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- Introduction

Hello and thank you for grabbing a copy of my report.

In this report, I am going to outline a few ways that you can start selling to the “Herd Mind”..

Although some may not want to admit, just about everybody is a part of the herd mind at one time or another, some are always and will be for the majority of their life.

The herd mind is simply people following people.

We are brought up to be lead and listen to authority. Once we are old enough to think for ourselves, we usually become a part of the herd mind in one form or another.

It’s the whole idea of “everybody else is doing it so it must be right”..

Good marketers know how to tap into this herd mentality and profit hugely from it.

If you can convince a mass of people that you are the authority or that you are right, then they will follow. It’s hardwired into our brains.

This of course can turn into huge profits!

Every million dollar (or billion dollar) company out there markets to the herd mentality in some way or another.

So in this report I am going to give you the secrets or marketing to the herd so that you too can make mega bucks! Let's get started . . .

- Selling The Dream

Everybody wants "The easy dream". The easy dream is simply that, the easiest way for somebody to live their dreams.

The easiest (and often times laziest) way to accomplish a goal or get a job done will always be a big seller.

If it's weight loss, then popping a pill is much more attractive then doing 30 minutes of cardio exercise per day.

Everybody knows that doing cardio exercise every day is an effective way to lose weight right? But who wants to do that? That's just more work added to our lives.

But, popping a pill once or twice per day isn't work. It doesn't require 30 minutes or an hour of time that we could be sitting on our butts watching TV.

It doesn't require us to sweat and put forth any sort of real effort. Because it requires no work, the pill popping idea of losing weight sells big!

If it's Internet marketing, then the "already made, set it and forget it" technology will generate sales.

Who wants to sit there and spend days or weeks creating a product, writing a sales letter, researching a market, etc..

"If all of that is already done for me, I'm in!" (says the herd mind)..

Whatever the easy way to live the dream is, us marketers can use in our marketing to sell more product.

Can you sell the dream? This is where stepping into your customer's shoes and looking through their eyes comes in. If you can do that, you know what they want, what their dreams, goals and desires are.

A good example of the easy way out is a Staples commercial. Have you seen that commercial where somebody is having a problem getting supplies, and then they find the "Easy Button" which is a big red button that they push and all of a sudden, everything is done for them.

That is exactly what people want in every product that they buy- the big red easy button. They push it, and all of their problems are instantly solved. Find a way to sell that concept in your marketing and you will make a lot of money.

An easy way to do that is by selling them the dream and the easy way to get it.

Sell what people want to buy. Sell the easy dream.

The Power of Controversy

The herd mentality loves controversy..

Just look at the election between Obama and McCain. Every little controversial thing that they have ever done has come out in the news and the masses are eating it up.

They love it and they will never stop loving it. It catches their eye more than just about anything else in the new.

Controversy is incredibly entertaining to the herd mind and it always will be. Use this to your advantage!

Controversial ideas get both negative and positive reactions from people. Both create free publicity for the product/idea in question. This, more times than not, turns into a flood of sales.

The idea is to speak your mind and take a stand on something that some disagree with. Some will agree, some won't, and this will create a big debate that will spread like wildfire, giving tons of publicity to whatever is in question.

I can't exactly state how you would do this, as every product would be different. The main thing to remember is to go at it with passion.

Get the online forums buzzing about your controversial topic and you will be able to convert them into sales.

A good example of controversy at work is the show American Idol.

It is a show where contestants sing in front of a panel of 3 judges. The judges and viewers (who call in and vote for their favorite singer) are the ones who get to keep or get rid of a contestant.

They do this until there is only one singer left. That person wins and gets a recording contract.

Needless to say, the show is crazy popular.

But, I doubt the show would be one of the top shows on television if it wasn't for Simon Cowell (the jerk judge).

When the show first started, and he started completely insulting the majority of the contestants trying out, it got massive exposure.

There was a huge buzz about Simon's brutally honest and highly controversial remarks.

There were people who hated him, and people who loved him (or just thought he was hilarious), and both types of people tuned in every week to see what he was going to say to the next contestant who would sing off key.

All of those viewers would eventually find a favorite and get to vote for them each week (viewer interactivity) which also created a viral effect.

The viral effect was simple- if a viewer, we'll call her Julie, loved a certain contestant, she would get all of her friends to vote for that person. So each "Julie" who was passionate about the show and the singers on it would bring in more people just like her.

It was a great formula for that type of show.

Controversy + Viewer Interactivity + A Viral Element = Success!

You can also throw "talent" in there somewhere as the final contestants do have talent- and talented people always build a following of some sort.

Other shows have copied this formula to the letter.

America Has Talent does something very similar.

Dancing with the Stars also has a similar formula, and it is quite successful.

There are a few others as well.

So think about how you could use controversy in your favor. If done right, it can be incredibly huge!

- Excitement!

Have you ever noticed that when somebody is really excited about something, and they are describing whatever they are excited about, pacing back and forth, talking fast, breathing heavy, that it gets your heart racing as well?

Excitement is contagious, and this can be huge if you use it online.

The herd always responds well to excitement.

Notice how infomercials on television always have some nut who is hyped up like crazy either selling the product, or giving a testimonial on what the product did for them.

When people get excited in the forums online about something, everybody else following that posts seems to follow suit. Excitement is a core component of getting social proof strategies to work effectively.

Take the American Idol example. If Julie really liked one of the contestants on there and just thought that person was great and should definitely win the show and was completely excited about it when she told her friend, then the friend would much more easily accept Julie's opinion of that contestant being good.

