

IF YOU HAVEN'T GOT THIS EBOOK DIRECTLY FROM PSYCHOTACTICS, IT'S AN ILLEGAL COPY

THE
**Brain
Audit
Rip**



The Real Power Behind The Brain Audit

TABLE OF CONTENTS

Introduction	3
Section 1	
How To Audit Your Communication.....	4
Section 2	
Comparing So- So V/S Power Packed Communication.....	5
Goodbye So-So, Hello New & Improved Communication.....	11
Section 3	
Classic Ads That Made Fortunes: And Why.....	22
Section 4	
A final Say.....	26
Section 5	
Other Resources.....	28
About the Author.....	29

When you think about it, this whole concept is crazy! I mean, why should I reveal to you exactly what is working on my site? That's like a magician showing you his tricks. It almost causes you to go, ho hum, I know that trick.

But PsychoTactics is not about keeping you in the dark. It is about educating you, so that you can achieve the same or even better results than I have. Marketing is about knowing how things work at a very primal level. It is not about fancy websites. It is not about gee-whiz software and hardware. It's just simple fundamentals, that you keep repeating, and testing. And the best way to know how something works, is to take it apart.

Why rip things apart?

Ripping things apart gives you a good understanding of structure. If you understand the structure, you understand why things work the way they do. This ebook is meant to reveal just that. In about 3 pages, you'll see potential. In bright neon! You'll see how much you can change on your website, articles, brochures, even sales pitches. This means being ruthless in auditing your communication.

To be ruthless is to have clear goals and objectives, and to not let anything interfere with those objectives. Being ruthless is about being focussed, as it is just a tool to be used. Blaming people for being ruthless, is like accusing them of acting intelligently, it's just a tool to help them and their clients succeed.

Success both online and offline...

Firstly you'll learn that online and offline marketing is fundamentally the same. Right at the start of internet marketing, people were wary about long copy. They were not

sure whether they could apply the same psychological tactics that worked offline, to their website. The truth is you can. There are tiny differences, but fundamentally, it's pretty much the same.

In fact, the wheel has turned so much, that offline marketers in retail outlets, wonder if they can apply PsychoTactics offline. And the answer to that too, is a resounding YES! This is not about male, female, online, offline. It is about the psychology of what makes the brain tick. That's it.

Why you don't have to go through what I have...

In the last year alone, I have spent over \$22,000 in attending workshops, buying books (19 kilos of them), reading about 47 ebooks, and listening to tons of tapes (about 145 to be precise).

You'll be happy to know, you don't have to do the same.

In the ebooks, teleclasses, reports, workshops and other training materials I put out in the next few months, I expect to teach you all you need to learn and more. And like this document, you might find it to be quite the opposite, to what you've been doing so far. It will tantalise, challenge, frustrate and change you-but never bore you. And it will reveal what your brain knows to be true anyway. Listen to it. It speaks softly, but clearly.

And yes, welcome to a brand new PsychoTactics adventure!



P.S. This book has been created in a landscape format. Change your print format if you are printing it out. Also, I've numbered the call outs on the page in a clockwise manner. They are not meant to represent the sequence of the Brain Audit.

HOW TO AUDIT YOUR COMMUNICATION

Branding: This is the most vital part of your communication. Customers need to find familiarity, and nothing makes them more comfortable than seeing a consistent logo. Having said that, this logo needs rework and more definition.

Lesson #1: Don't be caught without a clean, recognisable logo. And keep testing. Your logo might not be the best you can achieve. Everything is psychological, and tiny things like this can send a variety of messages to the customer.

1 →

7 →

Headline or rather deadline. If you don't stomp them on the head with a power packed headline, they're gone. See how the problem makes a big difference? It draws you in, making you read further. Every consequent problem, increases your heart rate and forces you onto the next line. See how far down the line the solutions start trooping in?

6 →

The solution comes in way after the problem has been well ground into the customer's brain. Once you've got their attention, the problem is actually a logical step. If you could see relief on your customer's brain, this would be the point. Most communication, however give solution, solution and more solution. And that's why you don't grab the attention of the brain.

2 →

Problem, Solution, Target audience: When customers comes aboard, they do a brain scan. Is there a problem you can stop them with? You know from reading the Brain Audit, the triggers that pop up when you have the problem, solution and target audience in one line.

If you don't have all of this in one line, you're basically missing out on tripping all the brain triggers. Work hard at getting this right. The brain scans for a few seconds, and this is one of the first thing it looks for-A definition of what the site or your retail outlet is about.

The screenshot shows the PsychoTactics website with the following elements:

- 1:** Points to the PsychoTactics logo and tagline "Unlocking the Mystery of the Business Brain".
- 2:** Points to the navigation menu: free tactics | client results | about us | workshops | products | fun stuff | members | affiliates | links.
- 3:** Points to the main headline: "Are you losing customers because you don't know how the brain works?".
- 4:** Points to the sub-headline: "DON'T MISS THE PsychoTactics™ Newsletter".
- 5:** Points to the testimonial: "I'm waiting for the catch. I've been waiting for weeks. But I'm beginning to conclude that there isn't one. Sean's website continues to provide me with all the valuable insights, and ideas he claims it does. I'm a committed fan." - Rupert Hiller, Advance Communications, Barcelona, Spain.
- 6:** Points to the "What's the catch?" section.
- 7:** Points to the "Why People Subscribed" section.

3 →

If you don't have this either in your store, website or brochure, you might as well close up shop and go home. Being able to speak to existing customers is the key to your success. Existing customers alone will make you the fortune you so deeply desire. This is the key-Find ways to get them to say yes, no matter what.

4 →

Remember risk reversal and testimonials? Both are forms of reducing risk. Testimonials are far more powerful though. They can also be quite colourful. Find a variety of testimonials that express a range of what you can achieve. This way you can reduce risk in terms of quality, speed, reliability etc.

5 →

Can you see the objection? A customer doesn't have to object. It's always sitting there. If you're smart, you'll pick it up quickly, and bring it to the front. Destroy that objection! And if you can, double it up with a testimonial or two. That will put your customers at ease and enable them to step through the Brain Audit

AUDIT YOUR COMMUNICATION...

Your USP (Unique Selling Proposition) or Point of Difference, as you can see, is being hammered home on this page at different angles. The Brand name being PsychoTactics, is the first point that gets your attention. 'Thinking around corners', is something that catches a lot of people's attention. The sum total of this exercise, is to make sure the message, of it being different in some way, goes home.

If your business is exactly like any other business, there is no reason for the customer to choose you. A point of difference, makes their brain justify why it should listen to you.

1

9

Subheads help to get focus and reduce eye strain. A mass of information is useless, as it sends out a busy message to the brain. Make sure your text is well spaced out visually and your subheads act as a suction. Use the power of the Problem even in your subheads for maximum attention.

8

Free is the most powerful word in the world. It also means diddly squat. FREE balances the scales in your favour, but it still needs some substance. In this case, the free document is a very powerful book, endorsed by geniuses of our time. It is not something written by someone on a Sunday afternoon over a beer. Make your customer drool with details on what you're giving free. All free goods must have a value attached to them.

7

The P.S. is a very important tool. People often go from headline to P.S. If you want someone to do something specific (here, I want them to look through the site), do it in the P.S.

6

Too many websites leave the customer hanging. Close the sale! You've led the horse to the water, now make it drink. Don't make it hard for them. The customer wants to be told exactly what to do!

5

Testimonial time again. There's no such thing as too many testimonials. Reduce that risk all the way to zero. There is also the psychological suggestion that there is great depth to the site. Why else would you get a coffee and something to eat? When you suggest and your content reflects that suggestion, it becomes part of your branding in the customer's brain.

2

Here is an important psychological trigger. The power of saying NO to a potential customer. It is quite plainly suggesting that they do not sign up, unless they are quite sure. No one likes to be told that they can't get something. It's reverse psychology. This makes them even more keen to get to the subscribe page. Isn't that cool? They literally want to be part of your business to justify that they are worthy.

