

CHEAT SHEET

Self Esteem and Purchase Behavior

“Leveraging The True Power Of Emotion In Adwords Without Hype, Fluff, Or Attitude”



This Is a Cheat Sheet for the FREE 42 Minute MP3:
<http://www.PayPerClickSearchMarketing.com/SelfEsteemAndPurchaseBehavior.php>

If you'd like to find out more about the Comprehensive System described in this free interview, please visit

www.GlennSentMe.com

Or, for the full gamut of educational products, coaching, and done for you marketing services we offer, please visit the blog at www.GlennLivingston.com (podcast also available)

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1) A CLOSER LOOK AT “EMOTIONAL ADVERTISING” IN ADWORDS

- Ø There's nothing more critical than understanding what REALLY drives the purchase of our product or service. Most people believe in the power of emotion in advertising, but the specific manner in which it yields its influence is always left vague.
 - ü *“Customers buy for emotional reasons and then justify it with logic” ... how true, ... but wouldn't it be more useful if you could SEE the SPECIFIC connection? ...*

- § What you want to do is logically trace the pathway from a particularly desired feature (like the high ankle rise on my new hiking boots) which gives rise to a **rational benefit** (it protects me from twisting injuries while I'm hiking) ... which ultimately leads to an **emotional end benefit** (I can enjoy feel a sense of adventure and freedom) ... **which makes me feel good about myself**
- § Feature (high rise ankle) --> **rational benefit** (protects from twisting) --> **emotional benefit** (sense of adventure and freedom) --> **feels better about self**
- § Understood as such an emotional benefit is no longer a mystical concept. It's simply "something nice I feel about myself because I use your product or service"
 - Because it also applies to CONSIDERING using your product or service ... so in Adwords, an emotional benefit is "something nice I feel about myself because I click your ad" ... (this all occurs below the level of consciousness)
- ∅ With the exercise demonstrated in the FREE AUDIO BELOW, you'll learn to trace EVERY feature to it's logical connection with an EMOTIONAL PURCHASE MOTIVATION:
<http://www.AdwordsMarketingMuscle.com/1036.shtml>
- ∅ There's also a VERY SPECIAL LIST OF 37 EMOTIONAL BENEFITS here:
<http://www.AdwordsMarketingMuscle.com/37.shtml>
 - ü These emotional labels and accompanying single paragraph descriptors were derived via extensive quantitative research with thousands of consumers, a panel of psychologists, and marketing consultants who specialized in assessing emotional purchase motivation. Taken together, the list is probably the best representation of the full spectrum of human needs which can be met by purchasing a given product or service)

When you understand the LOGICAL CONNECTION between a given feature and the way that feature specifically supports the prospect's self esteem, your attempts to weave emotion into your Adwords text are much more believable and effective and do NOT require hype or "emotional attitude"

*Go To The Next Page Please For A Specific Example Of How
Powerful This Will Be For Your Adwords Campaigns!*

Consider the difference between these Ads (keyword = "hiking boots")

Freedom Hiking Boots

The Ultimate Hiking Freedom!
True Soar Freedom Boots
TrueSoarHikingBoots.com

This ad attempts to communicate the emotional benefit of freedom and adventure, but comes across "hypey" because there's no logical grounding to an actual feature or function that's obviously connected to the emotions.

What makes these boots the "ultimate in hiking freedom"? Why should the user believe they'll "truly soar"?

Because the author had to "scream" from shaky ground and the ad won't be effective, because there's no "reason to believe".

This is what happens when people try to "add a little emotional attitude" to their advertising copy without understanding how emotion is actually grounded in reason!

High Rise Hiking Boots

Transcend Safely My Friend
w/ Guaranteed No-Twist Boots
NoTwistHikingBoots.com

This author understands the connection between a specifically desired feature of the product (high rise ankles), the rational benefit it "ladders up to" (protects from twisting), and the emotional end benefit of freedom and adventure (which the author cleverly combined into "transcendence" and gently inserted in a single word).

Because the emotional leverage is anchored in something solid the consumer can rationally connect to their desire, the ad is much more believable and should not only get a higher CTR, but attract a more motivated prospect with the right emotional expectations to buy.

