

= Persuasion Tips Newsletter =

By David Barron

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Making a Mind Virus

There is a lot of talk on going around about "memes". These are "mind viruses" that we create as thoughts and mental processes that reinforces themselves.

You don't have to do much searching on the Internet to hear about "viral marketing" which is way of presenting a product or service support and advertise itself as people use it.

Interesting concept when it comes to persuasion, isn't it?

Any expert in persuasion is going to eventually begin to ask themselves "What are the basic characteristics of a mind-virus so that one can be created at will?"

The first step is to provide value **and** be able to show or describe the value as the product is used. This is a natural with persuasion products and can be applied, with a little thought, to just about any product or service.

The second step is add even greater value within the product for promotion of the product.

This type of mind virus is the origin of the MLM. The drawback of an MLM is that it required one-on-one presentations to show the value and that limited the number of people who were willing to get involved.

For the sales person the key to creating a mind virus in your client is the ability to demonstrate value to the client in a way the client understands. This is easier said than done because we tend to assume our values are shared by the client. That is why values elicitation is so vital and why I create the DVD "**Hot Button Persuasion**" It shows exactly how to find the "hot button" of the client and link it to you **and** your product.

If you, as a sales person or persuader, can link those "hot buttons" to talking warmly about your service (and add any other benefit like a referral fee) you have effectively created a self perpetuating mind virus in your client.

The whole key is adding value **and** making that value present for talking about your work.

Pretty cool stuff, huh?

With the introduction of the Internet and search engines mind viruses have exploded.

The best example of that is affiliate programs. An affiliate program allows anyone who likes your product to earn money **just for mentioning it** to others.

I'm no fool, I have an affiliate program and hundreds of people have benefited from it.

To **become an affiliate of mine** go to
<http://www.changework.com/idevaffiliate/signup.php>

I've also benefited from others affiliate programs by just sharing the product with people I know.

The nice part is **everybody wins**.

Now it's time to start to think differently about your persuasion tactics. Here are a few questions you can ask to create the "mind virus" you want in your clients:

- Are you demonstrating your customers values so that they feel good referring you?
- Is your product demonstrating your clients values?
- Have you linked value to your client giving you referrals so that it's not like pulling teeth?

The key, I've found is in giving more value than the money the client is going to pay. That is why persuasion is such vital tool for success.

Warmly,

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