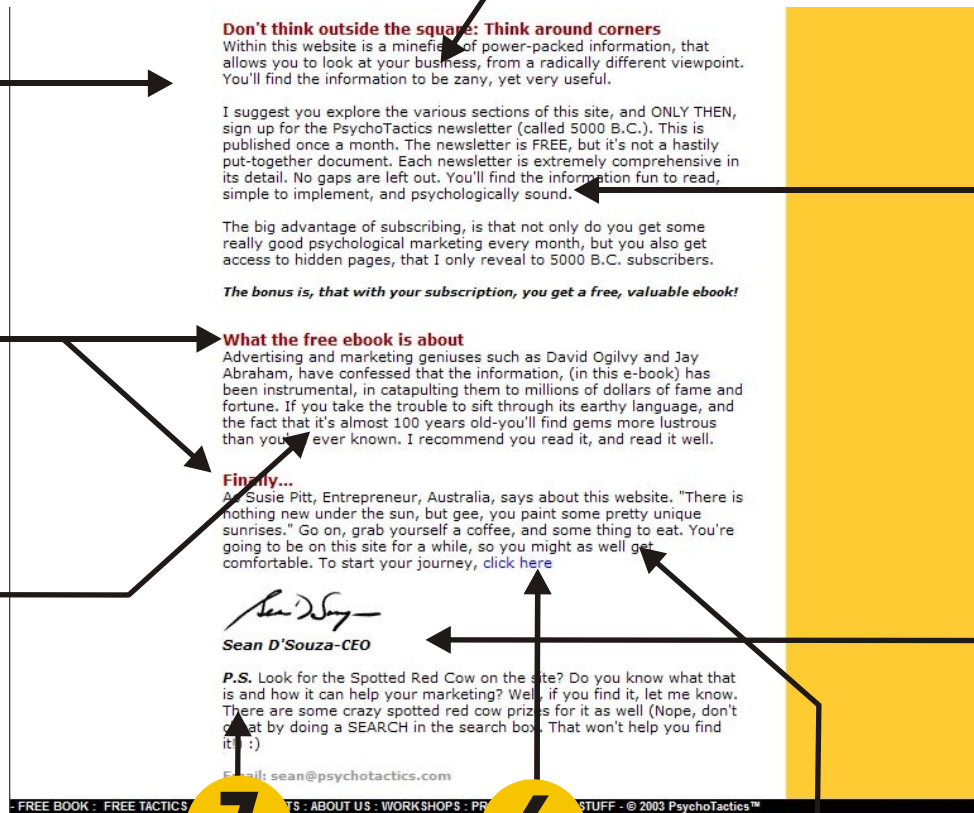
Be sure to tell them WHY they need to get in to your list. Just another freebie isn't of great interest any more. They must feel the pain of missing out (*There's the problem, again*).

3

Again, here are some very important psycho-triggers. Auto suggestion is very powerful. Tell them they will have a good time, they will not be disappointed or how they will find things to be. When selling products, make them feel and touch things that they can't see over a phone or a website.

4

I never did have a signature before. I would hesitate not to have one now. Every legal document requires that you have a signature. This tiny psycho trigger, somehow gives a legit feel to the site. It makes people feel like their dealing with a person rather than a computer.



Don't think outside the square: Think around corners

Within this website is a minefield of power-packed information, that allows you to look at your business, from a radically different viewpoint. You'll find the information to be zany, yet very useful.

I suggest you explore the various sections of this site, and ONLY THEN, sign up for the PsychoTactics newsletter (called 5000 B.C.). This is published once a month. The newsletter is FREE, but it's not a hastily put-together document. Each newsletter is extremely comprehensive in its detail. No gaps are left out. You'll find the information fun to read, simple to implement, and psychologically sound.

The big advantage of subscribing, is that not only do you get some really good psychological marketing every month, but you also get access to hidden pages, that I only reveal to 5000 B.C. subscribers.

The bonus is, that with your subscription, you get a free, valuable ebook!

What the free ebook is about

Advertising and marketing geniuses such as David Ogilvy and Jay Abraham, have confessed that the information, (in this e-book) has been instrumental, in catapulting them to millions of dollars of fame and fortune. If you take the trouble to sift through its earthy language, and the fact that it's almost 100 years old-you'll find gems more lustrous than you've ever known. I recommend you read it, and read it well.

Finally...

As Susie Pitt, Entrepreneur, Australia, says about this website. "There is nothing new under the sun, but gee, you paint some pretty unique sunrises." Go on, grab yourself a coffee, and something to eat. You're going to be on this site for a while, so you might as well get comfortable. To start your journey, [click here](#)



Sean D'Souza-CEO

P.S. Look for the Spotted Red Cow on the site? Do you know what that is and how it can help your marketing? Well, if you find it, let me know. There are some crazy spotted red cow prizes for it as well (Nope, don't get it by doing a SEARCH in the search box. That won't help you find it! :))

Email: sean@psychotactics.com

COMPARING SO-SO V/S POWER PACKED COMMUNICATION

In the pages to come, I will show you just why *solutions* don't work as well as *problems* do. I created this page on my website. It was all solution based. The solution screamed in the headline, the subhead and in the first few paragraphs.

Despite my ranting and raving, I decided to forego the *problem* and stick to just *solutions*.

The page attracted some attention, yes it did. Some customers did buy, but I was quite puzzled that despite a hefty discount, we weren't getting quite the numbers.

So I took a good dose of my own medicine.

I changed the headline to a problem based one. Kaboom! Suddenly, the buyers increased overnight. Mr. Problem was on the job once more and getting in the big bucks!

I was losing sales hand over fist, because I flouted my own rules (yes it happens!). I was so sure that a solution would work better in this case, that I demurred in favour of one.

I've got news for you. It wasn't good enough.

I'd encourage you to push the boundaries. Test problems in your headlines and then test problem headlines against another problem headline. You'll find that even in a scenario like that, you can pull in far more with a tested and proven headline.

And while a great headline is the best tool you can have, the second best tool is the *full story*. The Brain Audit principles were in full flow in the first body copy, but in the second sales copy, the full story came into its own.

I cannot emphasise the power of the Full Story. In 1920, Claude Hopkins wrote in reasonable detail, why you should tell the full story. If you want to read it, Scientific Advertising is available off my site.

The full story means you have to tell the customer everything you possibly can about the product. Give them every chance to buy into you and your product. The more educated they are, the more they are pre-disposed towards you. Most advertising and marketing tends to be brief and to the point. And that's plain folly. But let me not pontificate, when you can see the results for yourself.

Let me leave you to do your own exploring on this heady note...

Would you like to pull 10,000 responses to your advertising or marketing? Do what Merrill Lynch did. They released an ad with 6,540 words on a full page of the New York times. There wasn't even a coupon on the page. You literally had to read through all those words to get to know more about Stocks and Bonds.

Ten thousand people did so.

Think that's worth it?

COMPARING SO-SO V/S POWER PACKED COMMUNICATION

PsychoBranding The Brain Audit

A COMBINATION OF TWO SUPERB PSYCHOLOGICAL e-BOOKS THAT HAVE GOT RAVE REVIEWS WORLDWIDE!

IMPORTANT: This is a limited time offer only! Get 2 E-Books at an amazing price Here's a whopping 25% off the e-books! (That's a whole \$21 off the price!)

I've been inundated with emails asking for both these Psychological ebooks. It's been great to hear this response and as a thank you to Marketing Profs readers, I am giving you the chance to pick up both the **Brain Audit** and **PsychoBranding + 2 Bonuses** for a special price.

Why? Because Marketing Profs has been extremely generous and helpful to me and this is another reason to say thank you by giving this one time offer to you as a reader!

It's not going to be up for long...

Unfortunately, this page will not be up forever. I will remove it at a moment's notice, so you should really read on and decide for yourself..

There are a few months left in this year...

But these months are crucial buying months! Everyone is fighting for the same dollar! You've got to have something that's different. Something that appeals to basic psychology and buying patterns of your customer. These are the months you're also laying the foundations for 2003! If you put in a concentrated effort now, it will pay off both now and next year as well!

See for yourself how others have used it...and loved it!

Don't take my word for it. On the right hand side of this page, you will find some of the reviews and you can see quite simply that the content of these e-books hit a raw nerve.

And these are hardened marketers and advertising gurus. Almost nothing impresses them as they've seen it all. The effect is quite dramatic and you will experience yourself when you buy these e-books! One of our clients purchased these e-books a few days ago and he changed his whole presentation and article based on these ebooks alone. That's how powerful it is!

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Review of the Brain Audit

"I'm still stunned at what The Brain Audit suggests you do with your competitors logo. It will transform your business. My highest recommendation."

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Rave Reviews by advertising and marketing gurus + real businesses:

PsychoBranding The Brain Audit

A Combination of Two Very Powerful Psychological EBooks With Rave Reviews Worldwide: Special Marketing Profs

Have you seen a customer back out of a deal at the very last minute? (Don't you feel like tearing your hair out when they do that?)

Is your next website or business card going to be a huge waste of money? Do you know precise psychological branding triggers to ensure that it never happens?

Do you sometimes wonder why a sure sale falls through the cracks? Don't you feel powerless everytime that happens? You're standing there alongside your customer, you know that your product or service is really good for them. You've done the best to get them to sign on the dotted line and then whammo! It slips out of your reach and you never see it again.

Are you losing tons of potential business because you don't know how the brain works?

Have you ever waited for your bags at the airport? You leave the airport only once you've taken off all the bags from the conveyor belt. Your customer's brain is like a conveyor belt too. If you don't get the bags off that conveyor belt in her brain, they go round and round. Even one 'bag' left behind can stop the sale from going through. So what exactly are those bags?

Do you even know what the 'bags' look like?

The 'bags' are simply the things that stop the customer from buying. You've got to get them off really, really quickly, because if you don't the sale goes down the drain...just like that! But how are you going to take the bags off, if you don't even know what they look like?

