements that add up to the final buying decision. We just buy or pass on the offer.

However, there is much to be learned from this and thinking like a customer is by far the best way to get into your customer's mind.

It's the best way to get prospects to identify with your offer and feel enticed enough to whip out their credit card and "buy it now".

I knew that would get your attention...

I can guarantee you one thing... every time you buy... you can be sure the marketer knows your buying profile... How do they know it?

In the next lesson, I will introduce the '5 Buyer's Perspectives Filters'.

Good sales copy psyches-out each buying perspective accommodating, contemplating and or compensating for any scenario a buyer could be thinking.

What's so important about this is these are the mind-filters we all use to peer-through, when evaluating an offer.

In my case study, I have broken down the buyer's experience and these 5 filters represent the frame of mind a buyer takes-on in the decision-making stages, which I have categorized.

Hopefully, you can identify with them and draw some parallels, which I believe all buyers share.

In the previous sections we talked about the, 'The Buyer's Perspective, The Buyer's Profile and The Inner Score Keeping System'. The next lesson is directly linked to the, all of them, however, it represents another piece of the puzzle.

Together, it's all part of the buying model as a whole.

If you've ever thought about the motivation it takes to get credit cards jumping out of wallets... here is the process that holds one of the keys to the mind-vault of your customers. It's called ...

## **THE 5 BUYER'S PERSPECTIVE FILTERS**

You have probably heard before how we each see everything through our own set of inner filters. In other words, we each have our own individual way of viewing things.

Our inner filters interpret how we see the world we live in. They influence how we react on many issues in life.

Therefore, when it comes to buying, it's certainly not any different. Here I will present some common ground associations that buyers use to filter offers.

My main focus in introducing these '5 Buyer's Perspective Filters' is to illustrate how a prospect will run a sales offer through the various filters, before making a buying decision.

How important to selling is that?

**VERY!**

Being aware of the '5 Buyer's Perspective Filters' and how they work, will greatly give you an edge on understanding the buying process.

And... knowing the buying process from the buyers perspective will position you to get more orders!

If you are currently marketing products on the internet... or plan to... your success lives or dies on one thing and one thing alone... The order button link!... i.e. how many orders your site pulls in.

But, you've got to drive your customers to your order button with enthusiasm to buy...

Tall order you might say... but this is exactly what my ebook course (which includes top expert interviews) is all about!

In my case study, I have found that when a sales offer aligns with the positive side of my buying perspective, I am more positioned to buy.

I also believe that this represents a common thread among most all buyers. The '5 Buyer's Perspective Filters' guide us through the acceptance and rejection phases of the offer...

Using these 5 mind filters, we evaluate sales offers... or anything that we tie to a value system.

We communicate to ourselves through an inner dialogue that walks us through the whole acceptance / rejection process.

Let me show you each of the basic '5 Buyer's Perspective Filters' that are used to evaluate an offer...

This represents the buying process and will give you a new picture of what's going on in the buyer's mind.

Right here I will show you an overview that will etch an outline of the buying process... as we peer through the customer's point of view.

**Key Point:**

Remember... customers do not evaluate themselves while buying, they only evaluate the offer. Here you are taking a glimpse into that mindset...

A mindset that buyers use second nature, and therefore seeing and learning about these 5 unique 'buyer's filters', allows you a much better selling edge.

The '5 Buyer's Perspective Filters' are the way customers communicate with themselves while making a buying decision.

This is a screening system at work here. It powers gut feelings... to buy - or not to buy.

Here are the '5 Buyer's Perspective Filters' overview...

----- **The Curiosity Filter** -----

This is the first stage encounter with the sales offer. It's where the prospect looks over the offer and will mentally kick the tires to evaluate it.

(Curiosity Filter inner dialogues correspond in ebook)

----- **The Arousal Filter** -----

Sales offers that pass through 'The Curiosity Filter' in a favorable way have caught the prospect's interest. You now have an opportunity to 'arouse' the prospect with further enticements from within your full offer.

(Arousal Filter inner dialogues correspond in ebook)

----- **The Guard Filter** -----

This is the buyer's defense mechanism. Although your offer may have scored some acceptance points along the way, rejection can easily follow any thoughts of skepticism that come into play. Almost every offer must go through the scrutiny of rejection. It is a challenging-factor the mind naturally plays against the offer.

There is a mindset that every prospect carries around that clearly emulates a mentality such as; "I'm not a pushover buyer". 'The Guard Filter' keeps a gate around the prospect's credit card and only if your sales copy thoroughly convinces the prospect, dispelling any objections, will it let down its guard.

