

## Self Esteem and Purchase Behavior

# “Leveraging The True Power Of Emotion In Adwords Without Hype, Fluff, Or Attitude”



This Is a Cheat Sheet for the FREE 42 Minute MP3:  
<http://www.PayPerClickSearchMarketing.com/SelfEsteemAndPurchaseBehavior.php>

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## 1) A CLOSER LOOK AT “EMOTIONAL ADVERTISING” IN ADWORDS

- Ø There's nothing more critical than understanding what REALLY drives the purchase of our product or service. Most people believe in the power of emotion in advertising, but the specific manner in which it yields its influence is always left vague.
- ü *“Customers buy for emotional reasons and then justify it with logic” ... how true, ... but wouldn't it be more useful if you could SEE the SPECIFIC connection? ...*
- § What you want to do is logically trace the pathway from a particularly desired feature (like the high ankle rise on my new hiking boots) which gives rise to a rational benefit (it protects me from twisting injuries while I'm hiking) ... which ultimately leads to an emotional end benefit (I can enjoy feel a sense of adventure and freedom) ... which makes me feel good about myself
- § Feature (high rise ankle) --> rational benefit (protects from twisting) --> emotional benefit (sense of adventure and freedom) --> feels better about self

§ Understood as such an emotional benefit is no longer a mystical concept. It's simply "something nice I feel about myself because I use your product or service"

- Because it also applies to CONSIDERING using your product or service ... so in Adwords, an emotional benefit is "something nice I feel about myself because I click your ad" ... (this all occurs below the level of consciousness)

Ø With the exercise demonstrated in the FREE AUDIO BELOW, you'll learn to trace EVERY feature to it's logical connection with an EMOTIONAL PURCHASE MOTIVATION:

<http://www.AdwordsMarketingMuscle.com/1036.shtml>

Ø There's also a VERY SPECIAL LIST OF 37 EMOTIONAL BENEFITS here:

<http://www.AdwordsMarketingMuscle.com/37.shtml>

ü These emotional labels and accompanying single paragraph descriptors were derived via extensive quantitative research with thousands of consumers, a panel of psychologists, and marketing consultants who specialized in assessing emotional purchase motivation. Taken together, the list is probably the best representation of the full spectrum of human needs which can be met by purchasing a given product or service)

**When you understand the LOGICAL CONNECTION between a given feature and the way that feature specifically supports the prospect's self esteem, your attempts to weave emotion into your Adwords text are much more believable and effective and do NOT require hype or "emotional attitude"**

*Go To The Next Page Please For A Specific Example Of How  
Powerful This Will Be For Your Adwords Campaigns!*

# Consider the difference between these Ads (keyword = "hiking boots")

## Freedom Hiking Boots

The Ultimate Hiking Freedom!  
True Soar Freedom Boots  
[TrueSoarHikingBoots.com](http://TrueSoarHikingBoots.com)

This ad attempts to communicate the emotional benefit of freedom and adventure, but comes across "hypey" because there's no logical grounding to an actual feature or function that's obviously connected to the emotions.

What makes these boots the "ultimate in hiking freedom"? Why should the user believe they'll "truly soar"?

Because the author had to "scream" from shaky ground and the ad won't be effective, because there's no "reason to believe".

This is what happens when people try to "add a little emotional attitude" to their advertising copy without understanding how emotion is actually grounded in reason!

## High Rise Hiking Boots

Transcend Safely My Friend  
w/ Guaranteed No-Twist Boots  
[NoTwistHikingBoots.com](http://NoTwistHikingBoots.com)

This author understands the connection between a specifically desired feature of the product (high rise ankles), the rational benefit it "ladders up to" (protects from twisting), and the emotional end benefit of freedom and adventure (which the author cleverly combined into "transcendence" and gently inserted in a single word).

Because the emotional leverage is anchored in something solid the consumer can rationally connect to their desire, the ad is much more believable and should not only get a higher CTR, but attract a more motivated prospect with the right emotional expectations to buy.