Introducing the Brain Audit: A system that's 5000 years old!

If you're looking for something new, you won't find it here. The Brain Audit is based on thousands of years of solid psychology. It shows you exactly how the brain is not random at all. It shows you the 'bags' in the customer's brain. It gives you real examples and systems that show you how the brain responds in sequence to psychological triggers.

Amazingly, it even uses the same words!

Getting this information could get you to control a sales situation like never before. You will be shocked at how simple this is. Frustration is

Reviews for the Brain Audit



Here's what mega marketing and advertising gurus and clients had to say about the Brain Audit and PsychoBranding

"Sean D'Souza is to brains what Barry Bonds is to baseball."

Jay Conrad Levinson
Author, "Guerrilla Marketing" series of books

"Outstanding! I rewrote a sales letter I was working on directly because of the insights in this eye-opening new book. I love it!"

Joe Vitale
President, Hypnotic Marketing, Inc.
#1 Best-Selling Author -

Before we go into the nitty gritty of the page itself, I want you to see these pages side by side with each other. One is totally solution based, full of wonder and good things. Results=Poor. There's also lots of, *what I am doing for you*, on this page (like as if you care!)

Effectively, this page was a dog. It didn't work for us, right from the headline downwards. There was so little 'What's In It For Me' (WIIFM), that it went down the rapids and over the waterfall. Crash!

Remember, that clients decide within the first 50 words, if they need to read more. Make those 50 words really count!

This page didn't fluff around. It went straight for the jugular and, kept the pressure on the whole time. Notice how the solution starts way down, in literally the fourth paragraph. Before that its problems jostling for space.

And by golly, it works. Then the text systematically goes through the Brain Audit, destroying objections, working the target audience and providing megatons of really heavyweight testimonials. Weave your way through the page, and risk reversal slaps you like a ton of bricks.

Deconstruct these pages yourself. Mark out where you see the triggers. That will teach you to spot them by yourself. But for now, let's do the baby steps, before your giant leap for mankind, shall we?

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Rave Reviews by advertising and marketing gurus + real businesses:

Let's start with the Ugly!

COMPARING SO-SO V/S POWER PACKED COMMUNICATION: What's wrong with this page?

1

Way too much solution! Greed doesn't work as well as pain. Greed works AFTER pain has been established. Here's what the customer is saying. "You haven't qualified me, you don't know what I want, so how come you're selling me this stuff?"

On the other hand, a headline, like 'Look inside the brain of your customer' doesn't have quite the same impact as a problem headline. We know, we tested.

Do the same for yours. Keep testing one against the other.

5

Is this a disaster area or what? I actually sent them off to see another part of the site, and then asked them to come back. How weird is that? If you're in the store, does the salesman not get the stuff for you? Or does he send you scampering all around the store? A good salesperson is a pro at keeping people focused. If you send them scampering around, they might just find an exit. Damn, then you've lost them forever!

2

It says, 'I've been inundated, yada, yada, yada...' Well the customer doesn't give a whit about you or me or anyone else. They only care about themselves. That's what makes the whole para a blooming disaster.

Check your material. Are you doing the same? Are you talking about yourself in this nice, pompous manner? If you are, no wonder customers are searching for the nearest exit.

3

First sign of problems, but still no sign of what it's all about. Why should they bother? What difference is it going to make if it's up for the last few months of the year. God! Only testimonials can save this now!

4

Remember risk reversal and testimonials? These are the good guys, and this alone might have been the saving grace on this page. It would have slowed them down, just enough, so that they could start to check what's on this page, if all these guys think it's so great!

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COMPARING SO-SO V/S POWER PACKED COMMUNICATION: What's wrong with this page?

1

Big Mistake! This link was actually telling them to get off this page, go to another page, and then go to yet another page. As if all of that wasn't confusing enough, they had to find this page again. And none of these linked pages, had any way of getting back here. If this text sounds confusing, imagine what a maze the process was.

Don't laugh. I've been doing this for ages, and I still do stupid things like this. An audit is what you really need, because when you're in the thick of things, stupidity happens...

2

Ah, the mistakes flow thick and fast! I then tell them about the bonuses. And don't elaborate on anything! Now, why on earth would you buy something like this, when you have so much left in the dark? The easier thing to do is just give up!

going to these links to get them both together at a special thank you. a one time offer that's not going to last. Once you've read either the Brain Audit or PsychoBranding in isolation, you'll want the other ebook anyway. Here's a chance to get them both together at a special thank you.

Here are the links: 1) [The Brain Audit](#) 2) [PsychoBranding](#)

If you've satisfied yourself about the content of the books, there's something you should know. With this combination of books, you also get two FREE Bonuses! Those bonuses alone are worth the price of the book! From now to Christmas, you can make a killing using these concepts! **It costs less than a fancy meal at a restaurant yet has the potential to propel your business or professional career with this simple, workable knowledge.** ! This is one investment you want to make for yourself and as quickly as possible!

They're also guaranteed! One hundred percent! You don't like it, just ask for your money back. Plain and simple. Ok, here's my offer...



BRAIN AUDIT + BRAIN TRAIN + PSYCHOBRANDING + COMPANION

ALMOST 25% OFF THIS SPLENDID COLLECTION!
SAVE \$25 and get all this information + Bonuses!

Brain Audit	US\$ 37
PsychoBranding.....	US\$ 47
<hr/>	
Total	\$84 (Regular Price)
Plus Bonus#1: Brain Train	
Plus Bonus#2: Branding Companion	

My offer to you:US\$63 (Save 25% That's a saving of \$21)

This was Page 2, of the same sales page. Page 2 of 3.

Rave Reviews by advertising and marketing gurus + real businesses: (Read this before making up your mind)

Click here for reviews by Joe Vitale, David Garfinkel, Jay Rosenberg and others

3

The idiot parade marches on. Again, why bother to check? There's oodles of space in the yellow bar, why not just list it one below the other? All this travelling gives your customer a serious case of jet lag!

4

Finally, some sanity! See the graphics. That gives you a feeling of reality to the customer. They can imagine holding a book like that, even if it's just an ebook. Having four of them in a row, gives a nice touch of colour as well. All psychological, but hey, that's presentation, and it works!

5

This is where the discount should have been all along. After all the selling has been done! After all the questions have been asked. After all the blood pressure has been raised and brought down. This is the point of purchase. This is the tipping point, and finally the discount works here-not at the top.

COMPARING SO-SO V/S POWER PACKED COMMUNICATION: What's wrong with this page?

1

This is quite vital. People often get rejected by one credit card provider and need another provider. If you can be accessible by phone and fax, that's great. I'm not sure many customers would dial long distance to New Zealand, and that's why we don't have those details. Give your customers as many options to buy as possible.

2

Re-state the offer! You don't really know how many people are going, "Um, don't know, I'd like to think about it." Then spell out what's going to happen next. Don't take it for granted, that people will know.

Note: *If by any chance, you are not able to validate your card on ClickBank, please don't tear your hair out in frustration. You can click on the ALTERNATIVE LINK at Paypal (You'll find it right below this -its the PURPLE Buy Now button) and it will process your credit card. This is just a back up system and you can use any of these links with equal results and just as secure transactions.*

BUY NOW **Click on button to buy now! You'll get it right away!**

That's almost 30% off just as a way of saying thanks!
Grab this offer now! Don't hesitate! You'll love these books! To invest in this big bonus saver combination, simply click on the button below. When you click on the link below to buy, you will be taken to ClickBank which is a secure server.

BUY NOW **Click on button to buy now! Don't miss this now!**

Important Usage: What will happen once you click the button.
(You will be taken to a page where you can fill in your credit card or cheque details. This will be verified instantly and you will be sent to a page where you can download the Brain Audit right after your credit card has been verified)

In case you cannot verify your card at CLICKBANK, please click on this link here. It will take you to another page which will allow you to make your purchase.

BUY NOW **Click on button to be taken to an alternative link**

© 2002 PsychoTactics™: Email: sean@psychotactics.com

© 2002 PsychoTactics™

Always close the sale. In fact, close several times. Something this sales page didn't do too much at all.

PsychoBranding The Brain Audit

A Combination of Two Very Powerful Psychological EBooks With Rave Reviews Worldwide: Special Marketing Profs

**Have you seen a customer back out of a deal at the very last minute?
(Don't you feel like tearing your hair out when they do that?)**

Is your next website or business card going to be a huge waste of money? Do you know precise psychological branding triggers to ensure that it never happens?

Do you sometimes wonder why a sure sale falls through the cracks? Don't you feel powerless everytime that happens? You're standing there alongside your customer, you know that your product or service is really good for them. You've done the best to get them to sign on the dotted line and then whammo! It slips out of your reach and you never see it again.

Are you losing tons of potential business because you don't know how the brain works?