2) HOW TO IDENTIFY LOGICAL CONNECTIONS TO EMOTIONAL PULL

- ∅ Sharon demonstrated a very powerful, yet straightforward manner for determining the connection between features, rational benefits, and emotional benefits (NOTE: this is one which is much easier to "get" by listening than reading ... free audio link is on the preceding page at the top)
 - ü First, identify which features are desired in your market category.
 - § You can do that by examining winning ads
 - § Or by more exhaustive competitive intelligence and survey research (see the "after the click" formula at <http://www.howtodoubleyourbusiness.com>)
 - ü Next, decide whether you're going to do this exercise ...
 - § Alone – in which case you'll need to have a pretend conversation with yourself in a journal (perfectly acceptable ...as long as you remember to suspend your quest for the 'right answer')

- § With one colleague or friend – better ... it's easier to get clarity on the connections when you can get out of your own head
- § With a group of customers or prospects in your market – best – you can invite them to a little teleseminar or webinar/chat to conduct the exercise
- ü Now, for each desired feature (for example “high rise ankles”), gently but persistently keep asking ...
 - § “What’s the benefit of _____ (FEATURE)”
 - § When you get the answer (for example “I like high rise ankles on my hiking boots because they help me avoid twisting injuries”)
 - “And what’s the benefit of _____ (REASON ABOVE)”
 - § And what’s the benefit of _____ (REASON ABOVE)”
 - And what’s the benefit of _____ (REASON ABOVE)”
 - § ... until you the respondent says something like “it just makes me feel good about myself”
 - § **IMPORTANT NOTE:** the answer just before them saying “it makes me feel good about myself” is the emotional end benefit. (Feeling good about oneself is perhaps the ultimate emotional benefit, but it in and of itself it provides no advertising direction)

**While Working Through This Exercise, Look At
The Special List Of 37 Emotional Benefits At The End
of This Document**

3) CATEGORIES OF SELF ESTEEM

After interviewing over 60,000 respondents about their emotional response to advertising (during her 22+ years of work as a consultant for Fortune 500 companies), Dr. Sharon Livingston determined there were FOUR clear and distinct categories of emotional end benefits which all seemed to have a very distinct impact on purchase motivation.

She's labeled this classification the "The Livingston Paradigm of Self Esteem™"

Learning to recognize where each emotional benefit fits into The Livingston Paradigm will help you take the emotional understanding of your market to the next level - to know not only WHICH emotional benefits are most associated with the brand and its features, but HOW each emotional driver is likely to make consumers behave!

THE LIVINGSTON PARADIGM OF SELF ESTEEM™

- Ø **CATEGORY I: SELF ACTUALIZATION AND HEALTHY NARCISSISM:** This reflects esteem derived from specific personal accomplishments -- the mastery of one's environment (cooking dinner faster); the realization of one's abilities (learning how to use the computer); the development of one's talents (having all the right art supplies for that watercolor drawing in your head); and recognition from others with regard to these achievements (receiving rewards or applause).

- ü Self Actualization & Healthy Narcissism provide the feeling that one is fit for, and able to accomplish, the tasks that life demands, and is a very strong emotional driver of purchase.
- ü Some examples of Category I emotional benefits are: "I'm In Control," "I Feel Free," "I Can Accomplish," "I'm Intelligent "I Have Integrity," "I'm Financially Successful," "I Feel Proud," "I'm Creative," "I'm Resourceful, "I Feel Alive," "I Have A Good Sense Of Humor," "I Enjoy Life," "I Feel Secure/Safe," "I'm Physically Healthy," "I'm Flexible And Adaptable," "I Get Recognition And Prestige," "I'm Persistent," "I'm Assertive," "I Make Rational Decisions," "I Trust My Own Perceptions," etc.
- Ø **CATEGORY II: INTERPERSONAL LOVE AND ROMANCE:** This is about esteem derived from adult, one-on-one, romantic love relationships; "I am a worthy person because I love and am loved by someone I hold in high regard."
- ü Some examples of Category II emotional benefits are: "Being Attractive Will Help Me Find A Partner Or Improve My Current Relationship," "I'm Accepted," "I Belong," "People Like Me," "I Feel Loved," "I Feel Connected To Or Closer To My Significant Other," "I Feel Secure In My Significant Relationship," "I Have Better Lovemaking Or Intimacy With My Partner," "I'm A Committed Partner," "I'm A Good Friend," Etc.
- Ø **CATEGORY III: NURTURING AND PARENTAL ESTEEM:** This focuses on esteem derived from taking responsibility for the well-being of offspring (or significant others we care about). There is an awareness that a dependent's sense of self esteem can be enhanced or diminished by one's ability to "be there" physically and emotionally for him/her/them. In addition, associated esteem and pride are experienced from the appreciation of accomplishments of these same others, "My daughter/son the doctor."
- ü Some examples of Category III emotional benefits are: "I'm A Good Parent," "I Am A Good Pet Owner," "I Am Responsible," "My Family Can Count On Me," "I Am Reliable," "I Am Trustworthy," "I Am A Good Teacher," "I'm A Nurturer, I Feel Good About Myself When I Take Care Of Others," "I'm Making Sacrifices To Help My Family/Others Who Are Important To Me," "I Can Touch Others And Have A Meaningful Impact On Them," Etc.
- Ø **CATEGORY IV: ALTRUISM AND SOCIETAL ESTEEM:** This reflects esteem derived from the belief that one has contributed to the broader well-being and welfare of society. This is similar to Steven Covey's notion of the desire of healthy individuals to "leave a legacy" for the upcoming generation, or the notion that one's purpose on the planet in some way transcends one's own needs and those of immediate loved ones.
- ü Some examples of Category IV emotional benefits are: "I Am Altruistic," "I Take Care of The Environment," "I Give Back To Society," "I'm Helping to Make the World a Better Place for Future Generations," "I'm Charitable"...etc.

