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Persuasion Tactics

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- 1. Pandora Effect**
Keep viewer engaged by constantly changing music and visuals to match the mood of the story.
- 2. Confident Assumption**
Always assume the viewer will take the specified action. Never ask for action, always tell them to take action. Use “when” instead of “if.”
- 3. The Big Picture Theory**
Determine your viewer’s “Big Picture” goal and deepest most rooted desires and associate that with the end result of your product or service.
Use a subliminal association (i.e. beach=freedom) to connect the viewer’s goal with the outcome of your product or service.
- 4. 3’s a Crowd Theory**
1 person may be crazy, 2 people may be nuts, 3 people may be on to something.
Always have a crowd of at least three people behind any claims
- 5. Silverback Gorilla Technique**
Open your video strong out of the gate with bold claims of proof, or a shock factor.
- 6. Sell the Freebie**
Teach viewers something, sell them on the free stuff working, then introduce the paid/better version.
- 7. Objection Knockout**
Address the objections and shoot them down one at a time.
Identify the top 5 or 6 possible objections (i.e. price) and defeat the objections.
Example: Price is too high – Yes, price may seem high, but you’d be wrong... consider what your cost will be if you keep doing what you’re doing.
- 8. Avatar Mirroring Effect**
Identify your ideal customer and use images of that person to tell the story within your sales message. Viewer will identify with the visual “mirror” of themselves.
- 9. Picasso Marketing**
Use the power of images/video to engineer desired emotions in your viewers mind to help move them towards the desired action.
- 10. Borrowed Authority**
Borrow proof of results from larger/more successful figures
Use stats and results “borrowed” from similar products or services. Use the borrowed authority to position product accordingly.



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11. The Story Teller

Weave someone else's story into your sales message and present it from the point of view of "the messenger."

Telling the story from someone else's point of view removes the "sales person" from the story and creates a more immediate level of trust.

12. The Hidden Exercise Bike

Take away the responsibility to take action now and don't make them face the fact they aren't taking action.

Don't constantly remind to take action

After the sale, don't check up to see if results are being achieved. This will only serve to remind customer that they are not reaching their goal.

13. The Unique Mechanism

The special ingredient/feature/element that produces the desired end result. Find a way to position product/service in a way that makes it different from the competition.

14. Stacking the Cool

The repeated revealing of unexpected added value. Introduction of bonuses. Introduce additional bonuses as the pitch proceeds.

15. Black & White = Pain

Use color (and lack of color) to portray before and after feelings and results

B/W connotes "pain" or problem. Color connotes "results" or solution to problem.

Color adds excitement, B/W reduces energy.

16. Positive Label Assumption

Give them a positive label and tie this in to your call to action.

When the viewer is labeled in a certain way (i.e. action taker or winner), they will be more likely to act according to their label. People will unconsciously adapt and behave in the way they are labeled.

17. The Reciprocator

Give and they will want to return the favor.

Give away a bunch of value (free stuff) in video, then offer more of the same and ask for the sale. Customer will be more likely to purchase because they will subconsciously want to reciprocate.

18. The Teach & Close

Teach how to do something or solve a problem. Do you want my help with that?