Have you ever waited for your bags at the airport? You leave the airport only once you've taken off all the bags from the conveyor belt. Your customer's brain is like a conveyor belt too. If you don't get the bags off that conveyor belt in her brain, they go round and round. Even one 'bag' left behind can stop the sale from going through. So what exactly are those bags?

Do you even know what the 'bags' look like?

The 'bags' are simply the things that stop the customer from buying. You've got to get them off really, really quickly, because if you don't the sale goes down the drain...just like that! But how are you going to take the bags off, if you don't even know what they look like?


Introducing the Brain Audit: A system that's 5000 years old!

If you're looking for something new, you won't find it here. The Brain Audit is based on thousands of years of solid psychology. It shows you exactly how the brain is not random at all. It shows you the 'bags' in the customer's brain. It gives you real examples and systems that show you how the brain responds in sequence to psychological triggers.

Amazingly, it even uses the same words!

Getting this information could get you to control a sales situation like never before. You will be shocked at how simple this is. Frustration is

Reviews for the Brain Audit



Here's what mega marketing and advertising gurus and clients had to say about the Brain Audit and Psycho Branding

"Sean D'Souza is to brains what Barry Bonds is to baseball."

Jay Conrad Levinson
Author, "Guerrilla Marketing" series of books

"Outstanding! I rewrote a sales letter I was working on directly because of the insights in this eye-opening new book. I love it!"

Joe Vitale
President, Hypnotic Marketing, Inc.
#1 Best-Selling Author

And now for the improved...

Since the first part of this tutorial was explained in great detail, I will keep it shorter in the second part. If I think it needs elaboration, I will elaborate. By now, you should be a seasoned spotter of the Brain Audit principles!

GOODBYE SO-SO, HELLO NEW & IMPROVED COMMUNICATION

First up, el problema is right where it should be. The first line, defines what they're looking at (right below PsychoBranding and the Brain Audit). The headline is the trigger point. That's what makes them stop and decide if this problem pertains to them. Notice the tearing of hair? It's interactive and something that actually puts you in that position. It actually makes you feel like you are back to that problematic state.

The problem saga goes on. Questions are quite powerful, because they force the reader to answer it in their brain. It's pretty much like a salesperson asking you a question in the store. Don't underestimate the power of questions and curiosity?

1 Have you seen a customer back out of a deal at the very last minute?
(Don't you feel like tearing your hair out when they do that?)

2 *Is your next website or business card going to be a huge waste of money? Do you know precise psychological branding triggers to ensure that it never happens?*

Do you sometimes wonder why a sure sale falls through the cracks? Don't you feel powerless everytime that happens? You're standing there alongside your customer, you know that your product or service is really good for them. You've done the best to get them to sign on the dotted line and then whammo! It slips out of your reach and you never see it again.

3 *Are you losing tons of potential business because you don't know how the brain works?*

Have you ever waited for your bags at the airport? You leave the airport only once you've taken off all the bags from the conveyor belt. Your customer's brain is like a conveyor belt too. If you don't get the bags off that conveyor belt in her brain, they go round and round. Even one 'bag' left behind can stop the sale from going through. So what exactly are those bags?

4 *Do you even know what the 'bags' look like?*

The 'bags' are simply the things that stop the customer from buying. You've got to get them off really, really quickly, because if you don't the sale goes down the drain...just like that! But how are you going to take the bags off, if you don't even know what they look like?

5 *Introducing the Brain Audit: A system that's 5000 years old!*

If you're looking for something new, you won't find it here. The Brain Audit is based on thousands of years of solid psychology. It shows you exactly how the brain is not random at all. It shows you the 'bags' in the customer's brain. It gives you real examples and systems that show you how the brain responds in sequence to psychological triggers.

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Joe Vitale
President, Hypnotic Marketing, Inc.
#1 Best-Selling Author

Conveyor belts? Bags? What has this to do with the customer? A lot, as this is all curiosity and a story/analogy built into one. It keeps your reader really interested. If you can explain your concept with analogies, then do that. Stories are great too!

This time round the testimonials went on and on and on and on. Pretty much like the Energizer battery. There is no such thing as too many testimonials. .

Here's the objection. And away it goes...like a tennis ball despatched across the net!

GOODBYE SO-SO, HELLO NEW & IMPROVED COMMUNICATION

1

See how you can alternate solution and problem? You can keep going at it, like a ping pong game.

2

See how quickly you can get to closing the sale. This is the first close in the sale. You really don't have to wait to the end to do this. Close early and close repeatedly. By the end, the customer is well tempered to buy from you. Customers like to be sold by a good salesperson.

3

Testimonials galore...

4

Testimonial, again!

5

Closing right after the testimonial. You are telling the customer they should buy and outlining WHY. People need to know the reason why on a consistent basis. Don't assume they know what you know. Spell it out, and remember to use loads of WIIFM (What's in it for me).

Amazingly, it even uses the same words!

Getting this information could get you to control a sales situation like never before. You will be shocked at how simple this is. Frustration is what you will feel when you realise how much money you've left on the table in the past because you ignored this simple, ancient wisdom! Could it really be this simple? Could you literally get inside the customer's brain and get definite results?

The answer is YES! Armed with this knowledge, you will actually see the steps going through the customer's brain and you will be able to pre-empt every single step and counter it, resulting in the sale.

Best of all, you can use the Brain Audit Techniques on your website, business cards, brochures, leaflets-even in your powerpoint presentations and your sales techniques. It is one heck of a power packed toy that will enable you to create and close much bigger chunks of sales.

Don't be a fly on the window!

Have you ever seen a fly against the window? It doesn't lack persistence, in fact it's the most persistent thing you've ever seen. All the time the window right next to it, is wide open. Persistence is not the answer. Thought process is. And here is the opportunity to test out these psychologically fine tuned brain techniques for yourself.

Here is a very special, time-bound offer

This offer is going to be worth every penny that you are going to spend on it. This year, you've got to give yourself the option to go forward like never before. But most importantly, you need to have some really simple guidelines. Stuff you can use on the run. All of us are busy, busy, busy and we don't have the time to mull to three thousand pages to figure out how to improve our business.

You have put so much into such a short document that I am still reeling from the impact.

Jeremy Stanners: Product & Marketing Manager-Marconi (Online) Ltd.

Why you should immediately act on this offer!

I'll give you not one, but three reasons.

Reason 1) Information that you can absorb almost instantly

The Brain Audit and PsychoBranding are extremely simple but sophisticated tools that you can literally start using the very next day.

You'll see for yourself how your brochures, websites, advertising and

**Joe Vitale
President, Hypnotic
Marketing, Inc.
#1 Best-Selling Author -
"Spiritual Marketing"**

"I'm still stunned at what The Brain Audit suggests you do with your competitors logo. It will transform your business. My highest recommendation."

**Kenrick E. Cleveland
www.maxpersuasion.com**

"A wake-up call for relentless positive thinkers with chronically negative bank accounts. If you're wondering why your benefit-driven marketing isn't hitting the mark, Sean knows why and he'll tell you. Then he'll show you what you can do about it so you can be a lot happier and your customers will be a lot happier!"

I know what I just said may sound like a contradiction to you, but, I assure you, it's an ongoing reality. I had to learn the hard way what Sean will teach you easily in this ebook."

**David Garfinkel
Copywriting Genius
and author**

GOODBYE SO-SO, HELLO NEW & IMPROVED COMMUNICATION

1

Reasons give the customer's brain a chance to justify the purchase. You're on your way. Don't pull back now.

2

More proof...Concrete proof.

Reason 1) Information that you can absorb almost instantly
The Brain Audit and PsychoBranding are extremely simple but sophisticated tools that you can literally start using the very next day.

You'll see for yourself how your brochures, websites, advertising and virtually all your advertising starts to pull in results based on these simple tweaks. The biggest lesson you want to learn from last year is that you don't want to repeat the same mistakes.

For this reason and this reason alone, you should do it. For yourself and your business.

Reason 2) You've got nothing to lose!

Only one person has ever asked for their money back. Yes, just one person. I've sold hundreds of these in barely the past three months and a simple reading of this book will open your eyes to what seems to put together that piece of the puzzle you've been missing. You can audit your own communication and see specifically why it's going wrong.

Reason 2a) Rigorous Testing

To put it to the acid test, I even got people such as **Jay Conrad Levinson, Joe Vitale, David Garfinkel, Jay Rosenberg, Kenrick Cleveland** and others to review the books. These people have BIG reputations. They would NOT put their reputations on the line if the information was rubbish or just re-hashed.

Here's what **Jay Conrad Levinson** (Author of the 'Guerrilla Marketing Series that has been a bestseller and been translated into dozens of languages) has to say about the content.

"Sean D'Souza is to brains what Barry Bonds is to baseball."

(Note: Now frankly, I didn't know who Barry Bonds really was because I live half way across the world and baseball isn't top of mind here. But I hear Barry Bonds is baseball's king, hitting more home runs than anybody else in the game and I can guess you can draw the analogy from there).

Reason 3) When I first sold this combination...

