

Digital Temptation

Six Powerful Involvement Devices
That Will Quickly Transform
Your Visitors Into Paying Customers



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Introduction

I'll get straight to the point, dear friend. Time is of the essence, and this is one of the most important tenets of this manuscript.

If you're looking for a guide on how to write a basic sales copy, then this eBook isn't for you. There are many crash courses on the matter, and it'd serve you best to check them out before continuing to the next pages.

If you're looking for a guide on how to format your sales copy, then this eBook isn't for you either. This eBook will assume that you know the fundamentals of copywriting and web design. What we will be discussing requires knowledge of the basics.

If you're looking for a guide on how to drive traffic to your website, then this is the wrong eBook for you as well. Generating traffic is a basic marketing skill that you should know. This eBook will teach you advanced techniques on how to convert that traffic into paying customers.

Needless to say, if you're into PPC programs or other online business models that aren't related to selling or pre-selling goods or services, then this eBook isn't for you either. This eBook is designed for online businessmen who are into direct selling, affiliate marketing, JV partnerships, email marketing, and the like.

In the pages to come, we will be discussing involvement techniques.

What Are Involvement Techniques?

You have read many sales pages in your life, either sales copies sent to you through mail or sales copies that greeted you as you loaded up a page on the Internet.

Some of these sales pages were so uneventful that you quickly left them as soon as you started reading them.

Some of these sales pages managed to catch your attention... but faltered to maintain it. After the first few sentences, you've had enough and you went to other websites instead.

Some of these sales pages almost, almost, ALMOST got you to buy. Sadly, they lost you somewhere... either because they didn't tell you what to do (no call to action) or they didn't give you enough incentive to act immediately.

But there were a few of these sales pages that were so powerful, so effective, so moving, that they managed to hold on to you from beginning to end, and when their offers were revealed, you were left with no choice but to say "YES!"

These are the sales pages that made you buy whatever they were selling without hesitation whatsoever.

These are the sales pages that did something right.

These are the sales pages that made you invest a part of yourself, without being too blatant about it, and as a result, they had you saying "yes" even before they delivered their offer.

These are the sales pages that had you "involved" from beginning to end.

Indeed, more often than not, these are the sales pages that perfectly executed one or several of the many involvement devices known to the copywriting world.

But what are involvement devices?

Basically, involvement devices refer to the copywriting techniques that will compel the readers to impart a little of themselves into the sales copy. Involvement devices are copywriting methods that pull the readers in, never to let go of them until the final push for the offer.

People Buy Based On Emotion And Justify With Logic Later On

The above sub-title is the heart of the sales process.
Knowing this is essential in preparing sales copy that sells.

And knowing this is essential in creating involvement devices
that are true to their creed, that is, to “involve” the readers
with the sales copy.

People buy on emotion.

People buy because they are moved to buy.

People buy because they feel that they will suffer pain if
they don't.

It's all based on emotions.

Pardon in advance to any minors reading this (you may want
to skip the next few paragraphs,) but it's much like sex.

When a man makes love to a woman, foreplay is an absolute
necessity. Otherwise, if the woman doesn't get “in the
mood,” the act of making love won't be as pleasurable.
Worse, the woman might reject the man's advances.

When selling to your market, you take the role of the man in
the mating game.

You will have to seduce your prospects.

You will have to woo them into giving in.

Then and only then will you be able to get their sweet, sweet "yes."

And it all depends on swaying their emotions to your side. It all depends on how well you make them invest emotionally in your offer, which is expressed by your sales copy.

Emotional Investment: The Core Of Involvement Devices

To become “involved” is to invest a part of one’s self.

Do you know why contestants of reality TV shows like Survivor, The Amazing Race, Big Brother, and The Apprentice are sometimes more popular than established actors and actresses?

It’s because the viewers have invested in them emotionally, and heavily at that. They watched them during their unguarded moments. The viewers have come to feel that they know these contestants by heart. They voted for them. They cheered their exciting moves and despised their cruel acts.

These contestants have become part of their lives.

You can also make your readers feel that your product or service is a part of their lives...

... and an integral one at that!

