

DAY 8 - WORKBOOK

TRIGGER SALES BUILD DESIRE



BY FOUNDERLEY

Emotional Triggers: The Secret Weapon of High-Converting Sales"

Most people think sales is about persuasion. But in reality, it's about emotion. Every buying decision is driven by feelings—not logic. People don't buy products, they buy better versions of themselves. They buy confidence, relief, hope, belonging, status. In today's lesson, we're diving into the emotional triggers that spark action. You'll learn how to use scarcity, urgency, transformation, and social proof to build desire and make your audience feel like they can't afford to miss out. This is where you stop "selling" and start making people want to buy.

The Power of Irresistible Offers

Description:

Your product is not what sells. Your offer is.

An irresistible offer is a bundle of value so good, it feels like a no-brainer. It combines the main product + bonuses + guarantees + urgency + scarcity.

It answers this internal question for the buyer:

"Why should I buy this right now?"

Example:

Selling a digital planner? Bundle it with:

- A goal-setting mini-course
- A monthly review template
- A private productivity group access
- A 7-day “double your focus” challenge

Why it works:

People love getting more than what they pay for.
Bundling increases perceived value instantly.

2. Pricing Psychology: Numbers That Make People Say Yes

Description:

Your price isn't just a number. It's a signal. It tells people what to expect and how to feel.

Too low = doubt. Too high = fear. Find the sweet spot – where the price feels like a win.

Odd numbers like ₹499 or ₹999 work better than round ones. Anchoring high prices next to yours also makes your price feel like a steal.

Techniques to use:

- Charm pricing: ₹499 instead of ₹500
- Price anchoring: Show ₹1,499 crossed out, offer at ₹499
- Tiered pricing: Basic, Pro, Premium
- “Pay once, use forever” – increases the lifetime value feel

Why it works:

The brain processes prices emotionally first. Small differences (like ₹1) create big shifts in buying behavior.

3. Finding the “Sweet Spot” for Your Offer

Description:

The sweet spot is the magical intersection of:

- What your audience wants
- What they can afford
- What they believe is worth it

This means aligning your price, promise, and packaging with how your audience perceives value.

How to find it:

- Talk to your audience
- Test multiple price points
- Use polls, DMs, or surveys
- Track conversions and adjust

Why it works:

When the offer feels tailored and the value feels personal, people are more likely to buy without resistance.

4. Scarcity & Urgency: Why “Limited Time” Makes People Act

Description:

If people can buy anytime, they’ll buy never.

Deadlines and limited quantities push people to take action faster. It’s not manipulation — it’s focus.

Types to use:

- Urgency: Offer ends in 24 hours
- Scarcity: Only 10 spots left
- Fast-action bonuses: First 50 buyers get a free gift
- Countdown timers: Great for landing pages and emails

Why it works:

FOMO (Fear of Missing Out) is real. People don’t want to miss something valuable, so they act quickly when time or quantity is limited.



5. The Emotional Sales Path: Pain → Desire → Solution → Action

Description:

Sales is not about features. It's about emotion.

You're guiding the customer from their problem to your solution — like a story arc.

Steps to build this in your sales message:

1. Call out their pain/problem
2. Paint the dream outcome
3. Show how your offer bridges the gap
4. Push them to act now (trigger)

Why it works:

Emotion drives decision-making. Logic only comes in to justify the purchase afterward.

6. Visuals & Perception: Your Product Needs to Look Valuable

Description:

Even a high-value product will flop if it looks cheap.

Perception = value.

Design, copy, presentation, and packaging affect whether someone trusts your brand or ignores it.

What to focus on:

- High-quality visuals/mockups
- Easy-to-read, benefit-driven copy
- Professional-looking landing page or Insta grid
- Testimonials, even if from beta users

Why it works:

First impressions decide trust in seconds. People scroll fast – if it doesn't look valuable, they won't pause.

7. Bonuses, Guarantees, and Trust Builders

Description:

People are scared to lose money or feel scammed. You remove resistance by adding:

- Bonuses: Increases perceived value
- Guarantees: Reduces risk
- Testimonials or proof: Builds trust

Example:

“No questions asked 7-day refund”

“Bonus: Marketing script template worth ₹999 FREE”

Why it works:

When you remove fear, people say yes faster. Risk reversal is a power move.

A wooden desk with a tablet, papers, and a small plant. The desk is made of dark wood. On the desk, there is a white tablet with a black screen. Next to it are several papers with charts and graphs. One paper has a line graph with three lines (red, blue, and yellow) and a y-axis labeled '5,000' and '10,000'. Another paper has a bar chart with two bars (red and yellow). In the bottom left corner, there is a small blue pot with a green plant. The background is a solid purple color.

Final Takeaway:

People don't buy when they understand, they buy when they feel understood.

Structure your offer and triggers to make them feel:

- ✓ *Heard*
- ✓ *Safe*
- ✓ *Excited*
- ✓ *Empowered*

Sales isn't pushy when it's right. It becomes a service.

DAY 8 WORKSHEET

Trigger Sales & Build Desire

GOAL: Craft irresistible sales copy and offer structure using psychological triggers.

SECTION 1: Know Your Offer

What are you selling? (Describe your product/service in 1-2 lines)

Answer:

What transformation does it bring? (From → To)

Answer:

What's the ONE thing your customer desperately wants that this solves?

Answer:

✓ **SECTION 2: Craft Your Emotional Triggers**

Pick & apply 3–4 triggers below:

1. **Scarcity** (e.g. limited seats/stock)

How can you make it scarce?

Example: Only 20 spots left

Your version:

2. **Urgency** (e.g. limited time offer, countdown)

How can you create urgency?

Example: Bonus ends tonight at 11:59 PM

Your version:

3. **Social Proof** (reviews, DMs, testimonials)

Share 1 proof point you already have (or can collect)

Example: “100+ students joined in 3 days”

Your version:

You vs Future You (emotional contrast)

- What would life look like before vs after using your offer?
- **Example:** “Today you’re stuck at 0 sales. 30 days from now you’re making ₹5K/day.”
- ***Your version:***

Price Positioning

- What's your product's price?

Answer:

- How do you justify its value (vs price)?

Answer:

- What's a high anchor price you'll show to make it feel like a steal?

Answer:

✓ **SECTION 3: Write a Mini Caption Using These Triggers**

Use at least 2 triggers above in this caption.

Question :

"Why should someone buy your offer today, and what will they lose if they don't?"

Write below:

✓ **SECTION 4: Audit Your Sales Page / Caption / Reel**

Check ✓ if your sales post has:

- ☐ Clear transformation
- ☐ Emotional hook (trigger used)
- ☐ Urgency or scarcity
- ☐ Proof or authority
- ☐ CTA (Call to Action)

Final thoughts

Sales isn't about pushing people to buy — it's about making them want to buy.

When you understand how emotions drive decisions, you can present your offer in a way that feels urgent, valuable, and too good to ignore. Triggers like scarcity, urgency, and proof aren't “tricks”; they're reminders to your audience of why they need your solution now, not someday.

If your offer is genuinely valuable, these triggers don't manipulate — they motivate. Use them with integrity, keep your promise, and watch your sales become a natural outcome of genuine connection and clear communication.