..I sold it to my dearest subscribers. Some of them had been with me for over 2 years. I sold it to them for a whopping 35% off the price. When I last made this offer in November I still kept it at a whole 25% off.

Now it's 20% off and still a very, very good deal but it's not going to stay that way for long. Soon it will only be available at **FULL PRICE**. Procrastination will not only cost you in terms of your business profits but it will also cost because this price will go even higher. Why pay more when you can use this information anyway? If you want to take advantage of this offer do it now! [Click here!](#)

Sean will teach you easily in this ebook."

David Garfinkel
Copywriting Genius
and author

"People buy with their eyes. The Brain Audit is a perfect example why. It's charming to look at ... plus it's a great read. Marketers of all ages will be delighted by the writer's keen insight and enchanting case studies."

Jay. S. Rosenberg
President-JSR
Advertising, Chicago

"I loved the content, layout and get-down-to-action approach found in "The Brain Audit". It delivers what it promises - a system to get customer attention! I am recommending this e-book to all my marketing clients as a must read!"

Terri Levine
Author of the
best-selling
book, "Work Yourself
Happy" and
"Coaching For An
Extraordinary Life

Your material is some of the least cliché and most refreshing I've come across in cyberspace.

3

Testimonials again....

4

Testimonial, again!

GOODBYE SO-SO, HELLO NEW & IMPROVED COMMUNICATION

1

More justification, but at this point it's the price of the product versus the loss in business. This is always an important weigh up. Usually, one book like this can give you ideas that will be worth several thousands of dollars if you apply it-if not more. But the brain doesn't know that, unless you tell it.

2

Give testimonials a well rounded variety. This one talks about simplicity and sophistication. Others talk about conciseness, while yet another may talk about another aspect. This gives a all round definition, that encompasses every feature of the product you're selling. This is important, because you don't know what feature your client is buying.

Now it's 20% off and still a very, very good deal but it's not going to stay that way for long. Soon it will only be available at **FULL PRICE**. Procrastination will not only cost you in terms of your business profits but it will also cost because this price will go even higher. Why pay more when you can use this information anyway? If you want to take advantage of this offer do it now! [Click here](#)

The question to ask yourself

Can you recover this amount? Can you not make 5,10 or 100 times the amount you are going to invest? Risk is what makes people wealthier, but here you have an even better option. All the knowledge. NO RISK. How good is that? Do what is best for you and [click here](#).

"I've been in the training business for 25 years and did 500,000 air miles last year alone but I have never seen concepts as elegant as Psychotactics."

Simple is not the word for it. It's easy to follow and apply but extremely sophisticated. It's compelling, powerful and straightforward all at once. If you want to get in the brain of the customer and understand exactly why they do what they do, Psychotactics is exactly what you need."

**Diane Hendrickson-Trainer of trainers
(Including 4 CEOs from Fortune 500 Companies)**

Here's what you get in the PsychoCombo



BRAIN AUDIT + BRAIN TRAIN + PSYCHOBRANDING + COMPANION

This is what you get + these very valuable bonus downloads

[To buy the PsychoCombo now, Click here!](#)

Who has bought this book:

Marketing Managers, copywriters, owners of ad agencies, lawyers, professional trainers, small business owners, real estate agents.

And do you know why it works for all of them? Simply because this information is based on how the human brain functions. It cuts across all boundaries, races and professions without exception. Try it, you'll

Your material is some of the least cliché and most refreshing I've come across in cyberspace.

**Michael Laine
Director,
Business Development
Giant Whale.com**

I found so much information that I was able to put to use literally within minutes.

It's absolutely brilliant, immediately useful, and concise. I love that you've gotten right to the core of things rather than presenting us with yet another huge tome on marketing theory.

**Jenn Weeks
Computer Handy
Ogden, Utah**

Brain Audit is exactly what the name implies. This is the kind of information where as soon as you read it, you know that every word of it is true and it makes you want to slap yourself because it's so simple.

**Bram Smith
Club Midas International**

GOODBYE SO-SO, HELLO NEW & IMPROVED COMMUNICATION

1

This time I got it right. All the content was spelt out in great detail. And see how it spills onto the next page, and the next.

2

Each topic is riddled with questions, problems and solutions. And smart, evocative titles that draw attention

who has bought this book:
Marketing Managers, copywriters, owners of ad agencies, lawyers, professional trainers, small business owners, real estate agents.

And do you know why it works for all of them? Simply because this information is based on how the human brain functions. It cuts across all boundaries, races and professions without exception. Try it, you'll find out for yourself.

Contents of the Brain Audit

Here is the power of the Brain Audit: An ebook you will love!

How the Brain Thinks: Don't wonder what the customer might be thinking. Make this a certainty! Don't leave it to chance and let that customer walk away. You can make them stay and buy!

Is the Brain a Conveyor Belt?: Does the brain actually think in a step by step manner? Would you believe it's not random at all? Here is a tool that allows you harness its predictability and create a system that is virtually fool-proof!

The Hidden Trigger: This one factor will turn everything you've learned on it's head. Readers have changed their business cards, their websites and their whole way of thinking once they learned the extreme power of this simple trigger. You can use it to get results!

The Futility of Solutions: Is your current advertising and marketing not achieving its full potential? Could you be making this one error that 90% of the world makes...and loses out! Don't do this ever again. Learn exactly how you can turn this around in your favour forever.

Your Audio Logo: You've got a logo on your card haven't you? Now is the time to create an audio logo that's so memorable that it will never be forgotten. Even disinterested clients will snap to attention once you use this logo. It's almost hypnotic and is a great way to get instant and permanent attention!

Getting the Customer's Attention: Flag them down, then sell them! But how are you going to do that if you don't even know what gets their attention in the first place? The Brain Audit not only gets their attention but actually gets a response that helps you go ahead with the sale!

Targeting and Testing: How the Brain Audit can help you override the science and help you make your targeting and testing a work of art. This alone will increase your response by about 500% or more. Ignore it and you get zero response or polite smiles.

Closina In For the Kill: If you ignore this part, you lose the sale. How

3

Looks like we finally ran out of testimonials...

Targeting and Testing: How the Brain Audit can help you override the science and help you make your targeting and testing a work of art. This alone will increase your response by about 500% or more. Ignore it and you get zero response or polite smiles.

Closing In For the Kill: If you ignore this part, you lose the sale. How to make your sale almost bullet proof by using this step by step case study and tightening the screws permanently.

Case Studies: How to create a killer case study based on the brain. Here are several case studies that help you create a distinct marketing tool that you can use in any business you start up.

Unique Selling Proposition: You've probably heard about a USP several times before. How do you really know it's a USP? Gurus in marketing have marvelled at how this simple fact bypassed them. You can learn a secret that will make your USP a REAL USP!

Important Usage: How to clearly define where to go from here. The best information in the world is worthless, if you don't get clear, step by step directions. You will not go wrong with the Brain Audit. It will take you on a journey that will save you (and make you) hundreds of dollars of profit in a less than 15 days after reading this e-book.

PsychoBranding: Own Real Estate on your client's brain!

What is the truth behind branding: Why do businesses spend millions on branding only to find that no one knows what they really stand for? Where does branding start and where does it end? Use this information to your advantage while branding

Say 'Volvo' and people say 'Safety': What has Volvo, Mercedes and BMW done that makes them top of mind in the car segment? How can you boil down your brand to one word. And then take on the most difficult task of all...How to get everyone on the planet to say that same word!

Easy? It sure is (if you know how!)

Is your brand ready for an Oscar? Can you see those piercing eyes of Anthony Hopkins as Hannibal Lector? How can you make your brand stand out with the same intensity. Once you know this secret, you can make your brand take centre stage and people will forget what they're doing and sit up and take notice! This is an extremely powerful tool to shake up and wake up even the sleepest of audiences!

Is your VIBGYOR on? American Express could teach you a thing or two about colour. So could Heineken. What do they have that you don't? What is it that you need to know to get instant colour recognition like they do? Find out in this 'colourful' chapter.

1

No horses spared on this page. All the details.
Every one of them. Telling the full story..

GOODBYE SO-SO, HELLO NEW & IMPROVED COMMUNICATION

1

Giving Energizer a run for their money!

Is your VIBGYOR on? American Express could teach you a thing or two about colour. So could Heineken. What do they have that you don't? What is it that you need to know to get instant colour recognition like they do? Find out in this 'colourful' chapter.

Stop stepping in your client's territory! Do you know how many companies end up advertising for their competition? It's blooming scary but it happens all the time! They do the advertising and paradoxically their competition's business grows! Don't make this mistake. Learn how to beat this system with a simple, straightforward analysis chart.

Why the eye gets confused: Ok, so you have a computer. This means you're probably doing what everyone else is doing. Confusing your customer day in and day out.

Here's where the confusion comes to an end. Once you learn this, you'll see confusion everywhere else, but you'll know enough to stop it in our own communication. Guess what? Customers don't want to be confused, they just want to buy! Give them what they want!

