



CashflowKickstarter

E L I T E

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# THE 5 VALUE TRIGGERS

- There are 5 big triggers that are way more important than writing ad copy that's all about price (being lowest priced or discounting).
- These "value triggers" are remarkably powerful and allow you to move someone from "meh" to "here's my credit card."
- If you believe your product will actually work and be glorious for them, then ethically you **MUST** sell and become incredible with ad copy.

# TRIGGER 1 - ANXIETY

- Anxiety – The lingering worries and subtle pains inside your ideal avatar.
- Must go deeper than money. Money is surface level.
- Ask yourself, “How does this solve their anxiety?”
- Anxiety triggers and the freedom from anxiety is HUGE.

# TRIGGER 1 - ANXIETY

- Examples...
- Travel - “You know that subtle but certain worry that you’ve let the hectic pace of life just completely overwhelm you, and now your life is boring and uneventful? And all the adventures and wonderful things you imagined in your younger days are dim dreams today...”
- Health/Fitness - “Wake up and wonder aloud, “What to eat...”

# TRIGGER 1 - ANXIETY

- Examples...
- Travel - “What if you actually could do all the trips you imagined... and what if it didn’t cost you a fortune? Wouldn’t you sleep easier knowing you’ve got an incredible trip planned in a few months to (insert amazing adventure) with the family and you got an incredible deal on it?”

# TRIGGER 1 - ANXIETY

- Examples...
- Health/Fitness - “Rather than laying awake at night wondering what’s for breakfast the next morning, wouldn’t it be nice to lay your head softly on your pillow and know that your entire days’ meals are planned out, ready to go, and H-E-A-L-T-H-Y? Plus, imagine waking up, and literally **POPPING** out of bed because you’re so pumped to get your day off on the right start!

# TRIGGER 2 - FEAR

- Fear – Your audience is scared that it might not work out, that they're insufficient, that they don't have the skills.
- Don't harp on the fear, quickly turn the fear to a positive (hope).
- Ask yourself, "How does this make them feel more empowered, attractive, skilled, etc..."
- Allowing your people to live with HOPE and not FEAR is huge.

# TRIGGER 2 - FEAR

- Examples...
- Imagine you sell Christmas light installation service. "Rather than shimmying up a flimsy ladder while your wife is on pins and needles watching from 20 feet below, we've partnered with a great restaurant so you can get 20% off your food order, we'll take care of the light installation completely, and you don't have to have the hour-long FEAR of slipping and causing serious injury to yourself."



# TRIGGER 2 - FEAR

- Examples...
- Internet Marketing Education - “You sit at your desk clicking “refresh” over and over on your shopping cart, hoping to see a new sale. Your wife/husband is freaking out over how much money you’re spending... You’re trying to hide this whole thing from your family and friends because you’re scared of them knowing, especially since it’s been such a struggle thus far and you’ve put so much money and time into it.”

# TRIGGER 2 - FEAR

- Examples...
- Carpet cleaning service – “Most people don’t know the amount of critters that live in your carpet. It’s scary to think that laying or sitting down on your carpet could expose you to all sorts of living bacteria, even though your carpet looks pristine. Let us handle them once and for all with our XYZ carpet cleaning package that will leave you feeling safe and secure that your kids and your family are free of carpet critters.”

# TRIGGER 3 - TIME

- Time – For a large number of people, TIME is more important than MONEY. They might have the money, but can't afford time.
- Let them know your product let's them cut to the front of the line.
- Ask yourself, "How does my product/service save your ideal customer TIME?"
- People will pay premium to save themselves time in lines.

# TRIGGER 3 - TIME

- Examples...
- Protein Shakes – “Rather than spending 5 minutes wandering around the kitchen wondering what you’re going to eat in the morning, then another 10-20 minutes making it... Save yourself that anxiety and hours of time each week by purchasing our amazing breakfast shakes. They take just 30 seconds to create, taste amazing, and help you burn fat throughout the day.”

# TRIGGER 3 - TIME

- Examples...
- Christmas tree light installation - “You won’t have to spend hours and hours of time hammering in clips and climbing up ladders. You can spend the afternoon reclining in your chair, watching the football game, while we put up your lights and make them look amazing.”

# TRIGGER 4 - SOCIAL

- Social – People in the world who live in a terrible neighborhood and garbage house sometimes will drive beautiful cars (it's social).
- Social clout is heavier for most people than money.
- Ask yourself, "How does my product/service massage the social muscle of my ideal client?"
- People will pay extraordinary amounts of money to 'Keep up with the Jones.'

# TRIGGER 4 - SOCIAL

- Examples...
- Health & Fitness – “Imagine what it would be like to be hanging out at the basketball court, playing some basketball... and you’re playing shirts and skins and you take your shirt off and your best friend says to you, ‘Wow what are you doing?!?’”

# TRIGGER 4 - SOCIAL

- Examples...
- Exercise Routines/Gym - "You go out on a Friday night with the ladies for happy hour and they all respond when you walk in... Their eyebrows go up and they say, "My goodness you look amazing. What have you been doing?" Wouldn't that feel amazing?"



# TRIGGER 4 - SOCIAL

- Examples...
- Cars - “When you roll up to poker night in your new Porsche 911 Turbo, your friends will look out the window and come running out, “Daaaaaang Joe! When did you get this beauty?!?” Let’s take it around for a spin real quick!”

# TRIGGER 5 - ACHIEVEMENT

- Achievement- Even if people are going to be paying off their degree for years and years and the job market's overcrowded, people still stack up college degrees and education.
- Ask yourself, "How does my product give my prospects a sense of achievement in their lives?"
- People will pay just to have the sense of achievement.

# TRIGGER 5 - ACHIEVEMENT

- Examples...
- Travel Product – “Imagine studying up on your Spanish before heading for a week of exploring the Mayan Riviera in Cancun. After hiking the pyramids, you wander around the local market and have a fluent conversation in Spanish with the locals. It’s like you’ve opened yourself up to an entirely new world. Your husband will stand there amazed as you chat with your new friends.”

# TRIGGER 5 - ACHIEVEMENT

- Examples...
- Weight Loss - "Imagine you finally take the initiative to go to your class reunion. You can tell your old friends look at you with a curious smile and say to themselves, "My goodness, Rebecca has NOT let herself go like the rest of the women here."

# TRIGGER 5 - ACHIEVEMENT

- Examples...
- Marketing How-To Product - "You'll finally sit down to write an email follow up and finally you won't have to keep using someone else's copy. You'll write emails from the heart because you'll have the experience and the knowledge to put your fingertips on your keyboard and print money."