Note: the free list of 37 scientifically validated emotional benefits and the end of this document take precedence over the examples in each category above ... above examples just for illustration

CATEGORIES I & II CREATE TRIAL CATEGORIES III & IV CREATE REPEAT!

- Ø Categories I & II are generally associated with image benefits, e.g. "sparkle," "invisible," "slimming," "exciting," "fun."
 - ü In contrast, Categories III & IV tend to be connected to practical, measurable benefits, "long lasting," "effective," "biodegradable."
- Ø Categories I & II are also usually attached to exciting, highly charged actions, images and emotions. There's often a quick rush associated with immediate gratification of wants and needs.
 - ü By contrast, the sense of personal satisfaction for Categories III & IV seems to be longer term and more serious. They are more sedate and profound, but initially less motivating.
- Ø Ideally, you want to find a way to integrate one strong benefit from category one or two, and one from three or four into your sales funnel (though not necessarily all in your Adwords ad) so you'll get the excitement necessary to create trial, and the believability and grounding necessary to create repeat

37 Very Special Emotional Benefits

Below is a list of 37 very special emotional benefits which can be linked to purchase motivation in advertising. These were derived via extensive quantitative research with thousands of consumers, a panel of psychologists, and marketing consultants who specialized in assessing emotional purchase motivation. Taken together, the list is probably the best representation of the full spectrum of human needs which can be met by purchasing a given product or service.

Feeling Loved: Feeling Loved implies that a person has a satisfactory number of significant attachments in his or her life from whom (s)he receives an adequate amount of emotional nourishment on a daily basis

Feeling Attractive: Having a strong level of comfort with one's physical being. Knowing that one is pleasant to look at and able to draw attention by virtue of one's physical presence. (Note: 'Feeling Sexy' ... the specific ability to attract a desired sexual partner, is a special kind of attractiveness which is rated separately)

Sense of Adventure: Interested in exciting and remarkable experiences, sometimes involving unknown danger and risk. Rising to the challenge, exploring new territory, feeling excited about new leanings, new experiences, etc.

Feeling Financially Secure: Believing one has adequate money to take care of the majority of their BASIC needs and desires in the present and in the future. Feeling Financially Secure is different than Feeling Affluent or Wealthy - which means one believes they have enough money to buy

WHATEVER they desire (more than basic needs and wishes) and has more money than one could reasonably spend.

Sense of Accomplishment: Seeing progressive evidence in one's life that particular worthwhile goals are being sought after and achieved.

Feeling Caring or Nurturing: Interested in providing emotional, physical, financial, or spiritual support to others, warmly enjoying the process of doing so.

Being Altruistic: Able to sacrifice oneself for the benefit of society. To forgo one's own gratification in favor of the interest of others whose well-being will not enhance one's own.

Being Assertive: Able to stand up for and strive to obtain one's own interests, especially given the presence of difficult people who stand in the way.