Don't Stand So Close to Me: Maybe that's not true. You decide for yourself as participants in our workshops have found to their surprise. Proximity in communication is everything. If you foul up these simple laws of proximity (that any one can learn) you're asking for trouble. Learn how proximity reduces the clutter in your customer's brain and helps her to buy instantly.

Plus two valuable bonus books! Don't miss it. You have nothing to lose! If you don't like it, simply ask for your money back!

Very Important Bonuses for FREE: (Five Bonuses in 2 Books)

Not using these could lose you a lot of money! When you order now, you get these bonuses. Teaching these tools alone costs companies a whole lot of money. I am offering this as an add-on with the Brain Audit, so please take up this offer. Executives in large companies would pay for this bonus alone, let alone the information above.

Bonus #1:(Value \$175) Do you struggle with writing articles? Or business reports? Look at all the pros today. Each of them has articles that bring them publicity and wealth plus a whole lot of credibility. Writing is a tool that will move you and your business very quickly to the top. Here's a step by step way to write a killer article while you are going for your morning walk. This is a lifetime tool! I'd grab it now if I were you!

Bonus #2:(Value \$75) Even the tiniest presentation you make is at least worth \$500. A good presentation could be worth millions! Here is a tool so powerful to make a presentation, that you will never moan and

2

Mate, this is your cookie factor. You've got to stick all your best stuff in this section. This is what people buy. This is where the greed factor comes in. This is the clinching point. We know this because if we send the product, without the bonuses, customers get mad.

Their entire focus goes away from the product and they become fixated with the bonus. If you don't learn anything in this book, learn this lesson. It will sell more product than anything else. .

GOODBYE SO-SO, HELLO NEW & IMPROVED COMMUNICATION

1

And going, and going, and going....

the top. Here's a step by step way to write a killer article while you are going for your morning walk. This is a lifetime tool! I'd grab it now if I were you!

Bonus #2: (Value \$75) Even the tiniest presentation you make is at least worth \$500. A good presentation could be worth millions! Here is a tool so powerful to make a presentation, that you will never moan and groan when you have to make presentations again. Best of all, it's based on the intricate psychological workings of how the customer thinks. Run these presentations with this fill in the blanks method and the customer is sold! [Check it out for yourself now!](#)

Bonus #3: (Value \$75) How far will words take you? Here are a whole set of ads, editorial pages and stationery that you can see how exactly it is being used. You will know what to look for and how to spot it. Without these real life examples you will struggle!

Bonus #4: (Value \$225) Double Whammy Branding: I stumbled on this one quite by mistake, but this single bonus is worth the price of the book itself. I have managed to get appointments with top CEOs of companies by using this technique. You'll hit your head against the wall for not thinking of this one!

Bonus #5: (Value: Don't really know) I wrote these articles a while ago and people have come back thanking me profusely for this information. However, these articles will make immense sense only after you read the Brain Audit. I have put them in and added some comments (not published before) its a small change, but big on helping you towards greater profits.

Membership and even more bonuses...

Your investment in these two ebooks is Step #1 to be a member of the **5000 B.C Club**. This membership offers you a package of gut spilling information plus tons of discounts, free offers on lots and lots of psychological tactics you will need anyway.

There are two more steps for membership, both of which are relatively simple. It is mandatory to purchase these ebooks to be a member as they form the bedrock of PsychoTactics and I really want you to master these principles. When you purchase this combination, I send you the other two steps and your big bonus (and believe me, this is not some crappy FREE Book, but something you will treasure your whole life) worth \$167 plus the audio (or teleclass as the case may be)

Carpe Diem! Seize the day!

If you've satisfied yourself about the content of the books there's something you should know. **It costs less than a fancy meal at a restaurant yet has the potential to propel your business or professional career with this simple, workable knowledge!** This is one investment you want to make for yourself and as quickly as possible!

2

Once you've made your point and given away till you can give no more, start closing. I know hundreds of salespeople, both online and offline, that **WON'T CLOSE THE SALE.**

C'mon guys, life's too short to not ask for the sale. Learn closing and put it to good use. It's one of the best tools you can have. Get yourself an audio set from Brian Tracy on Closing. It's really good.

See the blue links? They're all closes!

3

The Ben Franklin system of closing. Pitch the pluses versus the minuses and if your product has more pluses in their brain, you win.

1

Risk Reversal. And a crazy one too. The more the customer's risk is reduced, the more inclined they are to buy.

If you've satisfied yourself about the content of the books there's something you should know. **It costs less than a fancy meal at a restaurant yet has the potential to propel your business or professional career with this simple, workable knowledge!** This is one investment you want to make for yourself and as quickly as possible!

They're also guaranteed! One hundred percent! You don't like it, just ask for your money back. For 25 years! Yes I know it sounds incredible but I want you to know that I really stand behind this offer. Ok, here's my offer...

20% OFF THIS SPLENDID COLLECTION!
Get all this information + Bonuses!

Brain Audit\$ 37
PsychoBranding..... \$ 47

Total**\$84** (Regular Price)

My offer to you: For just one week.....**\$67.20 (Save 20%)**

Plus Bonus#1: Brain Train
Plus Bonus#2: Branding Companion

Note: *If by any chance, you are not able to validate your card on ClickBank, please don't tear your hair out in frustration. You can click on the ALTERNATIVE LINK at Paypal (You'll find it right at the bottom of the page) and it will process your credit card. This is just a back up system and you can use any of these links with equal results and just as secure transactions.*

Note 2: The download is instant. You should be directed to a download page right away. If you get directed to another page by chance, please don't panic. Computers take breaks, sometimes. Send me an email, and I will send you an alternate link and you will be able to download your ebooks without a problem.

To buy the PsychoCombo through ClickBank:

BUY NOW

This will give you a whole 20% off your purchase + Get you all the above:i.e. Brain Audit + PsychoBranding +2 Big Bonuses

Important Usaae: What will happen once you click the button.

2

Not much change in this part of the page, so I am going to leave you alone.

GOODBYE SO-SO, HELLO NEW & IMPROVED COMMUNICATION

Brain Audit\$ 37
PsychoBranding..... \$ 47

Total\$84 (Regular Price)

My offer to you: For just one week.....\$67.20 (Save 20%)

Plus Bonus#1: Brain Train
Plus Bonus#2: Branding Companion

Note: If by any chance, you are not able to validate your card on ClickBank, please don't tear your hair out in frustration. You can click on the ALTERNATIVE LINK at Paypal (You'll find it right at the bottom of the page) and it will process your credit card. This is just a back up system and you can use any of these links with equal results and just as secure transactions.

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Important Usage: What will happen once you click the button. (You will be taken to a page where you can fill in your credit card or cheque details. This will be verified instantly and you will be sent to a page where you can download the Brain Audit right after your credit card has been verified)

To buy it through PayPal (Your Books will be sent via email)
In case you cannot verify your card at CLICKBANK, please click on this link here. It will take you to another page which will allow you to make your purchase.

BUY NOW **Click on button to be taken to the PayPal Link**

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There's no such thing as done...

What you just saw was an online demo of what works for PsychoTactics. The principles work just as well offline and in retail. But there's no such thing as done. I've changed this page about fifteen times (or more) since I first put it up. Keep going, keep tweaking and keep testing.

All of these principles, apply in almost any communication you can dream up. You'd never think of using the Brain Audit for the home page, but I did. I've used these concepts in brochures, presentations, meetings with CEO's and even in tiny classifieds.

The concepts are true. It's up to you to prove it to yourself.

You May Be Eating More Salt Than You Should

Nutrition authorities caution against excessive salt intake. But there is an easy and appetizing alternative.

AMERICAN eating patterns are undergoing revolutionary changes. More than ever before, people are consuming more of their meals away from home. The spectacular growth of chain restaurants is testimony to this trend. Between-meal snacking is another current phenomenon as is the popularity of pre-prepared convenience foods. It seems we are eating or snacking all day long, frequently away from home, and often on the run. Many meals are even being consumed in our cars!

The accelerating pace of modern living has certainly changed our eating habits. But it has also brought in its wake an increase in our consumption of sodium chloride, ordinary table salt. Snack foods, convenience foods, foods served in restaurants tend to be heavily seasoned with salt. And salt, that generally harmless, most common of all household staples, may not be medically indicated when consumed in excessive quantities.

What are the possible nutritional pitfalls of salt? The connection between salt intake and hypertension or

high blood pressure, one of the major causes of strokes and coronaries, has been known since the beginning of the century. But there are many other reasons to avoid salt. Excess salt holds fluid in body tissues, and retained fluid may contribute to problems related to overweight. Some doctors advise reduction of salt intake to women suffering excessive discomfort and depression resulting from menstruation. Arthritis sufferers are sometimes advised to reduce sodium intake when undergoing steroid therapy. Of course, no drastic dietary changes should be undertaken without consulting your doctor.