(Guard Filter inner dialogues correspond in ebook)

----- **The MOR Filter** -----

(Middle of Road)

Pure indecisiveness... just can't make up their mind to buy or not to buy. Here you have them sitting on the fence and they are most likely gone forever if you lose them here. They need a push. The prospect can fall one way or the other. (MOR Filter inner dialogues correspond in ebook)

----- **The Resolve Filter** -----

The final buying decision is made right here based on acceptance or rejection. One wins-out over the other... In The Resolve Filter, we see the full sum of the buyer's perspective. A buying decision has been made. Either Acceptance wins and they "buy it now"... Or Rejection takes over and the sale is lost.

(Resolve Filter inner dialogues correspond in ebook)

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You can measure these 5 Buyer's Perspective Filters against all of your offers. What it will prepare you to do is forecast the prospect's feelings through each filter.

You can better guide their emotions when keeping these 5 filters in mind. Coming from your selling perspective you can tap into the buyer's perspective to help arrive at a well-rounded selling strategy.

In my ebook, **Order Button Triggers**, there are several correlating inner dialogue scenarios that buyers are known to filter their buying experience through.

Each buying perspective has a set of inner dialogues that you can easily use to detect weak areas of your copy.

How?

Keep in mind your prospects are experiencing mind chatter as they read though your offer ...

You can feed their positive inner dialogues and counter any negative dialogues as well. Therefore. you can adjust your copy to fuel the strengths or overcome any weaknesses foreseeing it in advance.

This is very unique way to look deep into your prospects mind.

Now we'll get into the most important part of the this special report. I want to introduce you to...

## Triggers

Ok, you probably have heard of triggers in relation to sales copy. So what's so different about **Order Button Triggers**?

That's a great question... but lets extend it even further...

Am I claiming that I am the 1<sup>st</sup> or even someone responsible for discovering triggers in relation to marketing?

NO... That's not even close and is not my mission at all.

The best way I can express this is I have made an in-depth observation about triggers in sales copy. To take that further, I have taken my observation and turned it into a system that easily analyzes the triggers in sales copy.

What can you do with it?

Simply put, you can learn the trigger points in top selling sales copy that make people buy. By defining sales triggers, you can then begin to implement them into your own sales offers.

I believe it can cut 2 to 5 years off of your sales copy learning curve.

Sales triggers are extremely transparent and fly under the radar. However, I developed this system because I wanted to know how certain sales letters got me to pull out my credit card and buy, time and time again.

No standard sales copywriting course anywhere was teaching me this.

So I studied that one thing (sales triggers) putting a giant microscope on it. What I came up with is...

## **T**rigger **A**ssociation **S**ystem, (TAS)

In the world of selling, triggers are used as instant thought provokers with a mission. They immediately interrupt the stream of thought redirecting attention and target motivation.

Triggers prompt specific reactions by interjecting "emotional mind bait" into sales offers. This dangles the benefits of a product into the mind's eye of the prospect. Ultimately, triggers suggest an action to buy.

Present in many forms of advertising, triggers can be presented as: printed sales copy, images or audio, as well as taste and scent.

We are subjected to triggers everyday on TV, Radio and even when we walk through retail store aisles and food markets, etc.

However, for the sake of selling products on the internet, I want to direct the subject of "**triggers**" to printed sales copy as in sales letter based websites. This applies to any website that uses sales copy to sell a product or service.

I like to think of them as "**sales triggers**" because that is exactly what they do... trigger sales!

I use the terms interchangeably and for our demonstration either one will get the message across.

The word "trigger" means to activate. In essence, you can think of a sales trigger as a thought-activating mechanism that stimulates emotion and desire.

I want you to see through my virtual microscope on Triggers. We will zoom-in on how they function in a direct relationship to sales letter copy.

We'll take a close look at how the wording in printed sales copy is skillfully woven with sales triggers.

When applied properly, triggers employ a subtle technique that collectively build-up on the prospect's buying behaviors motivating them to buy!

-----  
The Mission of Triggers:

To spark emotions in a chain-reaction targeting the "buy it now" mood.

-----  
Triggers motivate on a deep emotional level. They are embedded within the fragments of sentences and paragraphs in sales letters.

Triggers are not so obvious to the conscious mind while reading a sales letter. Therefore, unless you know what to look for, many of the triggers can easily slip by unnoticed...

But they are not going in one eye... and out the other ;>)

The subconscious mind can see things like a high-speed camera. It picks up stimuli in milliseconds, which your conscious mind cannot easily grasp.