## 2) HOW TO IDENTIFY LOGICAL CONNECTIONS TO EMOTIONAL PULL

- ∅ Sharon demonstrated a very powerful, yet straightforward manner for determining the connection between features, rational benefits, and emotional benefits (NOTE: this is one which is much easier to "get" by listening than reading ... free audio link is on the preceding page at the top)
  - ü First, identify which features are desired in your market category.
    - § You can do that by examining winning ads
    - § Or by more exhaustive competitive intelligence and survey research (see the "after the click" formula at <http://www.howtodoubleyourbusiness.com> )
  - ü Next, decide whether you're going to do this exercise ...
    - § Alone – in which case you'll need to have a pretend conversation with yourself in a journal (perfectly acceptable ...as long as you remember to suspend your quest for the 'right answer')

- § With one colleague or friend – better ... it's easier to get clarity on the connections when you can get out of your own head
- § With a group of customers or prospects in your market – best – you can invite them to a little teleseminar or webinar/chat to conduct the exercise
- ü Now, for each desired feature (for example “high rise ankles”), gently but persistently keep asking ...
  - § “What’s the benefit of \_\_\_\_\_ (FEATURE)”
  - § When you get the answer (for example “I like high rise ankles on my hiking boots because they help me avoid twisting injuries”)
    - “And what’s the benefit of \_\_\_\_\_ (REASON ABOVE)”
      - § And what’s the benefit of \_\_\_\_\_ (REASON ABOVE)”
        - And what’s the benefit of \_\_\_\_\_ (REASON ABOVE)”
  - § ... until you the respondent says something like “it just makes me feel good about myself”
  - § **IMPORTANT NOTE:** the answer just before them saying “it makes me feel good about myself” is the emotional end benefit. (Feeling good about oneself is perhaps the ultimate emotional benefit, but it in and of itself it provides no advertising direction)

**While Working Through This Exercise, Look At  
The Special List Of 37 Emotional Benefits Below**

<http://www.AdwordsMarketingMuscle.com/37.shtml>

### 3) CATEGORIES OF SELF ESTEEM

After interviewing over 60,000 respondents about their emotional response to advertising (during her 22+ years of work as a consultant for Fortune 500 companies), Dr. Sharon Livingston determined there were FOUR clear and distinct categories of emotional end benefits which all seemed to have a very distinct impact on purchase motivation.

She's labeled this classification the "The Livingston Paradigm of Self Esteem™"

Learning to recognize where each emotional benefit fits into The Livingston Paradigm will help you take the emotional understanding of your market to the next level - to know not only WHICH emotional benefits are most associated with the brand and its features, but HOW each emotional driver is likely to make consumers behave!

#### THE LIVINGSTON PARADIGM OF SELF ESTEEM™

- Ø **CATEGORY I: SELF ACTUALIZATION AND HEALTHY NARCISSISM:** This reflects esteem derived from specific personal accomplishments -- the mastery of one's environment (cooking dinner faster); the realization of one's abilities (learning how to use the computer); the development of one's talents (having all the right art supplies for that watercolor

drawing in your head); and recognition from others with regard to these achievements (receiving rewards or applause).

ü Self Actualization & Healthy Narcissism provide the feeling that one is fit for, and able to accomplish, the tasks that life demands, and is a very strong emotional driver of purchase.

ü Some examples of Category I emotional benefits are: "I'm In Control," "I Feel Free," "I Can Accomplish," "I'm Intelligent," "I Have Integrity," "I'm Financially Successful," "I Feel Proud," "I'm Creative," "I'm Resourceful," "I Feel Alive," "I Have A Good Sense Of Humor," "I Enjoy Life," "I Feel Secure/Safe," "I'm Physically Healthy," "I'm Flexible And Adaptable," "I Get Recognition And Prestige," "I'm Persistent," "I'm Assertive," "I Make Rational Decisions," "I Trust My Own Perceptions," etc.

Ø **CATEGORY II: INTERPERSONAL LOVE AND ROMANCE:** This is about esteem derived from adult, one-on-one, romantic love relationships; "I am a worthy person because I love and am loved by someone I hold in high regard."