If you want to reduce your intake of salt or if your physician specifically prescribes a low sodium diet, you should know about America's leading salt substitute, Adolph's. This product looks, sprinkles and tastes like salt and has no bitter aftertaste. That's why many doctors have been recommending it to their patients for over 15 years. You can find Adolph's Salt Substitute in the dietetic section of your food store. Available regular or seasoned.

Editorial-style Ads Get High Reading

This page appeared in *Reader's Digest*. It is an ad for Adolph's Salt Substitute. It looks like a magazine article. A split-run test of two mail order ads showed that an ad that looked like a magazine article pulled 81% more orders than the identical copy, set in ad-style. **Caution:** A disadvantage of some editorial-style ads is that people who read only the headline do not receive a sales message because they don't know what product is being advertised.

It may look like editorial, but it's an ad alright! And look at those problems flowing like salt (couldn't resist the pun!)

When *Doctors* "Feel Rotten" — This Is What *They* Do!



ARTIE MCGOVERN
 Formerly Director
 of New York Physical
 Education Board, National
 Institute of Physical
 Education, American
 Association of Physical
 Education, and
 Director of Physical
 Education, New York
 State University at
 Albany.

HOW can many of New York's busiest physicians stand up under their grueling duties? Why are their nerves so steady, their minds so clear after nights of broken sleep and days of fatiguing work?

The answer is simple. They follow rules for health described by Artie McGovern in his new book. Many not only go to McGovern's famous gymnasium in New York, but asked him to become Physical Director of the former New York Physicians' Club.

These doctors are too wise to fall for workouts that leave the "patients" gasping, dizzy, exhausted, the kind of exercise that does more harm than good. And not only doctors have benefited by McGovern's safe, sane methods. Among the nationally known people who have used them are: Grover Whalen, Walter Lippmann, Vincent Richards, Babe Ruth, Gene Sarazen, Rube Goldberg, Frank Sullivan, Paul White-



The exercise shown above, which may be done while you are lying in bed, is one of the best you can do. It is the only kind, and one of the best, of stretching exercises that can be done in bed. It is the only one that can be done in bed. It is the only one that can be done in bed. It is the only one that can be done in bed.

smoking, cocktails, juggle calories or vitamins. He has no pills, track reducing suits, tonics or apparatus to sell you. His famous Method is based upon sound scientific principles, the result of 20 years' experience in planning physical culture programs for people in all walks of life. Thousands have paid up to \$500 for the McGovern course — now so clearly described and illustrated in this great new book, "The Secret of Keeping Fit" — the very same Method relied upon by thousands of doctors and men important in public life.

3 America's Greatest Trainer at Last Reveals His Secret of Keeping Fit!

In his new book Artie McGovern gives you "do-bunked" truth about exercise. He explodes fallacies. He shows you how to increase vigor, feel better, relieve constipation, either lose weight or put on solid pounds — how to get more enjoyment out of life. Your particular problem (depending upon the type of person you are) is treated as such.

Here is a book of unvarnished truth about your body, your health, your living habits. It shows a safe way to control weight (the way doctors and athletes did) how to eliminate nervousness, sleeplessness; how to control constipation without laxatives; how to tone up your entire system, and build reserve vitality to resist sickness. And all with simplicity, yet exercises you can do at home — without apparatus!

Are You Overweight — Run-Down — Constipated?

Do you feel run-down? Are your muscles flabby? Are you overweight or underweight? Do you take laxatives? Do you sleep poorly? Do you wake up tired? If your answer to one or more of these is "Yes" then you owe it to yourself and family to read the McGovern Method. Artie McGovern doesn't make you give up

SEND NO MONEY

TRY THE MCGOVERN METHOD ON THIS 30-DAY DOUBLE GUARANTEE

The McGovern Method has worked for thousands and can therefore be sold on these terms:

1. Send no money with the convenient coupon below. When postman hands you your copy of Artie McGovern's new book, **THE SECRET OF KEEPING FIT**, deposit with him the Special Order price of only \$1.98, plus a few cents postage. If, after five days' reading, you are not convinced that the McGovern Method is just what you need and want — you may return it and your money will be refunded in full.
2. If, after applying for 30 days the principles clearly given in Mr. McGovern's book, you don't feel like a new person, vibrant with glowing health and new-found "zip" — if you aren't thoroughly convinced by actual RESULTS that it is working wonders for YOU — you may return the book for a full refund.

Clip and mail this coupon — without money — NOW! SIMON AND SCHUSTER, Inc., Dept. 1811, 500 Fourth Ave., New York City.

PRICE \$1.98



SIMON AND SCHUSTER, Inc., Dept. 1811
 500 Fourth Ave., New York City

Send for a copy of this McGovern Method book, "The Secret of Keeping Fit," which will be guaranteed to give you the results you want. It is the only book of its kind that can be done in bed. It is the only one that can be done in bed. It is the only one that can be done in bed.

BABE RUTH
 "What the McGovern Method Did for Me"

GENE SARAZEN
 Says

Advertisement

How The Next 90 Days Can Change Your Life

A Warning from The Wall Street Journal

YOU are living in a period of rapid changes. The next 90 days will be filled with opportunities and dangers.

Fortune will smile on some men. Disaster will dog the footsteps of others.

Because the reports in The Wall Street Journal come to you DAILY, you get the fastest possible warning of any new trend that may affect your business and your personal income. You get the facts in time to take whatever steps are needed to protect your interests, or to seize a new profit-making opportunity.

If you think The Wall Street Journal is just for millionaires and heads of large corporations, you are **WRONG!** The Journal is a wonderful aid to salaried men making \$7,500 to \$30,000 a year. It is valuable to owners of small businesses. It is of priceless benefit to young men who want to earn more money.

If you want to seize profit-making opportunities and avoid pitfalls during the next 90 days, you should write today for a three months' sub-

scription to The Wall Street Journal. It may change your life! To assure speedy delivery to you anywhere in the U.S., The Journal is printed daily in eight cities from coast to coast.

The Wall Street Journal is the complete business DAILY. Has largest staff of writers on business and finance. The only business paper served by all three big press associations. It costs \$24 a year, but you can get a Trial Subscription for three months for \$7. Just mail the coupon below with check for \$7. Or tell us to bill you.

.....
The Wall Street Journal
44 Broad St., New York 4, N. Y.

Gentlemen: Please send me The Wall Street Journal for 3 months for \$7.

Check enclosed. Send bill.

Name _____

Address _____

City _____

State _____ RD-5NE6

6 3 0 0 1

36A

Advertisement

I Was Tired of Living on \$8,000 a Year

So I Started Reading The Wall Street Journal

By a Subscriber

I WORK in a large city. Over a period of time I noticed that men who read The Wall Street Journal are better dressed, drive better cars, have better homes and eat in better restaurants.

"I'm tired of living on \$8,000 a year," I said to myself. "I'm going to see if The Wall Street Journal can help ME."

Well, to make a long story short, I tried it and it DID. Since I started reading The Journal, my income has increased from \$8,000 to \$14,000 a year.

But that is only part of the story. The Journal not only tells me how to earn more money — it also tells me how to get more value for the money I spend.

For example, an automotive article in The Journal helped me trade in my old car at the right time. An article on building supplies gave me ideas on remodeling my home and showed me how to save \$900.

Articles on food and clothing point out the things to stock up on

in order to save money. Articles on taxes guide me on what to do to keep my taxes down.

This story is typical. The Journal is a wonderful aid to salaried men making \$7,500 to \$30,000 a year. It is valuable to owners of small business concerns. It can be of priceless benefit to young men.

The Wall Street Journal is the complete business DAILY. Has largest staff of writers on business and finance. The only business paper served by all three big press associations. It costs \$24 a year, but you can get a Trial Subscription for three months for \$7. Just mail the coupon below with check for \$7. Or tell us to bill you.

.....
The Wall Street Journal
44 Broad St., New York 4, N. Y.

Gentlemen: Please send me The Wall Street Journal for 3 months for \$7.

Check enclosed. Send bill.

Name _____

Address _____

City _____

State _____ RD-6NE6

6 3 0 0 1

Every one of these ads, would have most certainly caught your attention. Every one of these have been tried, tested and the returns measured. Unlike the advertising of today, that goes into the great unknown, these ones really had to work hard for their money. And all

of them are winners. See the trend in them? All of them suck you in like a whirlpool and there's no escape. These were written by the great master copywriters. Nothing has changed since then, or since 5000 B.C. for that matter. Proof? It's here for you

Advertisement

Cincinnati Housewife Comes Out of Hiding

Overweight all her life, Frances Schuerman uncovers a beautiful figure and a new lease on life.

EVEN AS A CHILD, Frances Schuerman was plump. At age 18 she tipped the scales at 180!

After her marriage she tried one way after another to reduce, including starvation diets. She only emerged ravenously hungry to eat her way back to the original mark and past it. Strenuous exercises left her exhausted.

Frances had little energy for social activities in those days. Her naturally lively personality seemed

to be hiding in a fortress of pounds.

Then after years of reducing trials and failures she tried the Stauffer Home Reducing Plan.

