

The Imagination Game

The most powerful resource for generating a sale is the customer's imagination. All the decisions we make now are based on what we imagine will happen as a consequence in the future. If you can get your customers to imagine the right thing, they'll convince themselves.

WS by William Souza



The Power of Imagination

1 Dangerous Concept

This is a dangerous concept. People seem to fall for things that a 5th grader should know is impossible, like buying a new MacBook for \$100 or getting paid \$500 a day for playing a game. This happens because of the power of their imagination.

2 Emotional Projections

We never sell products or services, we sell emotional projections. People always buy the outcome: what will happen and how they'll feel when it happens. Find a big pain and help them imagine how it will be when your product solves that for them.

3 Logical vs. Emotional Objections

In the sales process, people will have objections. There are logical objections, but there are many emotional objections, too. Logical objection: I can't buy this couch because my cats will ruin it. Emotional objection: I'm afraid that people won't like the couch as much as I do.



Controlling the Imagination

1

Conduct the Imagination

The point is: control the imaginative process and you'll win the game. Conduct people through the mazes of imagination and put them in the right position to give you a yes.

2

Make Them Convince Themselves

The goal is not to convince people, but to conduct them in a way that they'll feel like they're convincing themselves. You can do it with a logical path loaded with strong emotions.

3

Ethical Communication

This may sound unethical, but it isn't. It's a communication process, which you can use in an ethical or unethical way.

Marketing Avatars

Define Your Audience

The starting point is to define your audience. People are very different, so you need a specific audience to find a common starting point for the imagination game. If you think too much about niches and too little about people, you'll fail.

Create an Efficient Avatar

The avatar represents the average individual in your target audience. The more you learn about the avatar and its contexts, problems, background, etc the more you'll learn about what the avatar feels. Once you get to the emotions, you'll find the starting point of the game.

Researching is Key

Researching is one of the most important skills. Your copy is your gun, your research is your sight. Aim at the wrong target and you'll fail... no matter how powerful your gun is. Social media, successful products, and AI can all be powerful research tools.

Researching for Audience Ideas

Social Media

Social media makes it very easy to see what people are discussing. Reddit, Facebook groups, comments on videos and posts, etc.

Successful Products

Successful products can be a great reference. If they're hot-selling products, it means that they're touching the right, sensitive point with a specific audience.

AI Assistance

AI is incredibly powerful. It can provide you with data and summarize it pretty fast. It's not 100% reliable, but it can speed things up quite a bit.

Example Approach

Using AI and high-converting products can be the easiest way to come up with audience ideas.



The Imagination Game in Action



Marketing Avatars

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Imagination

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Emotional Projections

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Controlling the Process

Control the imaginative process and you'll win the game.



Putting it All Together

Imagination	Emotional Projections	Controlling the Process	Marketing Avatars
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