

Hello, and welcome to ***The Emotional Matrix: 512 Triggers to Create Excitement, Action, and Sales.***

My name is Christine Potter. I am a professional copywriter and editor with nearly three decades of copywriting experience and \$20 million in copy-driven sales for clients all over the world.

I developed this simple one-page “quick & dirty” copywriting solution to fill my own need: to have a fast, easy to use guide to remind me what I was really writing about. Because whether you are a business owner who needs to count your pennies and write your own copy, or an experienced writing pro, we all get tunnel vision from time to time. ***The Emotional Matrix*** is designed almost like a game: **It’s not quite “paint by numbers” copywriting, but it’s close.**

When I first developed it, like any good marketer, I ran it past a handful of business owners and friends whose opinions I trust. Then I waited to hear how it was too much like X, Y, or Z thing they’d already seen...

Instead, I received rave reviews from everyone from the precious metals dealer I know in Palm Springs to the PhD candidate in English in Tucson... To my own mentor and colleague, David Franklin, who said simply:

“The student has become the teacher.”

Now David is personally responsible for well over \$68 million in sales in his impressive career, so if he doesn’t like something, he’ll be the first to tell me. Instead he declared the ***Emotional Matrix***...

“Fantastic.”

Here’s where it gets weird... Because we are to the part you won’t believe until you finish reading this short and I hope effective report...

May it help you as much as it has helped me, and I hope it makes you a lot more sales.

Warm Regards,

Christine Potter

Copywriter & Editor

***Writing incredible, actionable sales copy that creates
“raving fan” customers is not about your product.
It never was, and it never will be.***

Yeah, I said it. Never.

I can hear you right now... “Then what the \$&@% am I doing reading this?”

Well hang on for a sec and I’ll explain. And by the time we’re done, I’m 99% sure you’ll thank me for it.

If there is one thing I know from my years as a professional copywriter, it’s that every business owner in the world believes they are the only one who understands their product the way they wish their customers would.

They are absolutely right. In fact, my entire profession exists for that very reason. It’s how I’ve helped businesses sell everything from commercial real estate to complex currency trading software to Chinese bamboo charcoal diaper liners, and can count more than \$20 million in revenue from my efforts.

You have a fantastic product or service that you know in your bones will revolutionize an entire segment of an industry, or change people’s lives, and you are reading this report because you have the same problem every client I have ever written for has...

- Your customer needs to see your product the same way you do...
- Or to see it as EVEN MORE than you think it could be

And you don’t know how to get all the information and energy you have inside you into your customers’ heads and hearts so that they feel and understand it too.

“What is writing? Writing is telepathy.”

—Stephen King

In fact, you are probably reading this today because you've tried to transmit that enthusiasm to your customers and it hasn't worked. Right? Well, I know exactly why that is and how to help you fix it.

Now, I will be the first to tell you that this single report and the powerful ***Emotional Matrix*** tool that comes with it probably won't cure all your marketing ills.

But I promise you that it will help you translate that energy into telling a more compelling story – ***the story of your customer*** – and how your product will make their lives better.

It is NEVER about your product. Your customer does not give two plug nickels about your product.

All they want is to solve their problem.

So, how do you know what their problem is, and how your product can solve it?

Well, you have tons of that information already stored in your noggin. In many cases your excitement about the product is because you solved your own problem with it. Or like Mark Cuban on *Shark Tank*, the savvy inventor you got your product from solved a problem that was widespread enough that you knew their invention could help others.

You probably understand online ad and media buying, know how to set up your social media and website, and know how and why to track your “metrics...”

But none of that, and I mean nothing from the first product off the assembly line to the finishing touches on your WordPress site matters in the least ***if the customer doesn't care***. Their caring is not easy to ensure. At all. Like I said, it's why the profession of copywriting exists.

You'll have to excuse me because I get a little ranty about this. Where did I put my soapbox? Ah, here it is...

You can have all the media, traffic, web presence, online shopping carts you can find...You can have Excel sheets, online flowcharts for your sales funnel, and heat mapping for your website to track every click and scroll...

But all the bells and whistles, all the “metrics,” won’t matter in the least if no one wants what you’re selling.

So how do you make them “want it?” You don’t.

You don’t ever “make” your customer do anything. Your customer holds the ultimate power, the decision to pull out their credit card. And believe it or not, ***75% of their decision is made before they ever encounter your product.***

Because they know what they want or need. In fact, they’re LOOKING for it right now...