No! It’s not about making them feel that what you have to offer is essential to their existence, though nothing’s stopping you from pursuing this approach.

The “emotional investment” you will be soliciting from your readers should make them feel that THEY are essential to what you have to say, that THEY themselves will play an integral role in the success promised by your offer.

This way, you’ll be pulling them INTO your copy.

You will be making them active participants of your sales page, instead of mere passive readers who will just wait for what you have to say.

Instead of just writing your copy in an expository manner, you will be using involvement devices that will make your copy as interactive as possible. This way, your readers will strongly feel that they are a part of the proceedings.

And once you deliver your offer, how else will they react?

They are an important component of the equation. You made them feel that way. Will they say “no” to you?

This, my friend, is the power of involvement devices.

This, my friend, is what you stand to achieve if you’ll master how to incorporate involvement devices into your sales page.

The Pages To Come...

In the following chapters, we will be discussing the different kinds of involvement devices and how, exactly, you can add them to your sales copy.

Again, this guide assumes that you know your copywriting (at least, basic copywriting), and that you know your HTML, or at the very least, know how to use an HTML editor like Microsoft FrontPage, Macromedia Dreamweaver and the like.

Each involvement device we will be discussing will have step-by-step instructions on how to include them in your sales copy, so, even if the techniques require HTML scripting that you're not familiar with, you'll be guided properly through text and screenshots.

Involvement Device No. 1:

References They Can Relate To

A lot of online businessmen are of the mistaken belief that involvement devices should be placed towards the end of the sales copy, right before the offer is presented.

This is a big and fatal misconception.

Involvement devices should be spread out from beginning to end.

You will want your readers to feel “involved” as early as possible, and, from time to time, you will want them to remember that they are indeed “involved.”

The way to do this is to spread out the distribution of your involvement devices.

As a personal rule, I make sure that a sales page has at least 3 involvement devices, one near the beginning, one in the middle, and one near the end right before the exposition of the offer.

But of course, these refer to involvement devices that occupy sections of their own.

The first involvement device we will be tackling doesn't require its own section. Rather, this involvement device should be observed throughout all your sales copy, and practiced while you're writing it.

What is this involvement device?

It's the usage of references your readers can relate to.

Copies That Read Like Manuals, Copies That Read Like Old Stuff

Surely, you have encountered sales pages that are so robotic in their tones that you are led to wonder whether or not they are refurbished manuals or old documents picked up from the public domain.

Such an impression will spell doom for your sales copy.

You don't want this.

You will want your sales copy to look contemporary.

Why?

Because you will want your readers to know that whatever it is you will be offering is relevant to the here and now. You don't want them to think otherwise. Will they want to buy something that even their grandparents will find old, when there are other alternatives on the market?

The Personal Touch

Furthermore, you want your readers to feel your sales copy.

By introducing concepts, ideas, subjects, and other references that they can relate to, you will be giving them the impression that you “dig” them, that you know what they want, that you speak their language, that you are, indeed, one of them.

Popular culture, or pop culture, references are the most effective.

Try to include the latest movies, TV shows, music, and other forms of entertainment into your copy. Mention a popular artist’s name. Use last night’s episode of a popular TV show as an analogy. Tell them why a particular song is the best soundtrack for your copy.

These will go a long, long way in winning the emotions of your readers.

They’ll be able to “feel” that you share their interests, and as such, it’ll be easier for them to trust you.

The use of references that your readers can relate to is an ongoing involvement device, one that you should always bear in mind WHILE writing your copy.

Involvement Device No. 2: **Making Them Feel Their Importance**

When you write your sales copy, you are actually talking to your prospects in the only manner allowable by the World Wide Web... through written words.

The operative word here is "talking."

There is a difference between merely talking to them and actually imparting upon them what you really want to share.

Take for example a salesman whose job is to demonstrate the new Rota-Slicer 250, a mechanized knife that can peel any kind of vegetable or fruit. The salesman will conduct demos of the item the whole day, from 9 to 5. This is what he's being paid to do. He'll ramble for hours and hours with words like "good morning Sir/Ma'am, this is the amazing Rota-Slicer 250," and "I have something that will make your life so much easier," all the while slicing on some veggies and fruits with amazing precision.

