

The
INTENSIFIER
System



OUTSELL YOUR COMPETITION WITH ADVANCED PERSUASION!

The Intensifier System

by

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Introduction

You probably think your sales page is the best sales page ever, right?

Don't worry, there's no crime in thinking that way. Most people think their sales page is the greatest thing since sliced bread. In fact, you may get pretty decent conversion rates from it, so in a way you might be partially right.

But what if you're not? Or what if there was a way to **increase your conversions even further?**

Maybe it sounds impossible, but it's not.

See, most sales pages follow the same basic formula. They've become so tired and stale that the average person has learned to tune them out the same way they tune out television commercials and ad banners online.

Think about the typical sales page. It probably has a big, flashy headline at the top, some decent graphics, maybe an eCover or two, some bullet points, a guarantee, and an order button.

But there's a big problem with that. Most people are using sales pages all wrong. They start out by screaming that the product is the solution to all the prospect's problems, but they haven't identified the problem, yet!

Before you present the solution, it's critical to remind your prospect of his or her problem in order to let them know **why** they need the product!

Let's use weight loss as an example, because it's one of the most common markets online.

Imagine a sales page screaming, "Lose weight fast!"

Okay, that's all well and good, but it doesn't push the right emotional buttons. It doesn't speak to the prospect about the pain they are going through.

Instead, you should be asking questions like:

- Are you sick and tired of being sick and tired?
- Are you embarrassed to be seen in public because of your weight?
- Are you frustrated with clothes shopping because nothing ever seems to fit right or look like it does on the catalog models?
- Do you find yourself out of breath just walking to the mailbox?
- Do you avoid favorite activities like swimming or dancing because you're so self-conscious?

These things remind the prospect not just that they need to lose weight, which they already know, but how very, very badly they want... they need to do it!

And this is what we're going to focus on. We'll take a look at how you can use the evocation of emotional responses to increase your conversions!

Pow! Right In The Kisser!

Evoking an emotional response is relatively simple if you understand your market at all. It's important to get inside the head of your average prospect and really understand what motivates them.



Here are a few examples:

- A golfer might want to improve his swing so he can stop being embarrassed whenever he goes golfing with his friends.
- An overweight person might want to look better in order to attract a mate or feel better so he can do his favorite activities without getting out of breath.
- Someone who is looking to make money quickly is probably afraid they will become homeless or lose their possessions.
- A single person is lonely and feels the pain of that loneliness most at holidays and special occasions or when they see happy couples out together.

Once you're inside the prospect's head, and you know what he feels and why he feels it, you can choose the right intensifier to boost conversions like crazy.

Okay, so what exactly is an intensifier?

An intensifier is something that is placed on a sales page that helps remind the prospect of their pain in order to evoke the emotional response that will lead to a sale.

You ideally want to do this in a lightbox pop up that will appear at the top of the sales page in order to really stand out.

The lightbox pop up contains the following:

- A question that asks them if they have a specific problem. (For example, someone is overweight.)
- Next, it includes a short list of bullets that describes the pain of the problem. (Embarrassment, loneliness, exhaustion, not being able to find clothes that fit, etc.)
- Finally, it lets the prospect know he can find the solution to his problem below.

I know, it sounds a little odd, because the format is very similar to a traditional sales page. (Headline, bullets, solution...) But the pop up aspect really makes a difference, because people pay more attention.

Also, it's important to make sure you turn a need into a want, because a want is always more emotional than a need. How so?

Well, think of a smoker. He knows he should quit smoking. He's seen the warnings. He's heard the news about how many people die every day from smoking related illnesses. His family may have even nagged him to death to quit.

But unless **he** truly **wants** to quit, he won't. Period. No amount of warnings, nagging, begging, pleading, and even threats, or bribes will get him to quit unless he really wants to. Even if he's finally nagged into quitting, he'll likely fail unless he wants it badly enough.

Let's look at exactly why this works:

1. It grabs attention. It gets the prospect to identify himself as a person who has a problem he needs to solve.
2. It turns a need into a want, which increases emotional pull.
3. It makes the prospect realize you understand the problem, which makes them more likely to listen to your solution. Thus, they are more likely to read your sales page and purchase the product.

Intensifiers are tailor made for sales pages, but you can also use them effectively on many other pages:

- You can use them on squeeze pages to encourage opt-ins.
- You can put them on blogs to engage readers.

- You can put them on pre-launch pages to stir excitement.
- You can put them over videos to increase views.
- You can put them in emails to engage readers, but you obviously won't be able to use the standard lightbox pop up. It could be an image at the top.

They'll work nearly anywhere you'd like to increase responsiveness.

Now let's move onto the next section, where you'll learn how to push exactly the right emotional buttons with your prospects!

Getting Into Your Prospect's Head



Intensifiers are practically useless, as is any type of sales page or squeeze page, if you don't understand your market fully. You need to be inside the mind of your average prospect in order to understand how to push the right emotional buttons.

You must learn as much as you can about your prospects. Never, ever make assumptions, especially if you don't understand the market on a personal level. (You shouldn't make assumptions even if you do, because you may not be the "average" prospect in your market.)

You also shouldn't blindly trust that your competitors know the market any better than you do, because it's quite possible they made assumptions themselves!

So let's take a look at a few ways you can get to know your market.

Studying Your Market

The first thing you need to do is observe your prospects in their natural setting. Jane Goodall was famous for studying primates, particularly silverback gorillas, by becoming one of them. She lived with them, socialized with them, and they took her into their clan as one of them eventually.