Now there is 2 of them. If those 2 (Julie and her friend) told a third friend about how good that contestant is, the third friend would be even more accepting because not 1 but 2 of her friends involved.

It is already becoming a 'mini herd' in a way. If these people are really excited about this whole thing, they go online and find others just like them and join that herd of thinking.

What started with few became many all with the same line of thinking that they may not have had before they got sucked in by the herd mentality.

Ever notice how a friend of yours who is always upbeat or laughs a lot makes you more upbeat or laugh more than you usually do? It's contagious.

Get people excited about you, your company, and your products. Add viral elements to the equation so that those people will bring in others and get them excited as well.

This is one way that some people generate much more traffic to their web sites than others.

They get their visitors excited about them and their products and those people tell their friends.

If you get your visitors to your web site to tell 1 of their friends each, well you just doubled your traffic.

- Limit It For More Value

The herd mind places high value on things that are limited or scarce.

For the most part, you should try and make something limited no matter what you are promoting.

If it is your own product, you can limit the price for a certain amount of days... "Price will increase in 3 days, etc.." Or if you are promoting somebody else's product or opportunity, then give away a bonus package for whoever joins under you, and limit that.

It really doesn't matter what you limit, just as long as part of the offer that you are promoting is limited. This creates an urgency and a need to not be left out.

Nobody wants to be left out. That is one of the main driving forces of the herd.

We join the herd mentality to not be left out. Like I said earlier, it's the whole "if everybody else is doing it, it must be okay" idea that keeps the herd going strong.

And those things almost always translate into more sales. Find a way to limit your offers, either with time, price, bonuses or whatever.

In my opinion, don't every try to sell anything without some part of the offer being limited.

Social Situations Sell...

Something about the herd mind is that when people are in that mentality, they will listen to their social surroundings for advice.

If a group of people think that this one thing is great, and they all agree, then the new people who join that group will place high value on the idea (or product) in question automatically.

This is a form of testimonial that we use on our sales letters.

Most marketers put groups of testimonials on their sales letters to try and incorporate a social proof type situation like this.

Testimonials are powerful. You see them all over the place. They are an excellent way to reinforce your sales letter and earn credibility with whoever is reading it.

But, after testing lots of different testimonials, I have found one type that is a cut above the rest.

Results oriented testimonials.

Here is the difference:

Testimonial A-

"Dear Bob,

Thank you for providing such an excellent diet program. I found the information very thorough and informative. The book was very well written and planned out with excellent advice!

Thanks again,"

Jane

Testimonial B-

"Dear Bob,

All I can say is WOW! I lost 13 pounds in the first 3 weeks using your diet program without having to exercise. I can already start seeing my ab muscles in my mid section. I am confident I will reach my goal of losing 20 pounds in 6 weeks.

Thank you so much,"

Sandy

I just made those up so maybe they are a little corny, but do you see the difference? Testimonial A is about how well written, thorough and planned out the book is with good advice inside.

Testimonial B is about results. No theory or hype. Sandy lost weight with Bob's diet program, so obviously it works.

Using these "results" type testimonials in your emails produces results. People want to know what works and want to hear it from others. People want results.

But, even more so, people want results with little work! Keep that in mind when picking a testimonial to use.

This isn't the only way to use this concept. You can also use the online forums to get a buzz going about your products/ideas.

If you can get a group of people to post on a popular forum about how good your product is, then the "herd mentality" will soon kick in and drive your sales crazy.

I've not only seen it happen to my products, but I've also been on the other end where I was reading about how all these people love this product, so I went and bought it.

- Lead And Sell

As I said earlier, we are brought up to be lead and listen to authority. This is huge when wanting to make big money.

Can you be a leader or authority in your market?

I've seen struggling Internet marketers change their whole strategy online to be more of an authority in their specific niche market and skyrocket their business by huge amounts.

Where they could barely make money just trying to sell a product, they now sell thousands just by coming off as an authority in that specific field.

The herd mind follows the herd because that is what feels "right". They are fine with following as it is wired into our brains from day one.

If you are struggling to sell your products in your market, try being more of a leader or authority that can teach and show people the "right" way.

This will no doubt translate into big money.

- The Herd Mentality Owns Us All!

The truth is, we are all a part of the herd mind, whether we want to admit it or not.

From the clothes we wear to the way we wear our hair. The authority figures in the fashion world determined that for us.

The excitement of our friends and those close to us influences the things we do with our free time.

The conversations and social groups at work determine other things about us.

The country as a whole (even world for that matter) is part of one big herd. For instance, I recently read an article on Yahoo News about how the country is following the herd mentality in our current financial crisis. You can check it out by [clicking here](#). (I apologize if the article has been dropped by Yahoo!)

So how does this help your business? Well, think about ways on how you can use this.

Maybe it's time for you to create a site that positions you as an authority in your market. A leader who can show people the easy way to their dreams (your product..)..

Or maybe you want to get people excited about you and your product via online forums, etc..

There are tons of things you can do to market yourself and your product to the herd mind and make tons of money.

As I said earlier, every million and billion dollar company uses these concepts to market to the herd mind and make mega bucks by doing it. You should too!

- Conclusion

So now you know what the majority of people respond to on a daily basis.

You know how their decisions are made (including buying decisions)..

You know how to get in their heads and practically think for them!

Now all you have to do is put this information to use and start making some real money online!