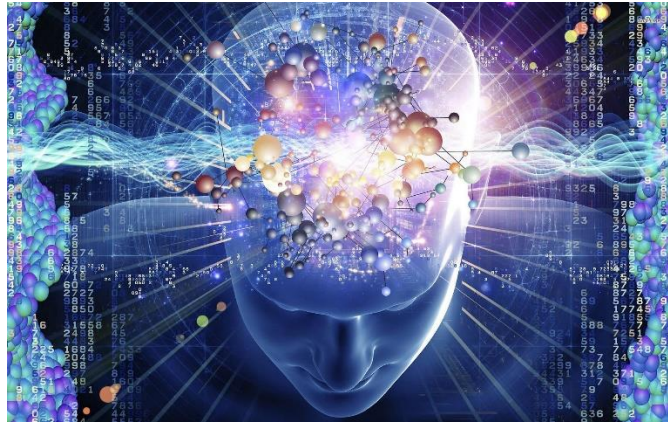


# Science Reveals the Most Powerful Selling Tool No One is Talking About

By Jim Valko



*In today's online business landscape, you don't just want to sell a product, you want to gain loyal followers that will buy repeatedly and refer you and your product to others. Now science tells us how we can achieve this, and it has nothing to do with AI. In fact, it is just the opposite.*

You've heard it many times: EMOTION sells. True. But emotions not only sell products, emotion, when triggered, can create movements, and most importantly for our purposes here, followers.

What is emotion? It doesn't have to be logical. It's not just thoughts. Emotion is a twinge or punch in your gut. It's a visceral feeling.

Joy, hate, enthusiasm, anger, grief, love, these and many more feelings are emotions.

When emotions are stirred in people shit happens, to put it bluntly.

Said more succinctly, those who master triggering emotions in others have the power to accomplish untold good, such as MLK, or untold evil, such as Hitler.

Think of the letter "E" in E-motion as the word Excite. E-motion is Excited Motion. E-motions cause people to act. And that's exactly what you want to achieve with your advertising copy, your social media posts, your sales pitch. You want to propel people into action, so they buy your product.

One reason stories work so well in advertising and pitches is they can stir emotion in people if done right.

In the movie business there is a term: Emotional Beat. An Emotional Beat is any point in the story where an emotional impact is generated in a character which in turn creates an emotional

impact on the audience. Rocky wins, Cinderella gets the Prince, Braveheart gets the knife. These are big Emotional Beats, but every story has dozens of smaller Emotional Beats to keep the audience engaged as well.

A good salesperson or copywriter needs to insert Emotional Beats into all their communications.

But might there be one emotion that impacts people more than any other?

Yes, there is. Science has discovered one emotion that is four times more powerful than the runner ups. It's an emotion rarely talked about, yet when used correctly can greatly boost sales and marketing leads and especially a loyal following.

The following data was first brought to my attention in a lecture given by professional human biologist, [Gary Brecka](#). I am paraphrasing much of what he says.

## **WE ARE FREQUENCY GENERATORS**

Have you ever been around a crying person and cried yourself? An angry person and you've become angry? We all know that enthusiasm is contagious, right? Well, at the level of physics the reason why every emotion can be contagious (or why we react to it) is because emotions are frequencies (or wavelengths) and these frequencies interact with the frequencies of other bodies.

A major study was done in Germany called the [SPANE STUDY](#) (Study of Positive And Negative Experiences). It took 25 thousand participants and measured the frequencies each of their bodies generated separately.

Their measurements were so specific that in measuring an emotion like anger, let's say, they could pinpoint the type of anger a person was experiencing such as jealousy or vengeance, etc.

**Here's what you need to know.** The study isolated *one frequency* that was more powerful than all the others. As stated, this one emotion was four times more powerful than the runner up. What do you think it was? Love? Hate? Enthusiasm? Greif?

It was *authenticity*.

Authenticity is so powerful that it, above all other emotions, sparks positive emotions in other people. Authenticity is total belief in something. It's being genuine. It is truth being expressed or demonstrated. Some might call it integrity.

Authenticity is the opposite of Artificial, as in Artificial Intelligence. You must be human to authentic. And per the study, humans have a sixth sense concerning authenticity as coming from another.

Authenticity—you recognize it because you *feel* it. Have you ever heard a person talk, or you read something that went straight to your heart? The author was communicating an element of truth. They were being authentic.

As a writer who has written volumes of advertising copy, I've often find the more truthful my copy is the more people react positively to it. People intuitively recognize authenticity and what follows is TRUST.

And trust is the cornerstone of relationships and sales.

The first thing you must assume is people don't trust what you are trying to sell. This is your first and most challenging barrier to sales. And the blade that will cut a hole in this barrier is authenticity.

*Truth cuts like a knife.* This is something a copywriter/salesperson/marketer should wear as a badge.

## **USING AUTHENTICITY TO MAKE SALES**

How can you use authenticity as a copywriter or salesperson? Be truthful. Be righteous. Never lie. Be truthful to the point of pointing out a flaw with your product. When you indicate flaws it disarms people. Authenticity disarms people.

Being completely authentic and truthful is not as easy as it sounds, however. So much copy I read comes off as unauthentic. It's riddled with cliches. In an attempt to be clever, or to overly impress the reader, copy can come off as hyperbole. It's too unbelievable. Or, it can sound artificial.

When I teach copywriting to students, I have them write copy based on the total truth about a product; and what I find most often is they *don't tell enough positive truths!* They shortchange themselves without even knowing it. They don't ferret out enough truths about how many benefits their product can bestow on the purchaser. They don't dig deep enough. They mention a few of the top benefits and ignore ten thousand other benefits that are truthful about their product. They don't adequately state just how great their product is.

When I say, state the flaws, I'm not talking about stating a major flaw that will kill the sale, obviously. If you have a major flaw, get it fixed. I'm talking about finding something truthful about your product that could be perceived as a flaw. It doesn't have to be much. In fact, you can state the flaw in such a way as to make your product look even better.

For example, you can say something like...

Our weight loss product is the healthiest on the market. But is it the fastest working? No. Is it the sweetest tasting? No. If you want sweet and fast buy something that will help you lose weight fast, that is sweet tasting, but then watch the pounds come back on just as fast as you lose them. Our weight loss product strives for healthy, long-lasting weight loss. See, the problem people have with weight loss is not so much taking the pounds off but *keeping* them off. Our weight loss product keeps you slim.

A flaw or two might also help about *you*, depending on what you are selling. If you're a coach or consultant, tell a story about how, when you first started consulting you screwed up by getting clients to concentrate on making money instead of their purpose of helping people. There's many ways to state a flaw, or perceived flaw. But know this, doing do is always a risk. However, more times than not the risk pays off in spades.

Authenticity is a state of being. As a copywriter or salesman, you want to be the most authentic person you can be and then extend that authentic wavelength onto a page or into the ear of a prospect.

*Being truthful makes us feel good about ourselves, maybe that's why it impacts others so much.*

Even fiction writers think in terms of authentic writing. When the writer, Earnest Hemingway had writer's block he used a formula for getting out of it which led to some of the most popular novels in American history. This is what he told himself. *"All you have to do is write one true sentence. Write the truest sentence you know."* Hemingway knew the power of authenticity.

Do the same with your copy, sales pitch and social posts and watch people respond. It's one of the most powerful sales tricks there are, and the thing that makes it so powerful is it's not a trick.

How do you know when your truthful messaging is working? You will get criticized. This could be a very good sign. It's often a fact of life that you must go through the people you offend to get to the people who admire you and your message.

Tell your truth without apology. This will generate sales and loyal followers more than anything else that I know of.



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