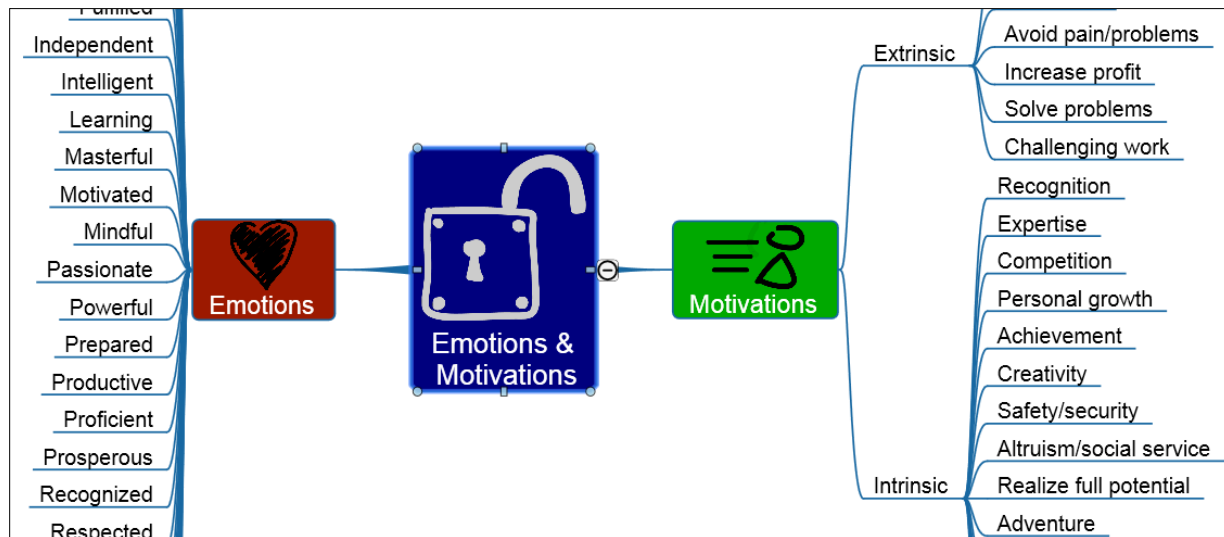


A catalyst for effective sales and marketing messages



One of the biggest marketing challenges today is getting the attention of your target customers, and then motivating them to take desirable action – usually the sale of a product or service to them. The problem is that your prospective customers are bombarded by so many messages they heavily filter incoming messages, and are extremely skeptical about buying anything from unfamiliar organizations.

How do you overcome this and gain the trust of your prospects? How do you make your messages stand out, so they gain the attention of the key people whom you want to influence? Part of that involves a bit of sales psychology: Figuring out what shapes their perceptions and what motivates them to take action.

What motivated me to write this report

Several years ago, I got my hands on Roger C. Parker's awesome tool for writers and content creators, the [Content Catalyst](#). It contains over 400 keywords and content ideas for articles, books, e-books, newsletters, presentations, website content, and website registration

incentives. Each idea is complete with definitions, examples, and applications. If you write a blog or if your job requires you to produce a lot of content, this marvelous book is a must-have. It's a simple but powerful catalyst for generating content ideas, and I highly recommend it.

Roger's highly successful content brainstorming tool has helped me tremendously in generating blog posts and reports. But one area where I sometimes struggle is in creating persuasive sales copy. So I got to thinking:

What if there was an emotion and motivation catalyst?

I envisioned a tool that would help me to deeply understand how my prospective customer thinks, what he or she needs and desires, and how to motivate him or her to buy my products? Instead of being focused on content ideas, this catalyst tool would be focused on persuasion.

I kicked this idea around for several months, and finally decided to do some online research and compile a list of common emotions and motivators that are involved, either directly or indirectly, in how people make decisions to buy products and services. I immediately realized, after I created it, that it would be quite useful to you, too. So I decided to offer it to you as an Insider resource.

This mind map is available in a number of popular formats, so you can customize it to your needs. If there are emotions or motivations that tend to be dominant in your profession or industry, you can add them to the map. If there are some on the map that just don't apply to your profession or industry, you can remove them. Make this tool your own!

If you don't own one of these programs, I have also made a PDF file available for you to download and use.

Downloadable mind maps

[MindManager](#)

[XMind](#)

[MindGenius](#)

[NovaMind](#)

[PDF](#)

How to use this mind map

The next time you're faced with the need to persuade someone, open up this mind map and consider how each of the key words it contains apply to the person who you're trying to influence.

By the way, both lists are aspirational. That is, they don't reflect the gamut of human emotions and motivations – just the most positive ones that reflect who the person would like to become.

Ask yourself:

- What are emotions does he or she aspire to reflect to the world?
- What currently motivates him or her?

Then spend time thinking about and recording (in this mind map!) what the implications of each emotion and motivator are. In other words, if he would like to be more powerful at work, then you should emphasize in your sales pitch how your product or service will help him to be more influential in his work and will gain him positive attention from the senior management of the organization for which he works.

The idea of this mind map is to get you thinking deeply about what makes the other person tick, so you can craft your messages in ways that resonate with his or her deepest desires and dreams. It's not manipulative; it's simply being mindful about who they are and what motivates them, so you can do a better job of matching up their needs with what you have to offer.

Don't leave your next persuasion situation to chance. Learn as much as you can about your prospect or the person you hope to persuade using this helpful mind map.

Questions?

Please contact Chuck Frey at chuck@innovationtools.com.

Please [visit the Mind Mapping Software Blog](#) for all of the latest news, trends and resources related to visual mapping.

You can also [follow Chuck Frey on Twitter](#) for even more insights and ideas.