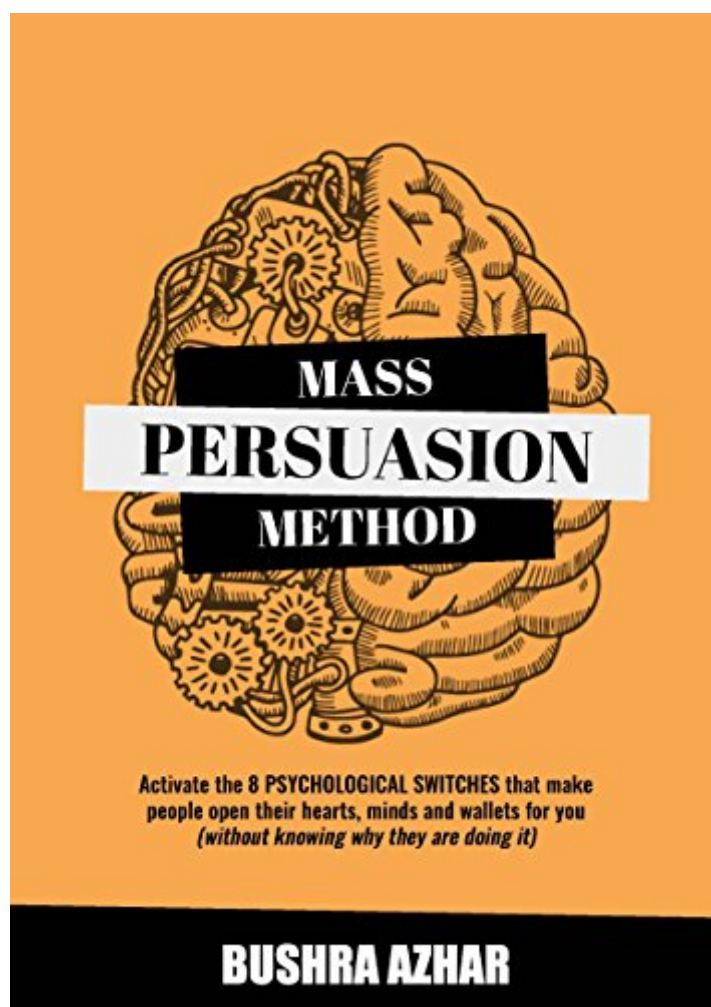


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# Mass Persuasion Method : Activate The 8 Psychological Switches That Make People Open Their Hearts, Minds And Wallets For You (Without Knowing Why They Are Doing It)





## Synopsis

This book explores an entirely new & revolutionary approach to persuading the masses to do your bidding. To become a persuasion powerhouse, start by imagining the human brain as an electrical circuit with 8 psychological switches that all need to be turned on for an effortless YES. 90% of purchasing decisions in the buyer's mind are the result of someone sparking that circuit into action. The result? People stop scrolling and start drooling because you have tapped into their deepest, darkest desires. Consumers scramble for their credit cards because you have managed to position your products, your ideas and YOURSELF as irresistible. People take to their social media soapboxes on your behalf, telling the world how much they love you. And the best part about this excuse-disarming, desire-cultivating, wallet-opening thing called persuasion is that you don't have to be a natural at persuasion, to persuade! Here are the eight persuasion switches in Mass Persuasion Method that once activated turn you into a master persuader:

PERSUASION SWITCH #1 THE PRESTIGE SWITCH PERSUASION SWITCH #2 THE BELIEVABILITY SWITCH PERSUASION SWITCH #3 THE PARITY SWITCH PERSUASION SWITCH #4 THE CURIOSITY SWITCH PERSUASION SWITCH #5 THE URGENCY SWITCH PERSUASION SWITCH #6 THE DESIRABILITY SWITCH PERSUASION SWITCH #7 THE EDUTAINMENT SWITCH PERSUASION SWITCH #8 THE RELATABILITY SWITCH

This book will not only show you the science and psychology behind each switch but will also give you specific, hands-on tactics that you can use on your websites, your social media & your client communications to to hook, pull, draw, magnetize and altogether mesmerize your customers and potential customers into buying from you, above everyone else in your industry...and not just once, but over and over again.