This allowed her to really observe their true behavior, because they weren't acting differently because they were afraid of her or curious about her. Once she became one of them, they acted normally around her and she was able to see behaviors other scientists never saw.

I'm not saying you have to go gain weight if you're thin in order to understand the weight loss market, but you can join a weight loss forum and read their posts. Join a Facebook group and see what people are discussing. Attend local meetings if you can find any. Make notes. Find out what problems they have, and what really makes them emotional.

This can work in nearly any market, because most niches have at least a few forums, Facebook groups or other places where people gather. And people naturally talk to each other about their problems, because they know the group understands what they are going through.

In order to really make this effective, you need to join in. You can ask people questions and offer feedback. This is invaluable!

Eavesdropping

If you'd rather not join in, you can still spy on their group. You can easily do this online, because people probably won't even know you're there!

Best of all, you'll be able to read months, even years of archives. These are a wealth of information that will help you improve your sales pages, because you'll be able to spot recurring themes that will help you know which problems are most common.

Look At Reviews

Another great way to find out what people are thinking is to read reviews of your competitors' products. Make noted of what they like and don't like, and make sure you use these to tweak your product as well as your sales page.

Let's say your competitor has a lot of reviews that complain they were hungry constantly. You now know that people struggle to lose weight because they get hungry and end up eating more than they should.

Not only can you tweak your product itself, but you can be sure to use that emotional button in your sales copy.

Please don't trust testimonials on sales pages. They'll either be fake, or they'll pick only the most glowing reviews. Instead, read reviews elsewhere. This is especially helpful if you find reviews on forums that are made by long-term members.

Check Keyword Tools

Keyword tools make it easy to figure out what people are thinking, because when they have a problem they will often go to a search engine and search for something.

You'll get plenty of keywords that aren't particularly helpful like "weight loss" and "how to lose weight". But you'll also find some real gems like "how to lose weight without being hungry" or "how to lose weight in time for prom".

Here are a few keyword tools to try:

>> <http://www.UberSuggest.org> - Free, but slow.

>> <http://www.KeywordEye.com> - Has both free and paid plans.

>> <http://www.MarketSamurai.com> - A paid desktop program.

>> <http://www.WordTracker.com> - Another paid tool.

Surveys

Another way to learn what people are interested in is to ask them, but remember that people will often be telling you what they think you want to hear.

Remember how we talked about Jane Goodall fitting in with the gorillas? They were natural around her because she was one of them. But they behaved differently around humans they didn't know.

Still, surveys can be very useful.

You can use a tool such as:

>> <http://www.SurveyMonkey.com>

Questions to ask might include:

- What products have you used to try to solve your problem?
- What did you like best about these products?
- What did you not like about these products? What did you find lacking?
- What is your biggest problem or frustration?

Once you know what's going on in the prospect's head, you'll be able to start drafting an intensifier.



Creating A Successful Intensifier



Remember, there are three main components of an intensifier:

1. The question at the top
2. The bullet points that detail the problem
3. A statement that lets the prospect know the solution to the problem is found below

Let's take a look at each of these three components separately so you can know exactly how to use each one effectively.

The Question

The question grabs attention. You need to ask the prospect if he has the problem which your product can address.

Here are some examples:

1. Weight loss: Are You Struggling To Lose Weight?
2. Marketing: Are You Tired Of Marketing Strategies That Don't Work?

3. Dog Training: Are You Tired Of Cleaning Up Doggy Accidents?

The Bullet Points

Once you've asked the prospect if he has the problem, it's time to include a list of bullet points, usually five, that outline the main signs of the problem, or the main pain the prospect is feeling.

Here a few weight loss examples:

- You may lose some weight, but it always seems to come back.
- Your clothes don't fit anymore, and it's hard to find new ones that fit properly or look good on you.
- You end up hungry all day.
- You have cravings you struggle to control.
- You can't even stand looking in the mirror.

You want to let your prospect know you really know and understand his problem and what he's going through.

The Solution

Finally, you present the statement about the solution. For example:

"Stop struggling with the weight and take it off permanently! Check out the solution below!"

Intensifying the Intensifier

Now that you know how to get into your prospect's head and create a basic intensifier that will push his emotional buttons, it's time to create it.



Use Pop Up Monkey

Remember, a pop up lightbox is the most effective way **by far** to present an intensifier.

Of course, if you're not a tech wizard, your eyes are probably glazing over right about now. I totally get it.

But with a tool called Pop Up Monkey, you can create extremely effective lightbox pop up intensifiers with no coding knowledge needed!

Turn Needs Into Wants

Remember, unless your prospect wants something badly enough, he isn't going to get it even if he needs it. That even applies to things as critical as food. (Think about people who fast in protest. They need to eat to survive, but they'd rather die than eat because they are demonstrating a point about which they are extremely passionate.)

In order to accomplish this, you need to include three factors in your intensifier:

1. **Relevance** – The intensifier must be relevant to the viewer.
2. **Importance** – The bullet points must let the prospect know the product is important to their happiness.
3. **Urgency** – The prospect must feel the urgent need to take action immediately.

Split Testing

As with any system, it's important to split test your intensifier to boost conversion rates. Split testing is vital to improving conversions for any type of marketing.

You will want to test:

- The question
- The bullet points
- The text below the bullets
- The design elements (colors, graphics, etc.)

Be sure to test each change individually, not all at once! If you test multiple factors at once, you won't be able to figure out what caused the improvement (or made conversions worse!)

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