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## Finding Gold

### How to Influence Your Clients

By Michael Lovas



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In September, a huge uproar erupted about politicians using subliminal advertising. Allegedly, Republican Party created a TV spot that flashed the word "Rats" onto the screen. You can use this controversy to great advantage for your business. And, I'll explain how to do it.

As an ad writer in the early 80s, I launched into learning everything I could about how to use subliminal messages to influence my readers. The problem is, all the research at the time focused on visual perception.

Macabre faces were shown on ice cubes. Sexual images were inserted into cigarette packages. This type of subliminal messages were found in ads. In the academic world, words and geometrical figures were flashed into the eyes of research subjects. Do you use any of those techniques in marketing? Of course not. So, they hold little value for you, right? Still, you can use subliminal in a completely ethical way to get your message to your clients.

What does subliminal influence gain for you? It simply presents you in the most favorable light. If you're like most professionals I've met, that's a huge goal that you may not have been to achieve, yet. However, there is no way you're going to use any subliminal, liminal or superliminal messages to make any client cluck like chicken or do anything they wouldn't already do. That said, if the client possess both the need and want for your service, and the ability to pay your service, well, you might be able to present your written message in such a way as to help her or him to pay more attention to you.

Is that important to you, now?

**Broker.** If you're a broker, do you want more planners or agents reading your letters? Sure. Isn't that how you convince them to consider doing business with you?

**Planner.** If you're a planner, do you want more wealthy people reading letters? Of course you do. Isn't that how you create opportunities for to know and begin to trust you?

So, the question is: how do you construct your message so more people will read more of it? It's taken me about twenty years to learn these techniques. After reading about twenty books and taking hundreds of of training in the fine points of psychological language patterns, it would take me weeks to teach you how to use psychological language patterns like a pro. However, I can give you 3 simple guidelines that will help you enormously:

**1. Build a psychological profile of your best A-level target market.** If I've heard it once, I've heard it a thousand times. "Mike, I've got the right demographics!" While the list you use is certainly important, if you know only the zip code, you actually know nothing about your readers. You discover things like this:

- Are they focused on procedures or alternatives?
- Do they want direction or do they want to set their own standards?
- Do they rely on testimonials?
- Are they information seekers, or do they jump directly into action?
- Should you give general information or specifics?

Once you can answer some of those questions, you'll be able to talk directly to them. And, you'll be able to use language patterns that get their mental filtering system. Some of it may be unconscious, and some may be obviously conscious. But until you know who is receiving your messages, mostly, it will be wasted.

**2. Start with a Truth Frame.** Say three things that are immediately and obviously true. The more those things relate to the reader, the better and more effective they will be. This technique nudges the reader into you. Like a snowball starting to roll down a hill, the Truth Frame begins to build your momentum.

**3. Don't tell them what not to do.** In order to comprehend "negative advice" like "Don't procrastinate," or "Don't drink and drive," or "Stop thinking about sex," the reader first has to access the positive of what you're saying not to do. The "sex" thing is perfect example. In order to thinking about it, you first have to begin thinking about it. So, when you your clients, or your children, to stop doing something, you're actually encouraging them to begin doing it. Duh.

Inside your client's head is a robot. It wants to do good, and it's waiting direction. But it will only accept the direction when it's given in the right language and in the right structure. Your job is to figure out what the appropriate language and structure are. Only then can you actually communicate with it.

When you combine those three guidelines, you will reach more people more effectively. And if you're really lucky, some of them just might cluck

like chickens. But if you don't pay attention to the psychological aspects your marketing and sales communication (subliminal or otherwise), many them will laugh like hyenas!

**About the author.**

*Michael Lovas is the author of two books on applying psychology to marketing and sales: **Face Values - how to read people, adjust your pitch and motivate them in 3 minutes** and **Beyond Wave Marketing - how to add credibility to your relationship marketing program**. He is also the co-author of three up-coming books published by HRD Press on using psychology and motivation in business processes.*

*Michael is a "Business Therapy" consultant and uses advanced language patterns to create "elevator pitches" and Credibility-focused marketing programs.*

*He delivers very entertaining keynotes to: Million Dollar Round Table, Financial Planning Association, NALU/NAHU chapters, International and Productivity Center, American Marketing Association, International Human Resource Information Managers, Society of Certified Senior Advisors and many businesses.*

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*February 3, 2001: See Michael at the "Get to the Future First" conference sponsored by The Wright Company [www.thewrightco.com](http://www.thewrightco.com)*

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