

# How to Sell Anything to Anybody

*A Checklist*

*29 May 2021*

“People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies.”

– Blair Warren

Let’s see how this bit of wisdom can make a bundle for you.

## ***Five Emotional Motivators***

Note: The following italicized paragraphs are a hypothetical advertisement. The content is 100% true except there is no e-book for sale.

### Encourage their Dreams

*Your life will be transformed when you lose fat and keep it off. Your self-esteem will blossom and with it your self-confidence. These are very achievable goals that I am prepared to tell you exactly how to reach even if you have struggled for years with your weight.*

### Justify their Failures

*It is absolutely not your fault that the diet programs haven’t worked for you. Keeping your weight under control by dieting is next to impossible and very unhealthy.*

*If you’re able to take your weight off by counting calories, or the Paleolithic (caveman) diet, or some other popular program, how do you keep it off? Are you going to eat like a caveman or keep a record of consumed calories for the rest of your life?*

### Allay their Fears

*I had weighed between 216 and 253 my entire adult life. I had tried many diets, joined weight loss organizations, and other acts of desperation. My self-esteem plummeted with every extra*

*pound and after every failure. I was not happy. If this is you, you have my sincere sympathy.*

*Once I decided to accept responsibility for my weight, to eat normal food but to change my lifestyle to reduce my intake, I lost down to my look-good-in-a-swimming-suit weight—192 pounds. I've been there ever since.*

*Imagine what your life would be like to never be excessively hungry, to look good in your clothes, to like yourself, and more importantly, to be much more self-confident.*

*You can do this. People who have a weight-conscious lifestyle lose weight and keep it off. Those who diet, lose weight then put it back on.*

*For me, I never again have to fear the humiliation of yet another failure at weight loss and control.*

#### Confirm their Suspicions

*Why don't you see ads for weight-conscious lifestyle classes and programs? Because they are not lucrative. They don't promise a quick fix, they don't promise weight loss without hunger, nor do they promise relief from self-discipline.*

*We all want to avoid pain and hunger. That makes us vulnerable to any program that makes eating decisions for us, promises us that we won't be hungry, and especially one that promises that we will lose weight quickly.*

*The weight loss industry exists to make money. The bottom line is that there is much more money to be made by selling diets, diet supplements, pills, and dietary food than there is by simply telling us how to change our lifestyle.*

*The only thing that those who sell these weight-loss products really want you to lose is your money.*

#### Help them throw rocks at their enemies

*Nothing feels crueler than being ridiculed because of your weight. People who do this are, at best, boorish. The sweetest*

*revenge is to lose weight, keep it off, buy clothes that might look frumpy on overweight people but look great on you, and to be admired for your appearance.*

*My wife and I were at a ball in Vienna last year when, for the first time in my life, people wanted to photograph me. The fact that my wife is take-your-breath-away beautiful may have had something to do with it. Nevertheless, I couldn't help but think about the jerks that had ridiculed me for my weight.*

Every advertisement should have a call to action (CTA). So here it is.  
*If you want to live a longer, healthier, happier life while liking what you see in the mirror, buy my e-book*

*Lean for Life – How to Live the Weight-Control Lifestyle. Just \$47 while supplies last. <https://don't.diet.mydomain.com>*

*100% money back guarantee. If you have followed the advice in this book assiduously and are unable to lose and stabilize your weight to your satisfaction, I will cheerfully refund your money, no questions asked, and we can still be friends.*

### ***Five Pillars of Persuasion***

Since all selling must be an emotional communication engorged with feelings, here is a checklist of the emotional triggers that you should be sure to stimulate with your prospects.

I think that you'll find it useful to read through the example above to find where I hit each one of these Pillars of Persuasion.

1. Every sales message you put out from now on must contain a **person**. This is your customer, not you.
2. Your sales message must contain and deal with a **problem** that your customer has. Your person feels this problem is real, whether it is or it isn't.
3. You must make a **big promise** that is meaningful to your customer, a promise that looks like paradise to them. It has to show them a picture of life without the problem or the pain.
4. You must offer substantial and credible **proof** that your promise is true.

5. You must **propose** to them that they buy your product and you must do it in a compelling way. You must make them an irresistible offer that is so good, you don't have to be pushy; it sells itself.