

# How to Use NLP in Internet Marketing



**By Jason Fladlien**

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## Intro

NLP (neuro-linguistic programming) focuses more on the "how" than the what which is interesting, because Internet marketing is all about the "what".

What to do to get a certain result... It's largely conscious, and conscious thought is one of the worst ways to create immediate change - both in yourself and in your audience.

Think about it - if you know "what to do" to make money online, but you feel absolutely horrible about doing it - maybe from fear or putting in the effort - then what happens?

It doesn't get done.

The "how" on the other hand deals with modelling. What you do is model exactly HOW someone gets in a state to achieve peak performance in a certain field (in this case Internet marketing) and then you simply do exactly what they do to slip into that state.

In this report, you'll learn how to use NLP to model success, and you'll also learn some additional NLP techniques for instant change when it comes to Internet marketing, both for yourself and the segment of the marketplace you service.

## Modelling

How do some people just sit down and take immediate action when it comes to writing a sales letter? Or creating a product? Or setting up a joint venture?

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If you listen properly, they'll tell you. Let's take an example. Say you have this really good audio product you purchased where someone is talking about writing a sales letter. The person who is interviewing them asks...

"What is your technique for writing a good headline?"

And the person answers - "Well, the first thing I do is SEE what is unique about the product.

Something usually POPS OUT at me that FEELS right. So I begin jotting down different ideas until something just begins to HARMONIZE with the whole TONE of the letter I'm going to write..."

Okay, the one little paragraph has a HUGE amount of value in it. You have their basic "model" they use at an unconscious level when they go to write their headline. Look at that paragraph again for the words that are in all caps.

The first thing they do is make different PICTURES in their mind (about unique aspects of the product). Then the picture that POPS OUT in their mind is a good clue that it is a great headline.

But they check it with a FEELING. Then they start working on that idea until they HEAR something in their mind that confirms it's a good idea (HARMONIZE/TONE).

So the real technique for writing headlines is to create many pictures of unique factors, ones that pop out. Then check them to see which one produces the best FEELING in your body and expand on those ideas in your mind until something SOUNDS the most correct.

That's a strange process, isn't it? What you've just done though is unlock their code. This is something they've developed at an unconscious level through much, much practice and experience. And they don't even know it, since it's unconscious! But now

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that you have their code, you can simply MODEL what they do, because you know not just WHAT they do (write good headlines) but exactly how they do it at an unconscious level.

If you understand this example above, it will make every bit of information you have ever purchased, invested in, or consumed doubly valuable... because you can pick out certain visual, auditory and kinaesthetic predicates that they use to create a step by step "model" to slip into the same STATE as a top performer quicker than ever before.

And we're just warming up.

## Anchoring

Remember Pavlov's dogs? Ring a bell, give the dog food? Pavlov did this over and over again, and pretty soon JUST RINGING THE BELL was enough to make the dog salivate... even when no food was given.

This is called conditioning. Anchoring is even better, because you can anchor something immediately, instead of having to do it over and over again, as in the case of Pavlov's dogs.

Here's the basic strategy. You work on inducing a specific state inside your client/prospect.

Then, when you get that state at its peak, you fire off an anchor... it could be a certain FONT, a picture, a WORD, etc.

Now in the future, when you want to get them immediately back into that STATE, you just fire off the anchor and immediately they're in that state again.

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How can you use this in Internet marketing? Let's start with a powerful example. Then we'll give you some simpler ones.

Jason one time was speaking to an audience at a seminar. He was showing how to set up membership sites, and how it was actually easier than anyone would imagine using his techniques.

So what he did the first time was show the first step, and made it seem so ridiculously simple and easy that his audience was laughing. He reduced it all down to "clicks". So he'd say, "What do you have to do to make this work?" And he got his audience to answer "CLICK". Just that one word.

Now when he'd set them up to say "Click" he'd stand at a very specific spot on stage, put up his right hand and click his index finger. Every time - same spot, same action...

So after the anchor was set, any time he wanted to make the audience feel something was easy, that they could do it, and get results from it, he fired off that anchor - over and over again when he was making that point.

By the end of the presentation, when he made his offer and concluded his talk telling them to go to the back of the room to invest in his product, he fired off that anchor one more time and sent a stampede of people to the back table to buy his stuff.

Anchoring is powerful because it helps you easily RECALL certain STATES back instantly.

## Excitement

Let's take another example to really hammer home this point - let's go off topic. A friend comes to you and wants to know how to get over procrastination. You ask

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them to think of a time when they were super compelled to take action. They were so excited that they couldn't help but just to act impulsively on a good idea that was in their best interest.