When he talks, do you think he is getting through to the people who can hear him?

Chances are, he isn't. After all, with the almost automatic spiels he delivers, he doesn't really care who gets to listen to his words.

And if he doesn't care, people will know, and they'll say "why should we care?"

But what if the salesman would take his time, pick his prospect, approach him/her gently, and ask for a piece of his/her time?

What if he'd look at his prospect, establish eye-to-eye contact, and smile while delivering his spiel and demonstrating what the Rota-Slicer 250 can do?

He'd be able to convert more people into paying customers!

The Glaring Difference

Consider the two statements below:

1. I am an Internet millionaire. I have made millions of dollars doing what I do best. I want to share with you what I know. It's all in my book.

If backed up with proof, this is a pretty powerful statement, right?

But sales copies are seldom this short. If extended, it may not be able to hold the interest of the readers.

Why?

It's because it merely talks about the merchant. It's a self-serving piece. The merchant may be successful, but the reader isn't given any guarantee that he will be able to replicate such success.

Now compare that statement with the one below:

2. I have made my millions on the Internet and I want YOU to share my blessings. Give me your commitment to study what I will teach you, and I will guide you all the way to achieving the success I have experienced on the World Wide Web.

This statement is more powerful for the sole reason that it promises the reader of the merchant's commitment.

Additionally, this statement INVITES the reader to give his commitment as well. It asks something from the reader... a sacrifice that he has to make, without which, the entire equation will crumble.

The reader starts to feel important.

The reader starts to feel the pressure, and he begins to think that the program isn't perfect, so it must be real, it must be true.

Something is asked from the reader, he feels involved. The success of the program doesn't rely on the program alone. It also relies on the participation of the reader. And this makes the copy so much more believable.

The Involvement Device At Work

Please study the example below...

Do You Have What It Takes To Be The Next Online Millionaire?

No one said that the road to riches is easy.

No one said it's impossible, either.

Getting rich through online means is perfectly doable. Hundreds of people have done it. Hundreds of people have substituted their daily jobs for their online enterprises. Hundreds of people have realized their wildest dreams through the moneymaking opportunities made possible by the World Wide Web.

These people share some things in common, namely:

1. Drive;
2. Perseverance; and
3. Hard work

They didn't get rich overnight. They didn't get rich by merely relying on an inspired idea and never acting on it. And surely, they didn't get rich by resting on their laurels.

If you can invest the same passion, commitment, and effort, dear friend, then there is no reason why you can't join the ranks of the Internet millionaires!

As you can see, the piece started with a question, one which directly asks the reader, one which directly poses a challenge.

Does he have what it takes to strike it rich on the World Wide Web?

This alone is an excellent way of involving the reader. You will be asking him – HIM – a question that will arouse his desire. He will want to say “yes” to your question because of his innate pride. He will want to show to you that yes, he can conquer the challenge.

The piece proceeded with a realistic enumeration of statements.

Yes, getting rich online isn’t easy. This is a negative sentence that would otherwise turn your readers off, but we followed it up with a redemptive statement, that neither is it impossible. By presenting a gloomy scenario but qualifying it with a hopeful one, we are in turn verifying the readers’ fears and alleviating them at the same time.

No, we are not painting a rosy picture.

No, we are not claiming positive things just to win their confidence.

We are giving them the real state of affairs, and we will come out more credible because of it.

We ended the piece by stating a stimulating situation: do they have what it takes to become the Internet’s next millionaire.

We are challenging them.

We want them to feel the heat. We want them to make a stand. We want them to know that they have the power to shape the story.

We want them to feel involved.

And it works.

Why?

It's because the piece talks to the reader in a manner that is both empowering and piquant.

This is an involvement device that should be observed throughout your sales copy...

ALWAYS talk to your readers. ALWAYS strive to stimulate them. ALWAYS make them know that they are an integral part of what you will ultimately present.

Involvement Device No. 3: **The Staged Quiz**

Everyone loves answering quizzes, especially those which are meant to gauge our own personal aptitude when it comes to certain aspects of our existence.