The job of your sales copy is to prove to them that YOU have what they need and why. Notice I didn’t say convince them, manipulate them, or lie to them. I said ***prove to them.***

Because for them to take a nanosecond of their precious time... Time that everyone else who is selling stuff is screaming at the top of their lungs for, too...

For them to take that second to look at your proof, they have to stop and listen to you.

THAT IS WHAT YOUR SALES COPY NEEDS TO DO BEFORE IT DOES ANYTHING ELSE.

Slow them down long enough to see you in the barrage of static that is the modern internet. Because through you they will see themselves.

- A goofy photo and a screaming headline will not work
- A cute gif will not work
- A half-naked woman (or man) will not work

That’s what everyone else who does not understand the power of good copy already does. And they FAIL.

What succeeds? This...

The ability to find the emotional state your product will alleviate or heighten – which is the emotion the customer is already feeling...

Then give them permission to feel OK about how they feel, and about their impulse to buy something to “fix it.”

And that “something” is of course, your product.

That is really all there is to it. Find the primitive emotional state that is driving their need, heighten it, and make it emotionally safe for them to pull the trigger and buy.

I hear you thinking again. “Wait? What? How do I know the emotional state? How do I know the needs of hundreds or thousands (or maybe millions) of people I’ve never met, and how do I solve them with WORDS?”

If you were reading anything else right now, the answer would be, “I dunno. Do you?”

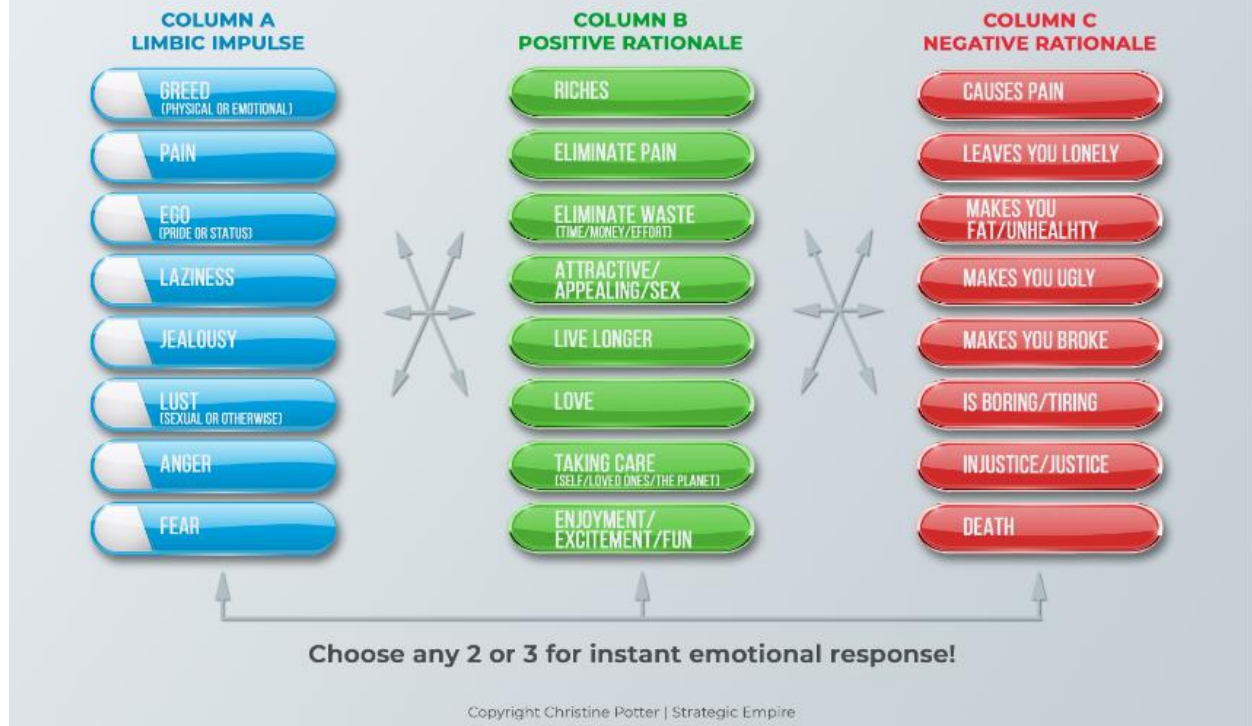
Luckily for us both, you’re reading ***The Emotional Matrix Report***, and I am handing you the power to know your customer’s need, the underlying primitive emotion that is causing that need, amplifying either the pain or pleasure of that emotion, and how to give them permission to buy your product to solve their problem.