Really get them excited thinking about that time. Then, when you feel they have accessed that state of excitement and wanton action fully, anchor that state.

It could be as simple as patting them on the back. Then you can bring them out of the state, and talk about boring and mundane things. Then all of a sudden, pat them on the back again and the anchor is FIRED off. Bam - they immediately will slip back into that state of excitement.

Pretty cool, huh?

You should use this yourself. Jason has created an anchor for achieving peak productivity. Guess what his anchor is? The sound of keyboard keys being pressed. What he did was simple. He thought of a time when he was absolutely in peak production, when he was just a productivity animal.

Then he simply typed a few sentence on his keyboard.

He stopped, cleared his mind... then thought of that state again until he felt it full force. Then he typed a few more sentences. He did this over and over again for about 10 times, and by the time he was done, he had a very powerful, powerful anchor.

Another anchor - your computer screen. This time work yourself into a state where you think of a time you were as excited and happy as could be. Do it with your eyes closed. Then when you get into that state, make sure when you open your eyes the first thing you see is your computer screen.

Do this several times and pretty soon simply looking at your computer screen will automatically.

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TRIGGER that state.

How can you make this work for Internet marketing in other ways? How about this - let's say you're writing a sales letter. Every time you make a POWERFUL point in that sales letter, you should anchor it for maximum effectiveness.

Say the first time you drive home a powerful point... when you deliver the most powerful essence of it... do it in a subhead with a VERY UNIQUE font.

Now your anchor is set. Throughout the rest of the letter when you give other really powerful points use a subhead with that same unique font.

Then when you tell them to order, use that same subhead and font above your order button.

That will make your "order now" call to action more POWERFUL.

## Action

One more example - perhaps that best of all. This is great if you're doing any live presentations, webinars or seminars.

You want to induce a state within your audience of ACTION, anchor it, then fire it off at the end when you ask them to invest in whatever you're promoting.

Often Jason will do this in his webinar and teleseminar presentations. He will start off the presentation saying - "I'm going to show you something you can do in just a few minutes and get [insert big benefit]."

For example, recently he did one where he started out a call - "I'm going to show you how to set up a membership site in under 6 minutes with completely free software..."

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Then he tells the audience since he is giving them something, he asks for something in return - a commitment of action to use this information as soon as possible. So then he follows up - "So when are you to DO THIS?" and gets everyone to respond with "immediately!"

Now the anchor here is subtle - the anchor is actually the words "DO THIS", which he delivers in a slightly different tonality and rhythm. It's a subtle anchor, but it's enough... Because each time throughout the presentation, when you makes a point about something that is powerful, he asks - "so when are you going to DO THIS?"

Each time firing off the anchor and increasing its power so people already see themselves acting and benefiting from Jason's instruction.

So when Jason goes into the close, and he makes his offer, when he wants them to go to a web page and sign up, what does he say?

DO THIS.

"DO THIS - go to this URL right now and sign up. You'll want to DO THIS immediately because if you act now on this webinar, you'll get this special fast action bonus... So go ahead and sign up and DO THIS now..."

Powerful stuff.

## Manipulation?

Is this stuff manipulative? You bet. You know what manipulation means - to move, arrange or operate **SKILLFULLY**. Remember that word - **SKILLFULLY**. That's the original meaning, before people ANCHORED negative implications to the word and made it sound like a bad thing.



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Manipulation is good, if used properly. For example, if you KNOW you have something good that will help to benefit people and give them far more value than whatever they invest to get that value... you owe it to them to communicate as **SKILLFULLY** as possible what you have to offer them.

Not doing this means you are robbing them of something that will enrich their lives. That is a great injustice!

Here's something you should know about human psychology - many of us won't do what's in our best interest unless we are properly motivated. So many people, who are obese, KNOW they are obese, and know of all the harmful risks they put themselves in... STILL choose to eat junk food and neglect exercise.

Even though they KNOW better... and they even WANT to change... they still do things that harm themselves.

But what if you could **SKILLFULLY** get them to change their habits... and they begged you to help them... and you used techniques like ANCHORING to do that?

## Resources

**How To Write Near World Class Sales Letters In Less Than 3 Hours!**

[Click Here...](#)

**How To Create 60.4% Converting Squeeze Pages In 4 Minutes Or Less**

[Click Here...](#)

**Internet Marketing Profit Equation - Traffic & Conversion Training**

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