Quizzes are one of the few segments that made magazines like Cosmopolitan very successful. Month after month, the said magazine prepares quizzes that will engage the readers for several minutes and will make them come back for more.

Online, quizzes are one of the best interactive features you can add for your website. The success of the [Turbo Quiz Generator](#) is testament to this. Webmasters are always on the lookout for new things that can help them attract – and KEEP – their visitors.

Quizzes can also help your sales conversion.

You can use quizzes as forms of involvement techniques.

We have previously discussed how involvement devices are meant to “involve” your readers and have them invest heavily on your sales copy so that they’ll be receptive of your offer later on.

Well, quizzes are a great way to capture their interest and hold them captive to your sales copy.

Show Me The Money

Below you can study an example of this technique in action...

Only 5% of novice Internet marketers succeed in their first 18 months of business. Answer the following questions and see if you belong to that small percentage of capable NETrepreneurs.

1. Are you willing to learn new methods to help you gain a distinct advantage over your competitors?
 - a. Yes
 - b. No

2. Are you willing to invest in new knowledge to help you boost your sales rate by a dramatic percentage?
 - a. Yes
 - b. No

3. Are you willing to pledge yourself to powerful, new techniques that will demand your effort and some of your finances?
 - a. Yes
 - b. No

Why is it called a staged quiz?

It's because the quiz, though meant to be answered by the readers, was designed with particular answers in mind. Why would the readers want to say no? The questions were written in a way that will solicit a favorable answer from the participants.

And why do you want favorable answers from them?

It's because by answering the said questions, they will be giving you their commitment. They may not be aware of this, but they will be pledging themselves to your cause. It may seem like a simple, harmless quiz for them, but by answering such, you are already soliciting their sweet consent for the offer you will eventually deliver.

There lies the beauty of this involvement device.

Your readers won't be able to miss it, yet, its real magic works in the background. As your prospects continue to read your copy as soon as they finish the staged quiz, their mindset will be geared towards receiving your offer in the most favorable manner because unbeknownst to them, you have already set them towards that path.

The Thrill Of The Execution

There are some guidelines that must be observed to ensure that this involvement device works as well as it can. Study the tips enumerated below:

1. Your quiz should be enclosed in a box that will distinguish it from the rest of your sales copy. It cannot be helped that some of your readers may not be inclined to answer the said quiz. By putting the quiz in a box, you're telling them that it's okay to skip it and proceed with the rest of the copy.
2. The choices for the answers to the questions can take either of two forms:
 - a. A mere enumeration in a, b, c or 1, 2, 3 format, as is the case in the example in the previous page; or
 - b. An enumeration complete with a check box for each item. This will make your quiz even more interactive because the participants will be answering the questions on the face of the sales copy itself.
3. The favorable answer you are leading to should always be a "YES." Make sure that your questions should ALWAYS be answerable by "YES," and that "YES" is the correct answer for them as well. This will train your readers to say "YES," up to the moment you will deliver your sales proposition.
4. There should be continuity throughout your sales copy. If the favorable answer you have led them to commit to is a "YES" then all underlying questions in your

sales copy should also be answerable, favorably, by "YES."

5. Deliver this involvement device pretty early in your sales copy. This involvement device works best as a way to influence your readers' mindset so that they may be receptive towards the rest of your sales copy. As such, the best placement for this involvement device is either at the first part of the body of your sales page, immediately before or after the salutations, or immediately after the introductory paragraphs.

Involvement Device No. 4: **The Magical Box**

Here's a neat and clever involvement device I learned from Maria Veloso, author of the bestselling Web Copy That Sells: The Secret To Creating A Profitable Website...

... a magic box.

Sounds weird?

Not really.

This magic box solicits answers from your readers, much like a quiz. But this magic box also compels your readers to reach deep down inside of themselves to come up with the answers you challenged them to get.

As a result, the readers realize things you want them to realize, because you have made them think about these things by themselves.

Amazing, isn't it?

Show Me This Magical Box

Below you can find an example of this magical box in action. Study it carefully and learn how it will pull you into the copy...

I Will Try To Read Your Mind!

Hello, dear friend.

I'd like you to name 3 of the biggest problems you are facing right now. Yes, just 3 of them will suffice.