This is how the subconscious deals with triggers. It taps into them eavesdropping taking background notes on what appeals to YOUR desires and interests.

Although triggers have an affect on you, you do not usually see them at face value because they are embedded into the sales copy fragments.

## **THE SECRET OF SALES TRIGGERS**

How would you like to know the "secret hidden" powers of sale triggers ?

Now YOU can drive your customers to click your order button to buy YOUR internet products like crazy!

Sound good?...

Ok... let's get right into it...

Ever wonder why people often read a headline or a few paragraphs of a sales letter and WHAM! they make an immediate decision to buy?

This happens for \$50,000 cars as much as \$27 eBooks

It's NOT an accident.

The best part is that you can quickly learn to use those same powerful sales trigger components like smart marketers and savvy copywriters do.

One way to learn is to do what BIG NAME copywriters do - copy letter after letter, over and over again until you slowly learn the craft - that's the long way.

So, if you have 6 months to a year to seed this process and don't mind the tediousness of hand-copying text, line by line, you'll eventually get it.

**There is a much quicker and easier way...**

Through my study of triggers using my **Trigger Association System**, (TAS)...

I have developed a system that pulls out the EXACT SELLING TRIGGERS from any sales letter in no time flat!

Sales triggers used by the masters become CRYSTAL CLEAR...

Then, you can then implement them into your own sales letters.

This is not a cheap shortcut. Instead, it is a unique technique that really does get right to the point while cutting to the chase. TAS defines the embedded triggers in sales letters.

All I can say is looking at a sale letter before I discovered TAS was daunting to say the least. I just noticed a wall of words that enticed me, but I did not know why or how.

This was very frustrating to me for a long time. Then, I had a break-through when began to notice and study certain things that triggered me to buy...

**T A S** is a system that zeros in on the HOT SPOTS of sales copy...  
It's a way to see what's really there...

Talk is cheap - so let's take a look at how this works for you!

Let's get right into it with one TAS lesson...

Here's a sales letter excerpt from Jeff Smith's InfoProduct Creator - he's achieved conversion rates of between 3% and 10% - excellent results by any standards...

<http://www.orderbuttontriggers.com/infocreator.htm>

Please read it and then see the trigger analysis below.

----- Sales Copy Excerpt -----

**Yes! You can develop your own hot selling information products. In a matter of weeks you could be getting tons of orders for your own products AND get to keep 100% of the profits!**

----- End of Sales Copy Excerpt -----

How many triggers do you see in the above sales copy excerpt?

**Trigger Analysis:** 8 Embedded Triggers

\* The Affirmation Trigger at: opening phrase "Yes! You can develop..." which points directly to you and confirms, this pulls you right into the offer immediately.

\* The Buzzword Trigger at: "hot selling" used to describe and emphasize how well information products sell.

\* The Quick Results Trigger at: "In a matter of weeks" as this suggests a minimum time investment.

\* The Abundance Trigger at: "tons of orders" giving the feeling of making a lot of money by receiving so many orders.

\* The Mind-Movie Trigger also overlaps at: "tons of orders" as it sets-off a visual impression where you can actually see this picture image in your mind.

\* The Possession Trigger at: "develop your own" and also overlaps at: "for your own products AND get to keep"...

\* The Specificity Trigger at: "100%" which signifies a very specific amount in percentage terms.

\* The Enticement Trigger at: "Profits", which makes you feel an incentive because we all want to feel the benefit of making money.

**A Key Point:** TAS Trigger mapping charts.

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**Excerpt of sales letter featuring embedded Triggers at:**

**[www.InfoProductCreator.com](http://www.InfoProductCreator.com)**

Dear Friend:

**Affirmation TRIGGER**

**Buzz Word Phrase TRIGGER**

**Quick Results TRIGGER**

**Yes!** You can develop your own hot selling information products. In a matter of weeks you could be getting **tons of orders** for your own products AND get to keep **100% of the profits!**

**Mind-Movie TRIGGER**

**Possession TRIGGER**

**Specificity TRIGGER**

**Abundance TRIGGER**

**Enticement TRIGGER**

**(You may have to set the zoom to 125% or 140% to view this excerpt better)**

If you have EVER doubted your ability to write incredible, profit-producing, convincing, persuasive sales letters... my TAS Mapping Charts give YOU the insight to pick the hidden strategies that convince customers to click the order button!

How?

By becoming a master at analyzing top selling sales Copy!

Once you work with TAS you'll never look at sales copy quite the same ever again.