And if you can order a combo platter at your local Chinese restaurant, you can solve most of your sales copy problems today.

With this...

EMOTIONAL MATRIX

512 Emotional Triggers to Create Excitement, Action, and Sales!



The full-page PDF of the Emotional Matrix is part of this download so you have it as a printable reference guide.

It is as simple as choosing any combination of the three columns, almost paint-by-numbers easy:

1. Find the primitive, limbic brain emotion
2. Find the negative rationale that heightens the problem
3. Find the positive rationale we use to justify it

And give them permission to ease their emotional discomfort. You are not coercing or manipulating them. ***They already feel the primitive emotion***, which is how they ended up on your sales page, or opening your email, or clicking your ad...

- ✓ **You are** sharply defining their actual emotional need for them.
- ✓ **You are** showing them the cost of continuing to deny that need.

- ✓ **You are** showing them the rewards of taking action to meet their need (with your product).

This emotional formula works in any written copy from a 280-character tweet to a 60-page sales letter...

Show them you understand their underlying emotional need, heighten the emotional cost of denying their need, and relieve them of their emotional burden by showing them the solution.

It really is that simple.

You could use all three columns to set up both negative and positive reinforcement. Or use two to cover both the limbic impulse response and the rationale. If your hook (big idea) is strong enough, you can even use just one to create emotional tension.

Because that – **EMOTIONAL TENSION** – and your ability to both create it and relieve it **IS YOUR SUPER POWER**.

You can go as shallow or deep as you want. And the coolest part is that you don't even need all three.

In hockey, 3 is the “hat trick,” the ultimate score. Think of using all three columns as your “hat trick.” They're there if you need them, but you don't have to use them all unless you want to...

And, I only gave you the first 512 possible combinations.

Your first column is your Limbic Impulse. That's those bottom-most rungs on Maslow's famous Hierarchy of Needs: Air, food, water, shelter, safety, etc. And then you look to the rationalization or “higher need” that we rationalize feeding our limbic impulse achieves.

Let me give you an example that I recently taught in **The Strategic Empire Mastermind** group that demonstrates how to use the Emotional Matrix:

Say you want to help someone lose weight. What's the limbic impulse?

Is it to overcome physical pain? To stop feeling lazy? To inspire lust or get who you're lusting after?

Then what is the positive rationale for those thoughts?

Let's zero in on Lust for our example. Will they find excitement & fun? Sex? Love?

And what will happen if they don't purchase your product to achieve their desires?

Column C gives you a smorgasbord of choices.

- Be in physical pain from illness or overweight
- Be lonely because no one wants you
- Be unhealthy
- Be tired all the time
- Be dead

So, your "future-cast" of what life could be like after losing weight (Column B) could include:

- Gaining energy
- Living longer
- Getting the man or woman of your dreams...
- Even exacting justice (think High School reunions!)

And here's the hidden bonus that brings it home every time... **If you can tie your combination to STATUS/SELF-ACTUALIZATION/SELF-ESTEEM, you will be unstoppable.**

Your fictional customer wants to lose weight because they're slowly drowning in an unending cycle of shame and pain at their inability to do what they need to do...

Their kids no longer ask them to play ball...

Their wife no longer wants to get frisky...

Their doctor is talking about statins and the specter of diabetes...

But all they can really think about is that their 15-year high school reunion is coming up and they are thinking of bailing. Of inventing some excuse and not

going, just to avoid the lack of status and self-esteem that being subjected to ridicule by the people who watched them at their most awkward – going through puberty – will heap on them again.

Wham!

- **Your product could get them active in the sack**
- **Make their kids look up to them again**
- **Keep them from disease and certain early death**
- **And let them strut into their reunion with all the power virility, and STATUS being fit conveys**

See? We've just created a weight-loss niche "Hat trick!"

This Matrix will help you find the underlying impulse, the problem, and the relief/permission to buy for any customer base for any product or niche.

I have used these ideas to sell everything from entire waterfront condominium developments to little girls' party tutus, so I know the Emotional Matrix works.

Once you get started with it, you may never worry about how to write emotionally moving copy again.

Time to get writing!