Now, how'd you feel if I'd give you \$20,000.

Will this amount solve all, if not most, of the problems you've listed above?

What you are about to read will greatly help you earn \$20,000 or more in a period of 2 months. The things you will learn, if applied to a tee, will give you sustainable income for many, many years.

This technique is very powerful indeed. It invites the reader to do a little introspection. As for what purpose, it won't be apparent until he gives his answers.

In the example above, we tickled the reader's fancy with the headline, "I Will Try To Read Your Mind."

Is it some kind of fluke?

A parlor trick perhaps?

Or a special power that is true?

Whatever the answer, the reader will be inclined to check it out by answering your challenge, that is, to name three of his most prominent problems to date.

He'll pause.

He'll think.

He'll remember.

And he'll invest – heavily at that – his emotions into your copy.

And once he has shared his answers, we deliver the coup de grace... an exciting proposition – the thought of having \$20,000 – and how such can help him solve his problems.

This is a great introduction for a moneymaking product that you may wish to promote.

And this is an excellent sampling of the sheer power of this kind of involvement device.

Born From A Simple Equation

The best way to market a solution is by compelling the prospects to affirm their need for the said product.

The use of a magical box satisfies this to a tee.

They are challenged to dig deep inside to come up with things that they need, things that demand some answers. And once they have materialized these needs in the form of written words that they themselves typed up, they will realize the urgency of them.

And with this sense of urgency comes a greater demand for the solution... one which your product or service will be providing.

You can try out many variations of the magical box.

For example, instead of asking your readers to enumerate their problems, you can ask them to enumerate their wants instead. Eventually, you can introduce your product or service as the best way by which they can fulfill these wants.

Or, you can also ask your readers to enumerate their goals, and thereafter, introduce your product or service as a way of achieving them.

There are many tactics you can opt to pursue, but one thing's certain...

The use of a magical box is a powerful technique that you should strongly consider for your sales page.

Involvement Device No. 5:

The Staged Survey

Previously, we've discussed the staged quiz where questions are designed to solicit definite answers that will lead your readers to say "yes" to your offer, eventually.

In this chapter, we are going to discuss the staged survey.

A staged survey works similarly to a staged quiz, only, instead of asking a question that is answerable by yes or no, you will ask a situational question followed by multiple choices. The reader can simply choose which among the given choices best represents his answer.

Why is it staged?

It's because, just like staged quizzes, the multiple choices will be designed in such a way that will lead your readers to where you want them to be once you deliver your sales pitch.

How can this "involve" them?

.Take a look at the example below...

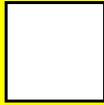
If any of the following situations describe your current condition, then this page was designed specifically for you!

- Are you struggling to generate 10,000 visitors to your website per day?
- Are you having difficulty converting at least 65% of your visitors into paying customers?
- Do you want your business to be an automated cash cow that will sell your product 24 hours a day, 7 days a week, with maximum efficiency that will put any real life salesman to shame?
- Are you sick and tired of guides and eBooks claiming to change the way you do business for the better, only to present you with ideas that everyone already knows?

As you can see, the choices were written in such a way that will lead the reader to mark the checkbox. They state universal truths about the majority of Internet marketers. By marking the checkboxes, they are affirming for themselves that the sales page is indeed meant for them.

More importantly, their minds will be conditioned to mark checkboxes.

Hence, once you deliver your call to action in a manner similar to the example below, their instinct will tell them to mark the checkbox and say yes to your offer.



**Yes! Send Me A Copy Of This
Revolutionary Ebook For The Low,
Low Price Of \$27!**

There will be consistency in your sales copy.

There will be congruency.

As such, the involvement device you have set into motion earlier will produce consistent effects once you invite your readers to accept your call to action.

Of course, this is just one of the many benefits of staged surveys.

The primary benefit, just to reiterate, is the emotional investment that your readers will make into your sales copy. This will ensure that they will read your sales copy – all of it – from beginning to end.

This way, you'll be able to deliver your sales message the way it was meant to be delivered, and you'll be assured that your sales message will in fact reach your prospect.

