

“Warning...Don’t Write Another Sales Letter Until You Read About Human Nature From A Labor Day Miracle”

People are interesting and unpredictable, and life is the same way.

Most of us don’t realize the uncanny ability of our brain to handle survival.

We’re wired for our best interests without a clue of how our physiology works.

Our subconscious fulfills our need for safety, growth, and significance.

I’m going to show how to harness this force for prosperity in your business.

A Labor Day Miracle

I was suffering through 2 a-day practice sessions for football in late summer.

Exhausted, I would immediately go to bed after I came home.

One night, the phone rang non-stop, waking me up from a sound sleep.

I stumbled downstairs to answer it.

“Is your mother home?”

I barely understood her question...she sounded intoxicated.

“No,” I answered, “She went out to dinner with my dad.”

“Have her call me when she gets in!”

“Sure...Who is this?”

“It’s Kathy; she needs to call me as soon as possible!”

I left a note on the kitchen table for my mom.

My precious sleep resumed...6 am came too quickly for me.

A short time later, my mom shouted upstairs...

“Donny! Get dressed and come down here right now!”

Mom informed me I was going to Kathy's house with her.

"She's in labor! We need to help!"

Her home was in a remote area outside of town, and it seemed like forever to get there.

We didn't know what to expect as we waited with Kathy for the ambulance.

A half hour passed, the EMTs didn't arrive, and nature wasn't waiting any longer.

We experienced the miracle of childbirth in her living room on *Labor Day*...

I'm not kidding.

Shortly after her beautiful baby girl was born, the crew arrived.

I learned 3 lessons about human nature as a teenager that night.

First, Kathy needed the security of someone with her in this scary predicament.

It didn't matter whether we were qualified to handle this situation.

Our presence was paramount for her.

Second, everyone became different from this extraordinary event.

Life did not prepare us for what happened.

We busted through the wall of our fear, and a miracle was waiting on the other side.

Finally, everyone felt a significance for the role they played.

How Does Life Awaken Us?

Kathy's emergency got everyone's attention...How did this happen?

There's a small part of our brain known as the **Reticular Activation System**.

The RAS is a net-like formation of nerve cells.

They connect deep within the brainstem, between the brain and the spinal cord.

The RAS filters information so we can focus on things important to us.

It's believed to control what we perceive as consciousness.

It acts as a gatekeeper to what's important to us through our five senses.

When you buy a new car, you suddenly notice the same model everywhere!

When you hear your spouse's name, it captures your attention.

If you buy a new phone, you're hyper-aware of others who have it.

These are examples of your Reticular Activation System working in your favor.

We focus on important things such as our safety, growth, and significance.

How Does This Relate to Your Business?

As a professional copywriter, I know how to grab and hold someone's attention.

If you don't activate the RAS dynamic with your audience, you'll never *grasp their awareness, trigger their interest, or stimulate desire.*

And they simply won't take the initiative to buy.

So how do you leverage the power of the Reticular Activation System?

You must understand what's subconsciously relevant to your potential buyers.

Tripping their triggers makes a problem real and creates an urgency to seek a solution.

Buyers are yearning for prosperous outcomes to validate their beliefs, so you need to motivate them to act on your offer.

How does your offer satisfy their need for safety, growth, and significance?

What are you really selling?

In other words, do you emphasize the product's benefits to your buyers?

Will they have the confidence to believe you have their best interests in mind?

Customers care about their needs, desires, problems, and goals.

They want to know how you can help them get what they want and feel better about themselves at the same time.

Here's What To Do...

There are 3 things you need to do today to influence buyers with RAS triggers.

1. Know their desires and provide an easy path to your solution.
2. Show empathy and present the outcome from their perspective.
Prove how the results you provide will be prosperous for them.
3. A customer's deep desire is to feel important and know their life has meaning.
Express their value through your heartfelt appreciation of their trust in you.

Today you learned about the remarkable Reticular Activation System.

If you commit to applying these 3 steps in your marketing strategy, the results will speak for themselves.

By understanding and leveraging this powerful infrastructure, your sales will reach the summit of success in your market!

Need to improve your content? Don't hesitate to contact me! I will help you get more leads, sales, customers, and money. You can reach me here at <https://www.linkedin.com/in/don-wood-55318851/> or just shoot me a message to don@donwoodwriting.com and we can figure out if we're a fit.

Don Wood specializes in writing for the personal development and health markets. In his work as a Leadership Coach, he brings a unique perspective for helping people who are struggling. He lives in Boston and enjoys reading, writing, kettlebell workouts, and hiking.