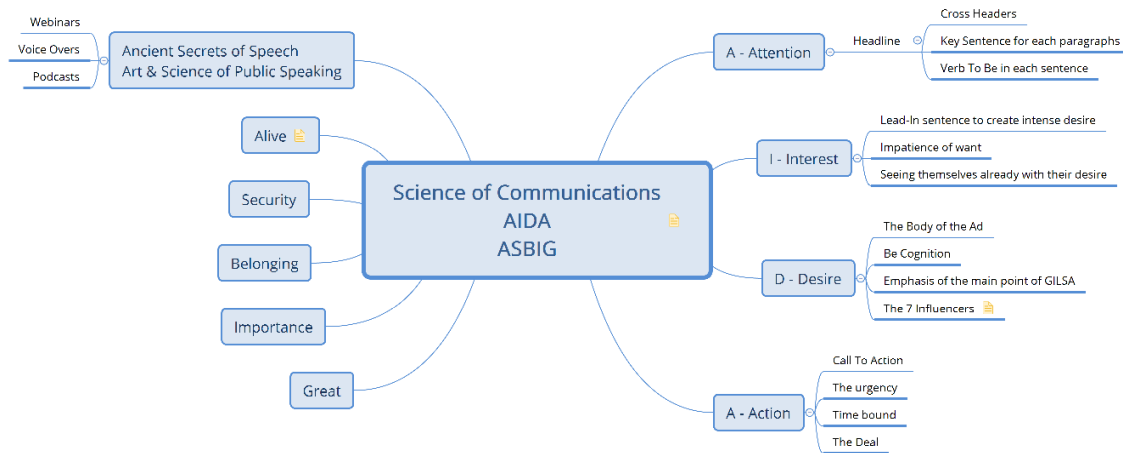


Science of Communications

AIDA

ASBIG

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1) Copywriting Techniques on the basis of AIDA and ASBIG

2) Elements of a Brochure, a Newsletter, Blog Post and Landing Page

3) Art & Science of Typography and Layout

4) Examples of Old Ads -

Lazy Man's Way to Riches

They all laughed when I sat down at the piano

Palm Reader Ad - "They all laughed when I said I can read your palm"

(Example of how to learn from other's successes)

This X-Mind creates the Mindset of a true Entrepreneur. Without this mindset, entrepreneuring is an uphill battle. With this mindset, entrepreneuring becomes a sport; an experience in athletics of mind, body and spirit.

Let AIDA and ASBIG develop your product/service and/or let it select the product/service

When you are looking at a product/service to decide whether you are going to market it or develop it, you need to see how the 6 Influencers can be put into effect. How you are going to apply it.

1. A - Attention

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3.4. The 7 Influencers

The 7 Influencers of Persuasion

1) Reciprocation

Rule: We should try to repay, in kind, what another person has provided us.

By virtue of the reciprocity rule, then we are obligated to the future repayment of favors, gifts, invitations, and the like.

Reciprocation recognizes that people feel indebted to those who do something for them or give them a gift. The rule possesses awesome strength, often producing a ‘yes’ response to a request that, except for the feeling of indebtedness, would have surely been refused.

2) Commitment and Consistency Principle

Rule: Our nearly obsessive desire to be (and to appear) consistent with what we have already done.

Once we have made a choice or taken a stand, we will encounter personal and interpersonal pressures to behave consistently with that commitment. Those pressures will cause us to respond in ways that justify our earlier decision.

The drive to be (and look) consistent constitutes a highly potent weapon of social influence, often causing us to act in ways that are clearly contrary to our own best interests.

3) Social Proof Principle

Rule: “It states that one means we use to determine what is correct is to find out what other people think is correct.”

People often view behaviour as more correct in a given situation--to the degree that we see others performing it. Usually when a lot of people are doing something, it is the right thing to do. (Herd Mentality)

4) Liking Principle

Rule: "People prefer to say yes to individuals they know and like."

This simple rule is used in hundreds of ways by total strangers to get us to comply with their requests.

5) Authority Principle

Rule: We are trained from birth that obedience to proper authority is right and disobedience is wrong.

The strength of this tendency to obey legitimate authorities is derived from the systematic socialization practices designed to instil in society the perception that such obedience constitutes correct conduct. Additionally, it is also frequently adaptive to obey the dictates of genuine authorities because such individuals usually possess high levels of knowledge, wisdom, and power. For these reasons, deference to authorities can occur in a mindless fashion as a kind of decision-making shortcut. When reacting to authority in an automatic fashion there is a tendency to often do so in response to the mere symbols of authority rather than to its substance.

(The Law of Electricity: It flows from higher to lower power; not lower to higher. Convince the prospect that you are the Authority by genuine proof. They will buy if they need it without hesitation)

6) Scarcity Principle

Rule “People assign more value to opportunities when they are less available.”

The idea of potential loss plays a large role in human decision making. In fact, people seem to be more motivated by the thought of losing something than by the thought of gaining something of equal value.

7) Fear of Poverty

4. A - Action

4.1. Call To Action

4.2. The urgency

4.3. Time bound

4.4. The Deal

5. Great

6. Importance

7. Belonging

8. Security

9. Alive

The instinctive drive to stay alive. It is our reptilian nature. The instinctive qualities to stay alive. Keeping skin and bones together at any cost.

Prevention is not taken into consideration. It is cure you have to sell. The hardest thing to sell is prevention. Easiest thing to sell is cure.

Express the urgency of cure and if neglected the consequences which will take security influencer.

10. Ancient Secrets of Speech

Art & Science of Public Speaking

10.1. Webinars

10.2. Voice Overs

10.3. Podcasts