



WARNING! Psychological Triggers Exposed

**How to Get Higher Conversion Rates and Bigger
Sales... Quickly and Easily!**

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Introduction

The one thing that will grab people's attention almost more than anything is some type of warning. We all pay close attention to weather warnings, health warnings, legal warnings, people to people warnings and of course product warnings.

But product warnings don't have to be bad you can warn people about something good too. And warnings don't even have to be about your product they can be about your particular marketing offer.

The purpose of this report is to show you how to use product warnings to gain your prospect's attention or make them at least curious enough to read your promotional offer. And last but not least how to follow-up your product warning with a persuasive reason to purchase your product.

Warning Symbols

One of the first things that will grab your visitor's eyes when they see your sales letter is your graphics.

You can use all kinds of graphics that express that you have a warning about your product or in your sale letter. You could use symbols that are similar to warning signs we see every day in our lives.

1. **Skull And Cross Bones** - a symbol that could mean it might be bad or dangerous for them not to buy your product.
2. **Flammable Flames** - a symbol that may state your product is very hot or your offer is selling fast aka: 'on fire'
3. **Red Circle With A Slash Over Another Black Symbol** - a symbol saying no to this or no to that.
4. **Triangle With An Exclamation Point In It** - a caution symbol that could warn people about a soon-to-come price increase.
5. **Triangle With A Zigzagging Lightning Bolt Shooting Down** - a symbol that could mean your offer is so good it might just 'shock' them.

The common warning colors are red, orange, yellow, white and black. And if you are using audio or video on your web site you can use sirens, flashing red or yellow lights, weather warning beeps, fire scenes, alarm bells, etc.

There are many other examples of warning-related symbols in our everyday lives but these ideas should get you brainstorming.

Warning Words and Phrases

Another way to express your product or offer has a warning is to use warning-related words and phrases on your marketing materials.

Here are some examples:

warning	this may cause...	danger
hazard	think twice before...	may be harmful if...
beware	do not use while...	not (subject) safe
stop	do not use if you...	not safe for use around...
no (subject)	for (subject) use only	remove (subject) before...
caution	this isn't intended for...	warning this contains...
no trespassing	do not use near...	do not attempt to...
wait	please keep out reach of...	viewer discretion is advised
beware of (subject)	fragile: do not...	this may not be suitable for...
word of warning	at your own risk	the side effect are...
read the disclaimer	be careful	could result in serious...
pay attention	important notice	I'm not responsible for...
(subject) alert	consider yourself warned	this is appropriate for...
a fair warning	be aware that...	be forewarned
watch out	red alert	heed my warning
don't (subject) until you	before you go any further...	time out...
take the right precautions...	prepare yourself for...	don't say I didn't warn...
don't try this at home	don't be fooled by...	whatever you do don't...

What to Warn People About

Now that you have a have a better understanding of how warnings can grab people's attention with warning words and symbols you can learn what types of things you can warn people about that will increase your traffic and sales.

Price Warnings

You can warn your prospects about up an upcoming price increase. It could be that the price of your product will go up in so many days or weeks. You could also raise the price of your product per sale or per hour or day like a dime or fire sale. It also could be a warning that your product isn't going to be cheap.

Traffic Warnings

You can warn your prospects that your sale letter is going to get a lot of traffic and it might sell out if they wait too long. It could be that you sent you offer out to your huge list, you recruited over one hundred joint venture partners to promote it; over two thousand people are register for the call but there.

Quantity Warnings

You can warn your prospects about that you having only so many copies of your product available. It could be that you only have 500 copies to begin with and now you are down

to 20 left. Tell them once your product sells out that it might be a long time till you ask your supplier to make some more copies.

Emotional Warnings

You can warn your prospects about the emotions they may experience from buying or not buying your product all.

For example, tell them they may be shocked once they see how well it works or they may regret not buying it because it could cost them a lot of stress in the long run.

Physical Warnings

You can warn your prospects about things they may physically experience as a result of them buying or not buying your product.

For example, tell them they may fall over once they try out your product or they bang their head against the wall because it will cost them more money in the long run.

Disclaimer Warnings

You can warn your prospects of a product or offer disclaimer.

You could say; I reserve the right to end this offer anytime and without warning, they must sign/agree to a Non-Disclosure Agreement before they buy your product, they must

buy at their own risk, this offer may be withdrawn at any time without prior notice, they must agree to only use your product for legal purposes, etc.

Multitasking Warnings

You can warn your prospects that they shouldn't try to do two things at once while using your product or reading your sales letter or it could cause an exaggerated physical or emotional hazard.

It could be:

- Don't drink too much coffee while reading my E-book
- Don't have any distraction while read this ad
- Don't read this sale letter while you have company
- etc.

Owner Warnings

You can warn your prospects that only certain types of people should own your product. You could say this product is only for people who want to succeed.

Another example is, don't buy this product if you are a negative person who wants to stay where you are at.

Sales Letter Warnings

You can warn you prospects what is on your sales letter they are about to click to or see on your web site.

It could be:

- offensive language
- half naked pictures
- the honest
- truth they don't want to hear
- something controversial
- something that is borderline
- illegal
- something that might hurt their feelings
- make them angry
- distributing pictures
- etc.

Preparation Warnings

You can warn your prospects that they may need to prepare them self before they use your product or read your sales letter.

Tell them they may first want to take a few deep breaths, grab a pen and pencil, get a cup of coffee and snack, remove all their distractions etc.

Competition Warnings

You can warn your prospects that they should buy your product before their competition does.

It could be that:

- their friend will have a better car than them
- their industry competition will put them out of business
- their neighbors will have a better looking yard
- they will be left in the dust
- they won't be able to compete with other the runners
- etc.

Another idea is to tell them not to be fooled by your other business competition.

Jealousy Warnings

You can warn your prospects that other people may be jealous of them if they buy your product. It could be they might be wrongly criticized by other people, they may lose a few friends, they may get talked about behind their back, people may point fingers at them, etc.

Addiction Warnings

You can warn your prospects that your product might be addicting. You could compare it to other highly addictive products like gambling, drugs, alcohol, coffee, cigarettes, pop, chocolate, junk food, fast food, etc.

Of course, your product could be addictive because it's so good, works fast or it's easy to use. You can also mention they need to be careful, responsible or don't overuse it so they don't become addicted.

Handling Warnings

You can warn your prospects that they may not be able to handle your product. They may not be able to handle your product because of how powerful it is, the high price, they may not have the stomach for the information that's on your sales letter, they are afraid of success, they may not be able to truth, etc.

Concentration Warnings

You can warn your prospects that they might not being able to concentrate on other things because they will be constantly thinking about your product. They may not be able to work properly because of day dreaming about it or they may not be able to fall asleep because of fantasizing about it.

Side Effect Warnings

You can warn your prospects that your product may cause some exaggerated side effects.

It could be:

- chills
- total happiness
- goose bumps
- eyes popping out
- fever

- shaking
- head spinning
- heart failure
- knees giving out
- shortness of breath
- butterflies in stomach
- etc

Conclusion

People are pounded daily with hundreds if not thousands of advertisements a day. They are on the T.V., radio, Internet, cellphones, phones, offline store signs, newspaper, magazines, e-mails, mail, billboards and even on products they already bought. What makes you think they are going to pick your ad to read?

If your business is going to be able to compete your first priority is to get their attention. Using persuasive product and offer warnings isn't the only ways to do it but it's one of the most effective.