In a matter of weeks the "real" Frances began to come out of hiding! As her figure grew more attractive, the world around her grew more exciting. She began to take greater part in social activities, to have more fun with her children.

Her proud husband, a successful auto dealer and real estate investor,



WITH THE CINCINNATI skyline in the background, Mel and Frances Schuerman celebrate her new figure and new lease on life by dining at the Terrace Hilton's Gourmet Room.

188

#58001

Ever feel like trading yourself in for a new model?

SOME of us take more care of our cars or TV sets than ourselves. The slightest knock sends us to the service station. A flutter on the screen has us phoning the TV expert.

Doesn't it seem to be common sense to give the same care to our most precious possession of all—our bodies?

Autos, TV sets can be traded in. But you can't trade yourself in for a newer model. You can't buy a new set of nerves, a head or a stomach.

Before you say "Joe should read this," STOP! This message is for YOU! You may be guilty of the same symptoms you see in others . . .

Often, the "knock" you develop—sleeplessness, irritability—may be corrected as simply as turning a screw.

Your doctor would tell you that—for some people—one of the worst offenders against the delicate nervous system is the caffeine in coffee or tea.

The use of this strong stimulant day after day may make you nervous, irritable, hard to live with. However, if you are addicted to this habit, here's what you can do.

Switch from caffeine-heavy drinks to this wonderfully satisfying hot beverage—Instant Postum.

There isn't a taut nerve, a sleepless hour or a headache in it because it doesn't have a speck of caffeine.



And now you can enjoy Postum two ways . . . try the new Imitation Coffee Flavor Instant Postum (red label) or regular Instant Postum (blue label), with a distinctive flavor all its own.

You owe it to yourself and your family to try one of these delicious, caffeine-free drinks for 30 days. Then, if you don't feel better . . . act better . . . look better . . . we'll refund your money! Just send the label from the jar with your name and address to Box 351, Battle Creek, Mich. Offer expires March 1, 1956, so hurry—make your 30-day trial now!



Postum is a registered trade mark of General Foods Corp.

#55001

History will teach you everything. And your brain knows exactly what it wants. Go with it. And go with history. They are both good teachers. I can give you hundreds of examples. And then add a few thousand for good measure! This stuff works, it really does. And I hope this book proves this point to you without any doubt.

May you be a good student. And consequently, a wealthy one too!

I wish you all the success in life. Stick close, and let's fly!

Sean D'Souza

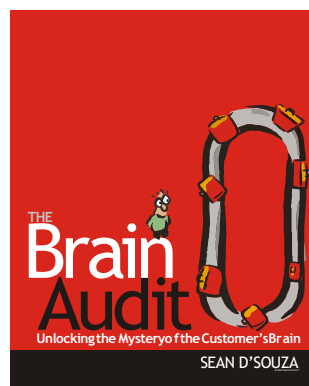
www.psychotactics.com

PS. I know this is a PDF file and you're not supposed to respond to stuff in PDF files. But if you could write to me about how this book helped you or write a testimonial, I would love it. Send me an email at :sean@psychotactics.com

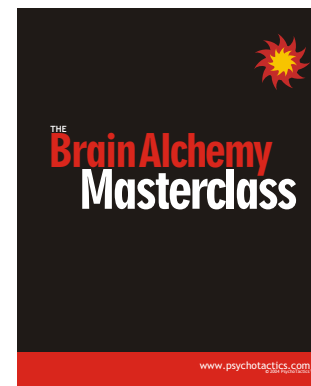
PPS. This book has been checked several times over. However, if you find any typographical errors in this book, please let me know.

Other PsychoTactics Resources

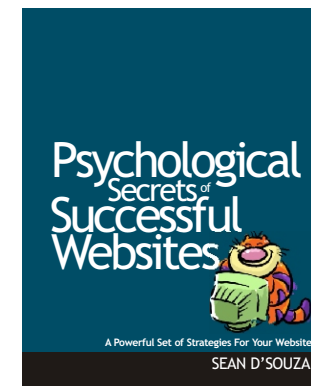
Can you put your business on rocket fuel? Aren't you sick of having to plot your own way through your business? Wouldn't it be simpler just to have someone show you a systematic way to be successful? And without the bother? You can use the expertise of PsychoTactics in a step by step system, that shows you specific methods to grow your business. To learn more go to www.psychotactics.com/products.htm



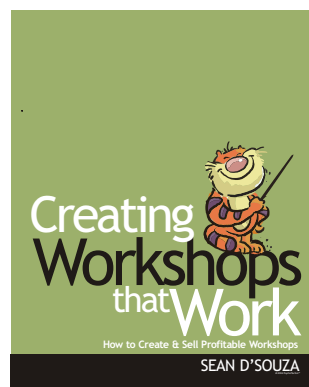
Brain Audit: Understanding Why Customers Say No



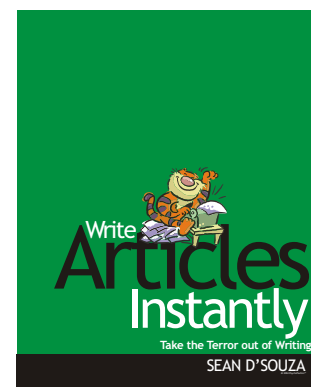
The MasterClass: 3 Days of Intense Business Structure



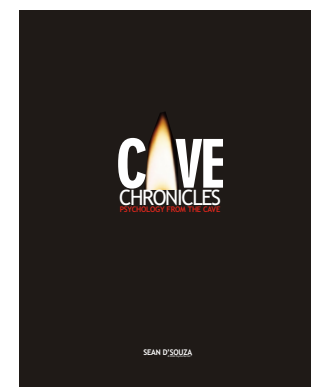
Why Does One Website Succeed? Why does another fail? Find out!



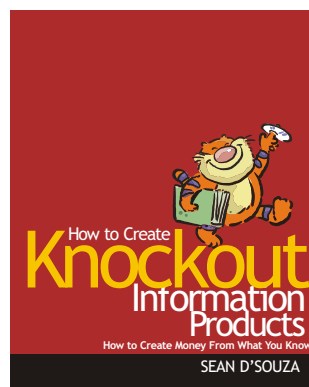
Training is a multi-million dollar business. Are you in it?



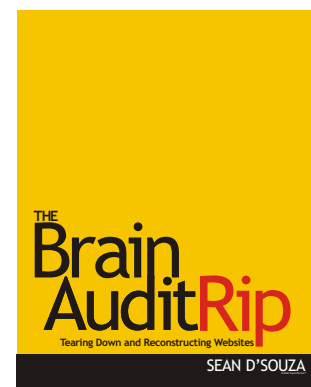
Struggling to write articles that get read? Well, struggle no more!



Every single hidden article ever written on Psychotactics...here!



Can everyone create information product? How to not just create product but sell it as well!



How do you examine structure? You tear it apart! In the Brain Audit Rip, we tear apart stuff!



Persuasion? Is it over-rated? What makes words jump out of a page and get your throat?

Psychology from the Cave: 5000BC

Click on the graphic or go to www.5000bc.com. Learn how the psychology that goes back to the cave, plays a big role with the technology of today.

ABOUT THE AUTHOR

It all started with a guy called **Leo Burnett**

12 years ago, fresh out of college with a degree in accounting (of all things) Sean joined an advertising agency called Leo Burnett.

There he 'met' a man who had spent his lifetime in the hard trenches of communication. Few people made more of an impression on him than Leo Burnett himself. Leo's determination (in the middle of the Great Depression) and his integrity shone through even though he'd been dead for many years. His statement "Reach for the stars. You may not reach them, but you won't come up with a handful of mud either" was one of Sean's driving forces.

From **Copywriting to Cartoons**

This skill of working with one of the best advertising agencies of the world. took Sean on the heady road of copywriting, writing TV commercials (and how to do them in 5 seconds), graphic design, cartoons and web design. The underlying synchronicity was the constant search to find ways to communicate in the simplest, most effective manner.

Are you a **psychologist?**

That's what people often ask Sean. That's a hard question to answer because he tends to read about 100 books or more a year and listen extensively to audio tapes on learning while travelling to and from workshops, conferences and consulting. The knowledge contained in those audio tapes and books, when meshed with his own unique perspective, helps Sean to give readers, workshop participants and clients a unique perspective on business. Psychologist he may not be, but 'psycho' he can be :) {Look for the testimonials on the website!}

Up at **4**

It's a normal working day, when the clock strikes 4 and that's why if you write to Sean, you'll often find answers to your emails at weird hours. It's the best part of the morning and it helps him focus on the nitty gritty of the human brain and why it does what it does. His parents were teachers and they always woke up early and that has stuck. What has also stuck is the ability to pass on that knowledge freely.





Brain Alchemy Press

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PO Box 36461, Northcote, Auckland, New Zealand

Tel: +64 9 449 0009

PsychotacticsTM
Unlocking the Mysteries of the Business Brain