ü Some examples of Category II emotional benefits are: "Being Attractive Will Help Me Find A Partner Or Improve My Current Relationship," "I'm Accepted," "I Belong," "People Like Me," "I Feel Loved," "I Feel Connected To Or Closer To My Significant Other," "I Feel Secure In My Significant Relationship," "I Have Better Lovemaking Or Intimacy With My Partner," "I'm A Committed Partner," "I'm A Good Friend," Etc.

Ø **CATEGORY III: NURTURING AND PARENTAL ESTEEM:** This focuses on esteem derived from taking responsibility for the well-being of offspring (or significant others we care about). There is an awareness that a dependent's sense of self esteem can be enhanced or diminished by one's ability to "be there" physically and emotionally for him/her/them. In addition, associated esteem and pride are experienced from the appreciation of accomplishments of these same others, "My daughter/son the doctor."

ü Some examples of Category III emotional benefits are: "I'm A Good Parent," "I Am A Good Pet Owner," "I Am Responsible," "My Family Can Count On Me," "I Am Reliable," "I Am Trustworthy," "I Am A Good Teacher," "I'm A Nurturer, I Feel Good About Myself When I Take Care Of Others," "I'm Making Sacrifices To Help My Family/Others Who Are Important To Me," "I Can Touch Others And Have A Meaningful Impact On Them," Etc.

Ø **CATEGORY IV: ALTRUISM AND SOCIETAL ESTEEM:** This reflects esteem derived from the belief that one has contributed to the broader well-being and welfare of society. This is similar to Steven Covey's notion of the desire of healthy individuals to "leave a legacy" for the upcoming generation, or the notion that one's purpose on the planet in some way transcends one's own needs and those of immediate loved ones.

ü Some examples of Category IV emotional benefits are: "I Am Altruistic," "I Take Care of The Environment," "I Give Back To Society," "I'm Helping to Make the World a Better Place for Future Generations," "I'm Charitable"...etc.

**Note: this free list of 37 scientifically validated emotional benefits below take precedence over the examples in each category above ... above examples just for illustration:**

<http://www.AdwordsMarketingMuscle.com/37.shtml>

## **CATEGORIES I & II CREATE TRIAL CATEGORIES III & IV CREATE REPEAT!**

- Ø Categories I & II are generally associated with image benefits, e.g. "sparkle," "invisible," "slimming," "exciting," "fun."
  - ü In contrast, Categories III & IV tend to be connected to practical, measurable benefits, "long lasting," "effective," "biodegradable."
- Ø Categories I & II are also usually attached to exciting, highly charged actions, images and emotions. There's often a quick rush associated with immediate gratification of wants and needs.
  - ü By contrast, the sense of personal satisfaction for Categories III & IV seems to be longer term and more serious. They are more sedate and profound, but initially less motivating.
- Ø Ideally, you want to find a way to integrate one strong benefit from category one or two, and one from three or four into your sales funnel (though not necessarily all in your Adwords ad) so you'll get the excitement necessary to create trial, and the believability and grounding necessary to create repeat

This is an executive summary of the **FREE SET OF TRAINING AUDIOS** below  
<http://www.AdwordsMarketingMuscle.com/1036.shtml>

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*Next Page Please*



*Please Note: Sharon has a limited number of spaces available for personal coaching to optimize the emotional impact of your marketing (in Adwords and throughout your entire business). For more information, please visit [www.tlgonline.com](http://www.tlgonline.com) and use the contact button*

**Drs. Glenn and Sharon Livingston help entrepreneurs and small businesses get MORE customers for LESS money (and sell more to them) using laser precise pay per click and emotional marketing methods. Both trained as psychologists, they've consulted for more than fifty of the Fortune 500, and subsequently used the same techniques to grow their own information publishing business via PPC marketing on a straight up curve! For the whole story, see <http://www.ppcx7.com/About.shtml>**

**COACHING & CONSULTING: <http://www.AdwordsMarketingMuscle.com/Consulting.shtml>**

**PAY PER CLICK MANAGEMENT: <http://www.PPCx7.com/Management.shtml>**

**AFTER THE CLICK FORMULA: [www.PPCx7.com/Links/HowToDoubleYourBusiness.php](http://www.PPCx7.com/Links/HowToDoubleYourBusiness.php)**

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