Involvement Device No. 6:

The New Age Of Digital Salesmanship

All the involvement devices we have discussed so far are doable with a little serving of HTML programming and some clever display of writing flair.

But the last involvement technique we will be discussing will require more technical know-how.

Ready?

Name the biggest limitation when it comes to online salesmanship.

That's right... it's the inability to meet your prospects face to face. Basically, you're limited to words – written words – to introduce your product or service, establish a need for it, deliver your sales message, and persuade your prospects to buy what you're offering.

You need to learn how to write, nay, you need to learn how to write well. Written words will sell your product or service. This is how it has always been since the birth of online marketing.

Until now...

Today, the Internet has entered the age of videos.

Online videos were once an impossible dream. Though videos were capable of being converted into digital form and being transmitted digitally, their sheer size made it

improbable for 56K connections to download them at a convenient rate.

But nowadays, with faster connections installed in most homes and with compression technology capable of reducing the file sizes of videos to a couple of megabytes, videos have become more than just novelties for an Internet user... they have become expectations!

Testament to this is the rise of video streaming websites like www.youtube.com and www.myspace.com as the most popular online destinations today.

Here's the point...

You can use videos as involvement devices.

You can use videos to communicate with your prospects.

There are many benefits to this:

- They'll be able to see you and hear you, and they'll be able to trust you better. You won't be a mere invisible figure to them.
- You'll be able to communicate your business message more clearly. With the use of intonation, hand gestures, facial expressions, and even visual aids, you'll be able to tell them what you really want them to hear.
- It'll be easier for your visitors to digest the essence of your sales copy. Watching is more convenient than hearing, so you can be guaranteed that you'll retain more visitors.

What form should your videos take?

- As a video greeting welcoming your visitors to your sales page.
- As a summary of your sales page, as is the case on the landing page of TurboMembership.com .
- As a teaser for the rest of your sales copy.
- As an excerpt of your product.

You don't have to host your own videos. You can simply upload them to big video streaming websites like the aforementioned www.youtube.com or www.veoh.com or even www.videos.google.com , and embed the hosted videos on your sales copy.

If you want to host your videos yourself, make sure that you convert them into .FLV format to reduce their file size to manageable levels, even for visitors on dialup connection. An embedded Flash player will play the .FLV file on your sales copy.

Conclusion:

Other Interactive Devices You Can Use

Copywriting first evolved IRL (in real life) as a form of direct mail marketing. Copywriters used to write copy that were printed out and delivered to the prospects' home addresses.

Nowadays, web copywriters have it easier. They can just publish their web copy on a website and direct visitors to it.

Additionally, since their sales copy will be published through web programming languages, the web copywriter can choose to implement creative involvement devices that are not available to printed sales copies. These involvement devices are interactive in nature, that is, the reader himself can actively participate with them.

Why is this important?

It's because you will be able to make the reader invest MORE into your copy. By being an active participant, the chances of your reader feeling alienated will be less, if not nil.

What possible interactive devices can you implement? Here are some tried-and-tested choices:

- Checkboxes. You can introduce a bulleted listing with each entry having its own checkbox. This listing can be possible answers to a question you will raise. For example, you can ask "what are you looking for in a particular product?" You can enumerate all the benefits of your product, with a checkbox before each entry.

You will want your readers to check all the boxes. This will make them accept your offer more easily.

- Calculators. This device is often used for calculating income possibilities. Some sales pages offer calculators with preset variables so that the readers can compute the earning potential of the offer itself. This is a fantastic way of making them realize how beneficial your product/service really is.
- Audio/video testimonials. These testimonials don't have to be in written form. People respond more to what they can see and hear. Providing a multimedia experience will produce fantastic results. It will let your prospects know that such recommendations come from real people.
- Audio/video presentations. In the same light, you can present certain points of your copy in more exciting ways. Again, people respond more to what they can see and hear. Additionally, it can't be helped that some people are just too lazy to read. By giving them something that they can watch, you can increase your conversion rate dramatically.

These are just some of the interactive devices you can use. Remember, however, that you need to know some programming skills to implement them. They don't require complicated encoding though. With a day spent studying what should be done, you can pull them off with flying colors.

John Delavera & {--your-full-name--}