A fully dedicated TAS section in my ebook, Order Button Triggers, is 19 pages long in itself. It thoroughly teaches you how to put a microscope on sales letters to lift the blueprint of success.

And you can see it clearly!

Examples like the sales page analysis above come alive with several other visual TAS charts that are included in my ebook. The learning impact of triggers becomes much more vivid, intuitive... and fully in-depth!

Sales Triggers tap your visitors emotions and lead them to the order button like bees to honey - without your readers ever knowing the difference!

And... any one of these triggers can flip the emotional switches that build toward the "buy it now" mood.

See how this works?... and we're just scratching the surface...

**\*\*\*Imagine if you had access to my 100 plus sales triggers\*\*\***

For instance... out of my 100 plus triggers, you can select numerous triggers to add into your own sales copy. This is the great thing about TAS. It gives you so many ideas to work with...

I am sure you can now clearly see how triggers can arouse the buying behaviors and induce the "buy it now" mood I've been talking about so much.

Keep in mind... a normal online sales letter is usually 15 pages long (or more), printed out. You now see how the full effect of a sales letter (that bombards its prospects with tons of these embedded triggers) can put prospects in touch with their buying emotions...

Without a doubt! Notice how powerful this is on just a miniature-scale within just one phrase of trigger laden sales copy.

You can do all kinds of things with triggers but you need to know the basic trigger definitions that I teach in my ebook, **Order Button Triggers**.

Then you can begin reflecting powerful triggers into your own sales copy right away.

This is a much different approach to revealing the sales copy elements than you have seen of before. **Order Button Triggers** shows you what's really underneath successful selling sales letters.

You'll have all of these at your fingertips. Now you can spur ideas with killer selling strategies right into YOUR own sales letters... just like the pros.

Wishing you the best at internet success.

Michael Nicholas, Michael@orderbuttontriggers.com

<http://www.orderbuttontriggers.com>

**Discover What Drives People to Click the Order Button to Buy YOUR Products on the Internet!**

**P.S.** There is so much more I want to show you about sales triggers to help you in your internet marketing. Then, add that knowledge to the 11 top internet marketers that I have interviewed showing you how they get orders and you have an unparalleled strategy to explode your orders for YOUR products.

**Order Button Triggers is 2 books in 1 ...**

It's **198 pages** of solid knowledge - one part interviews and the other part an easy to follow course packaged together into **one powerful ebook!**

Here are some real testimonials to back this up!

This is just a peek...

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"This is a work of genius!  
This is brilliant!"

- Dr. Joe Vitale,

-----  
"What Michael has done is systematically and comprehensively reviewed and exposed what makes people 'click' to buy."

-Yanik Silver,

-----  
Hi Michael:

This looks AWESOME!!!  
It is packed, packed, packed. I am VERY excited about this.  
Job well done, brother!

Frank Garon  
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Special FREE Report on Order Button Triggers, by Michael Nicholas

P.P.S. Plus, I have more interviews that will be added and you'll receive them as a lifetime bonus.

If you do not have a Clickbank account, please sign up for one by clicking this next.

[Get your Clickbank ID easy by signing up here!](#)

Please be sure that you have read our Affiliate Agreement at the following URL.

<http://www.orderbuttontriggers.com/affiliates-agreement.htm>

The full version of **Order Button Triggers** features a superior cast of 11 Top Internet experts that Trigger Massive Orders Online!

Joel Christopher  
Jim Edwards  
Frank Garon  
Chuck McCullough  
Jonathan Mizel  
Jason Potash  
Neil Shearing  
Yanik Silver  
Jeff Smith  
Joe Vitale &  
Damon G. Zahariades

Their formulas are already working selling thousands of products online now!

Let them show you how they do it!

Your Sales Copy IS your Wallet! ... ( Never forget that )

And Order Button Triggers improves your sales copy focusing on triggers to give you a powerful selling edge!

You can use Order Button Triggers in many ways like: writing sales letter copy, in writing classified ads, solo ads, pre-selling affiliate products, putting together emails that sell, etc!

Special FREE Report on Order Button Triggers, by Michael Nicholas

To put your customers in the "Buy It Now" mood ...

Go to: <http://www//orderbuttontriggers.com>

Learn to turn your website into a credit card order machine so you can keep the orders coming in!

**To receive your own free brandable copy of this article to give away and make money...**

**[click here now!](#)**

If you want to make your own Viral Pdf Documents

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**[Make Sales from the Visitors Leaving Your Site, and Earn Juicy Commissions, FOR FREE - And it only takes 7 minutes!"](#)**

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