

## DisBelief Suspension Copy Template...

**DisBelief Suspension...** is a powerful way of respectfully creating just enough tension and disruption in what your ideal client might believe about a situation or opportunity you'd like to present them with.

With the appropriate amount of tension, you create a mild state of cognitive dissonance which causes your audience to focus on what you're about to say next and whether your rationale holds up.

In order for them to solve their cognitive dissonance... they either have to accept a new truth or refute your proposition... point of view... claim or promise!

Done correctly, it's a powerful method for increasing conversions. It targets beliefs in your ideal client that need to change. Through influence and persuasion... you sharpen focus and give direction to the core desires your ideal client is seeking to satisfy.

**Higher Conversions...** require your development of true influence. It lies in your ability to deliver an opinion that causes your ideal client to stop, consider and evaluate...

DisBelief suspension, and then change, is achieved with the right amount of tension. You want to stimulate the possibility for their desire for change to follow your lead. You're aiming for a meeting of minds and a melding of ideas and possibilities.

Ultimately, you want to inspire action towards a new opportunity to solve whatever situation they're seeking a solution for.

**Step One... Grab Attention...** it's the starting point of all engagement.

Relative to the outcome you want, or a topic that's important to your ideal client... ask a disruptive question... make a big bold claim... use humour or novelty to create curiosity... promise to solve a problem.

**Step two... Acknowledgement.** Confirm what your client already believes about themselves or your subject material.

**Here's what most people think...** you define... describe... engage with what most people think or believe about your topic. Then gently introduce a new concept... or skill or solution pathway.

Depending on what they believe, you can say something like... “And while (what they believe) is important... it generally doesn't lead directly to getting what you want. But this alternative does... “Name Your Specific Alternative”...

**Step three... Create Disharmony.** The idea here is to create a bit of tension by slightly aggravating the fear of loss or the fear of missing out, or the fear of not achieving. Set the scene by describing how important it is to do it this way... or learn this skill... or engage this medium...

E.G. “If you're experiencing this problem... facing this obstacle... feeling stuck... chances are you're not using this “thing”... or developing this skill...

“This skill... or this thing... is responsible for... describe facts, benefits, achievements...”

Here, you're revealing some powerful reasons as to why this skill... opportunity... pathway forward is important.

Be empathetic and understand that it's not their fault... it was never taught to them... or what was taught to them is designed to solve the wrong problem first... It doesn't work.

Convey you understand the effort it takes to learning it... do it... achieve it...

**Step four... Point to an authority.** Use an authority figure as proof of support for the reasons why and how the importance of what you've said in step 3 are accurate and valid.

It could be a quote... a set of numbers... or awards... or you can point to the reasons why it's the most powerful solution you've learned.

**Step five... Stimulate concern.** At this stage, a little angst is beneficial. Its cycling back to what they believe in step two.

It's important not to make them wrong but to simply elevate the contrast between following your lead and not following your lead.

You want them to have a "truth Ah Ha moment" which stimulates dopamine release! The truth is... The reality is... why and how easy something will work for them...

You also cast just enough doubt as to why things are not working for them.

You're contrasting the effects between knowing and not knowing... achieving outcomes or not achieving them.

**Step six... Tension relief.** This is where you present your clear and simple next step. And here's the reason why this simple next step is so powerful...

In fact, the absence of this skill... ability... strategy... technique... is the biggest single reason for why 'your ideal clients'... fail to achieve the outcome they want.

You need to point the way forward to how they can quickly and easily get the outcome they want.

**Step seven... Appeal to their core desire.** It's the one simple step you want them to take to get the outcome they want.

It's the culmination of building your opinion, establishing why its valid, suspending their disbelief, and giving desire its final direction via your Call To Action.

As soon as you get this in your hands... you'll be able to... But I want to give you more...

Using these methods, skills, techniques... has given hundreds of entrepreneurs increased revenues, more conversions, more clients... greater peace of mind, more confidence, future income predictability... helped get the outcome they want.

Offer proof again if you can... E.G. "Bryan increased his FaceBook Ad Revenue from one times Ad Spend to 4 times Ad Spend. Imagine increasing your profits by 300% from FaceBook Ads."

The way forward in your call to action must be quick, convenient and easy to apply.