

Mitch Henderson's

The **PILLARS** of **Persuasion**

“Life is a string of persuasions.

Success always follows those who are best at it.”

Everyday newspaper sales reps and graphic designers practice the art of persuasion — the planning, packaging, and distribution of a message intended to motivate someone to do something. Sales reps use persuasion to motivate advertisers to buy. Ad designers use persuasion to motivate readers to respond to ads. Their very professional success depends on their ability to effectively persuade others to action.

As critically important as persuasion is, what do we really know about the science of persuasion?

In **“The Pillars of Persuasion”** Mitch Henderson takes a fascinating look at the science of persuasion and teach you how to plan, create and deliver a more persuasive message that motivates people to action. Whether you're advertising sales rep, manager, graphic artist or ad designer this program will help you. Here's just a taste of what you'll learn:

Persuasion Defined

y What persuasion really is, how it differs from “selling” and why it's a crucial skill for every marketing pro.

Challenges of Persuading Today's Wary Customer

y The realities of the “new” America, how Americans today are stressed out, disengaged, distrustful, and how persuasion must be modified to meet today's more difficult to persuade customers and consumers.

Shouting in a Hurricane

y The ugly reality of market clutter — how the over-marketing of America and exponential rise in advertising options has “poisoned the pond”, making persuasion more challenging to both clients and consumers alike.

How Humans are Wired for Persuasion

y A schematic drawing of the human brain, how people are pre-wired to be affected by persuasion.

y How the brain guards against persuasive messages and how the secret “back door to the brain” that allows a persuasive message to make its impact.

The Pillars of Persuasion

y The essential psychological principles of persuasion, the science behind how different sales and marketing tactics motivate human beings to action.

y How to apply the Pillars of Persuasion to live selling to motivate advertisers to commit to the newspaper.

y Applying the Pillars of Persuasion to ad design to create deep, powerfully motivating advertising.

Persuasion Triggers

y Triggers — the nagging deep-brain mental catalysts that destroy “maybes” and trigger a “yes” in sales.

y How to apply response triggers in ad design to irresistibly motivates the reader to respond to the ad now.

Persuading Women (and other Seemingly Impossible Special Cases)

y How persuasion to women differs from men and the keys to winning women's hearts and minds.

y The special cases of persuading groups, committees, and other persuasion challenges.

The Awesome Persuasive Power of Nuclear Bomb Advertising

y How creating and launching “nuclear bomb” advertising can wield megatons of persuasive power.

Secrets of Initiating Buzz

y The awesome persuasive power of word of mouth—how to supercharge your word of mouth and get everyone talking about you!

y Ad design tricks that boost word of mouth; and how to create “instant” celebrities.

Mitch's Powerful Program that Teaches Advertising Sales Reps and Ad Designers the Science of How to Persuade People to Buy!

Speaker: Mitch Henderson



For 20+ years Mitch Henderson has made it his passion to master the science of marketing behavior. Mitch is an expert in understanding what motivates people to respond to advertising and

how to design and sell more effective advertising.

Mitch Henderson's marketing experience includes ad agency owner, television producer, newspaper publisher, and newspaper sales director. Mitch's advertising agency, The Henderson Group, based in Sacramento and Seattle, directed the marketing for a variety of small to larger regional businesses with sales of up to 30 million dollars.

As Director of Sales for Sound Publishing, the Pacific Northwest's largest chain of community newspapers, Mitch trained hundreds of newspaper advertising marketing consultants to help small business owners more effectively market their businesses.

Mitch has spoken live to over 10,000 people at marketing conferences, conventions, and advertising workshops across North America. Mitch's mission is to help today's media sales reps better meet the demanding needs of their advertisers, and to empower small business owners with the knowledge and skill to succeed in marketing their businesses.

The **PILLARS** of
Persuasion



Register Now!

Deadline

July 30th, 2004

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