Feeling Brave or Courageous: Being willing to face risk and danger for the purpose of obtaining a positive benefit (when it is judged to be beneficial and wise to take the risk). (Being willing to face risk and danger without judgment is 'foolhardiness').

Feeling Creative: Interested in and able to UNIQUELY express oneself in words, behavior, or the arts.

Excitement or Liveliness: Having a strong sense of being alive, having the energy and interest to partake of all life has to offer.

Feeling Fair, Just, or Ethical: Marked by impartiality and honesty. Able to make judgments free from self-interest, prejudice, or favoritism. Interested in upholding these principles.

Feeling Luxurious or Pampered: The belief that one has enough resources at hand to enable splurging on things that are understood to be unnecessary DESIRES as opposed to essential NEEDS.

Feeling Healthy: Having confidence in one's physical wellbeing, strength, and ability to avoid disease and illness.

Feeling Athletic: Having confidence in one's physical strength, stamina, flexibility, and ability to meet various physical challenges. (Especially sports,

but also non-competitive physical challenges)

Feeling Flexible or Adaptable: Able to change one's perspective and use one's strengths according to the demands of a wide variety of situations.

Feeling Free: Being able to say what one wants to say, think what one wants to think, go where one wants to go, be with people one wants to be with, and behave how one wants to behave. Generally, being able to do as one pleases!

Being a Good Friend: Believing oneself to be attached to and supportive of a cared for other. Providing companionship and enjoying their company.

Enjoying Humor: Seeking to laugh regularly. Enjoying the ludicrous or absurd. Liking to make others laugh.

Feels like a Good Teacher: Able to successfully impart useful knowledge or abilities to others.

Being In Control: Able to influence one's self and surroundings as desired. Being able to predict, manage, and successfully react to the occurrence of stressful events. Having the ability to decide when, how, and where one will engage in particular verbal or behavioral expressions.

Feeling Independent: Able to care for oneself, not requiring others to meet one's needs.

Being Insightful: Able to make useful new connections. Seeing the broader picture, able to understand the way things work in new ways.

Having Integrity: Walking the walk, not just talking the talk. Knowing one's behaviors are consistent with one's principles. Able to put off or deny one's own gratification at the moment in favor of a cherished principle. Being willing to hold oneself accountable for one's actions.

Feeling Wise or Intelligent: Being mentally keen or quick. Knowing that one has a high degree of mental capacity which has been used to accumulate the kinds of knowledge and experience which makes one particularly well suited to meet the challenges of life.

Taking a Leadership Role: Serving as a leader for others, helping guide others towards worthwhile goals and being directly responsible for their

supervision and performance.

Peaceful - Relaxed - Calm: Feeling peaceful, relaxed or calm. Having peace of mind, body, and spirit.

Having a Sense of Power: Able to wield influence over one's own life and over others. Occupying a position of importance in life.

Being Productive

Believing oneself to be effective in consistently contributing some valuable work product to one's own life, family, or society.

Feeling Respected: Being acknowledged and recognized for one's value or contributions to one's loved ones, family or society.

Feeling Spiritual: Feeling an established connection with a higher power of one's own definition (one that transcends the mortal world). Can be, but is not necessarily, the higher power defined in one's chosen religion.

Feeling Sexy: The specific ability to arouse the desire to mate in a potential partner of the desired gender. (Feeling Sexy is a specific type of the more general 'Feeling Attractive': which is knowing that one is pleasant to look at and able to draw attention by virtue of one's physical presence).

Feeling Romantic: Enjoying the thoughts, feelings and perceptions associated with the desire to be ONE with another human being.

Feeling Safe: Reasonably knowing no harm will come to oneself. Able to rest assured in life or in a relationship.

Sense of Belonging: Knowing on a gut level that one is part of a family, group of friends, or society where one 'fits in' due to similar values, beliefs, and behavioral tendencies.

Feeling Trustworthy: Will not harm others in favor of one's own gratification if given the opportunity. Reliable, dependable, able to be counted on.

Feeling Unique: Feeling unique implies that one is aware of being an individual distinct from all others.



This is an Executive Summary of the **FREE TRAINING AUDIO** below
<http://www.PayPerClickSearchMarketing.com/SelfEsteemAndPurchaseBehavior.php>

If you'd like to find out more about the
Comprehensive System described in this
free interview, please visit

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