## Book Information

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## Customer Reviews

I confess that I'm a softie when it comes to persuasion. I also have to say that everything I was doing was all wrong! I had no idea that there was such an art to getting people to hear you and respond! Bushra is brilliant! (I felt like such a persuasion virgin when I began to read this, but she showed me the ropes!) There was so much to learn and so many more things I needed to implement to even begin to persuade clients, but Bushra shows you how to push the right buttons and get the job done in a smooth, tactful and hilariously persuasion-able way. This book is worth its weight in gold to read because if you use her techniques, you will earn and learn so much!

I absolutely LOVED this book. I laughed and learned so much from Bushra. I just came across her on Facebook. Didn't know who she is or anything. I only knew she kept my attention, and made me laugh. While I was laughing, I was learning. I plan on using this book, with its 8 buying switches, to build my online business. It's got every kind of tip you could want. Email help? Check! Video help? Check! And more. You really need your own copy. Thank you, so much, Bushra, for showing me HOW to make persuasion sexy, classy and fun!!

This book is a MUST READ, especially a Biz Newbie like myself. I am a PH lab member and when I got the email about this book, I knew it was going to be filled with juicy golden nuggets! This book has given me so much clarity around my business overall and showed me which Persuasion switches I should be using. Before this book I randomly posted on FB and Instagram not really having a strategy and hopelessly waiting for those likes or comments. After reading this book I was able to create a "Fabulous Social Media Portfolio" to help grow my business and ITS WORKING!! If you are looking for help on writing better emails and how to get people to respond, this is a no-brainer!! I was never really good with my words or persuasion and it always felt icky.. NOW I have this amazing resource to help guide me and has taught me how to use my words in a way that feels good. I love the examples she gives in the book and it helps me

actually apply what I am learning. If you want to know what is working online and a NO-BS approach, then I highly suggest reading this book and following Bushra online, hell, join her PH lab you will NOT be disappointed (esp. if you are a newbie).

If you are an entrepreneur or an aspiring entrepreneur who is selling physical or information products online you MUST read this book. I have been following Bushra Azhar since the beginning of her business and yet I find this book extremely useful! The proof is in the persuasion - her over 4000 customers who have collectively made millions of \$\$\$, that aside the book itself is amazing. There's examples on how to exactly write your website salespage so that your potential buyer CANNOT say NO!! Unlike other books on the similar subjects where you will see a lot of theory being discussed about human psychology, this author actually shows in a very simple and effective way how exactly to apply all this psychology mumbo-jumbo to the world of online selling. Now if only we all can use 1% of this, I am sure we can 100x our results.

This is an amazing book that will definitely change how you market and more importantly generate sales. I've been online for more years than I care to admit but haven't seen the success I would like to have with my online business. Bushra is the person you want on your side if you want to go from a hobby to a legitimate business. She effortlessly distills complex topics into bite sized digestible morsels that will have you salivating over the goodness and actionable insights. The book is a quick read without fluff or filler so you're only getting what works and you can begin implementing immediately. Bushra my apologies for not following you sooner and coming across this book as it's about to change the entire trajectory of my website and business. You're awesome at what you do and have a very lively personality that shows in your writing. Seriously you need this book as a part of your marketing and sales arsenal. Psychology matters more so than looks and design as the words you write can win over visitors or repulse them with Mass Persuasion you will be winning and have an abundance of happy customers clamoring for your next product or service and raving about how great you are.

No, these are not my words. Bushra has made Persuasion her art and science. She introduces new concepts and takes the second guessing out. It's like having a checklist to build with, or to evaluate anything that you put out there for consumption. So easy to digest and put to use! Not too long, no fluff, packed with valuables illustrating the elements of creation, marketing, copywriting and good service in a refreshing and persuasive way. She shows that

Persuasion doesn't come AFTER, but is infused as part of the conception of a product. The intention is there from the beginning and that doesn't only help sell the product but also built it (to sell). This book is a must for every one who wants And of course everything is served with Nutella-Covered Nuggets of Wisdom. Yea, she is not academic sounding. All ultra brains, humor, deep observation and real knowledge. I warned you!

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