

# THE RESPONSE TRIGGER

Tap Into 7 Proven Psychological Triggers That Make It Nearly Impossible For Your Prospects to Ignore You



# WELCOME!

First off we want to remind you why you are reading this. Why, you not only clicked a link to this document, but are actually reading it!

It's simple. You want a better long-term system for generating revenue and new business opportunities.

We think that's a fair assumption to make. If that's accurate then you are in the right place and we want to commend you for taking the necessary steps to grow the business of your dreams.

And as you read this guide you'll discover how to tap into proven, research backed, psychological triggers to make it nearly impossible for your best prospects to ignore you. Giving you more sales opportunities with better quality prospects in less time than you are likely spending on your marketing right now.

## We're going to show you how to activate your prospects' Response Triggers to achieve your goals in 2023 and beyond.

- No matter the political climate.
- No matter how the markets are doing.
- Without needing a large budget.
- Or overly complex funnels.



All with a small list or nonexistent list..

### The Micro-Megaphone Method can do that for you!

The Micro Megaphone Method allows you to take a relatively small batch of prospects and turn them into clients QUICKLY using a combination of simple outreach, social conversation methods, and brand awareness strategies. Without needing ads, expensive tools, or a large team.

The best way to do this is through intelligent and timely use of direct email and your social media accounts.

The emails are your direct Connection to your prospect and the vehicle you will use to build relationships with them.

The social media accounts are your crock pot. Used to warm up your prospect over time through thought leadership and frequency. So that your prospects constantly see your name, your business name, and content that they can relate to.

One gets results NOW and the other gets results LATER.

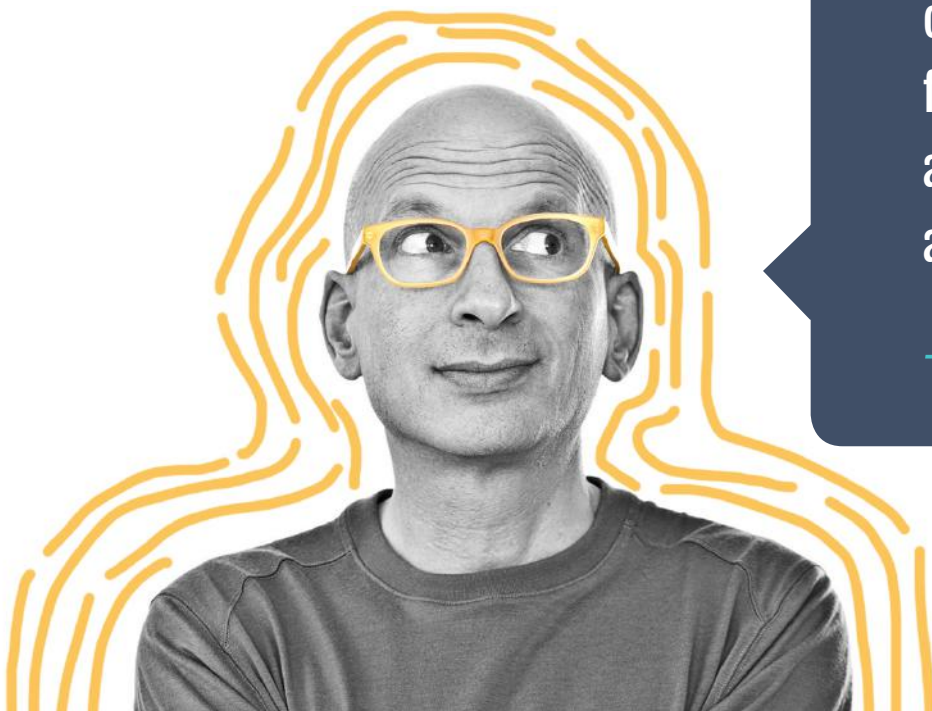
The key here is to get your best prospects to not only notice you but to actively engage with you. Before you can start a productive sales conversation you must first elicit a positive response from them.

**You do this by activating your prospects' Response Trigger.**



“The Goal of a marketing interaction isn't to close the sale, any more than the goal of a first date is to get married. No, the opportunity is to move forward, to earn attention, and trust and curiosity and conversation.”

- Seth Godin



# WHAT IS THE RESPONSE TRIGGER?

While the Micro Marketing Method is a system, the **core-driver of the system is The Response Trigger.**

When we discovered The Response Trigger, really a series of micro-triggers, we found out that we could influence the consideration and decision making processes of the people that I wanted to do business with.

As a result my business partner Pat Henseler and I have grown multiple 7 figure businesses, been on the Inc. 500 and 5000 lists multiple times, published a Wall Street Journal Best Selling book, and have created lives, both personally and professionally, that we truly never thought were possible.

\$39,000,000

*Here's the big one. The number you see here is the amount of revenue that we've received over the last few years alone with this system at its backbone. Money isn't everything. But I'll tell you right now that having money is better than not having it.*

10,966

*But here's an even more important number. This is the number of clients we've worked with over the years to integrate growth systems in their business using The Response Trigger as the core driver.*

1.2 Billion Dollars

*And it's worked time and time again. What you're seeing now is what my clients have achieved collectively over the last 10 years. Many of which have gone to out-grow me and experience levels of success that even I'm still working towards.*

**And when people see these numbers they immediately want to know what we did to achieve that. I'm assuming you do too.**

# WARNING

This document will challenge the way you think about messaging, online marketing, and sales. If you find yourself thinking... wow this is great but sounds complicated and time consuming. In the past... this was true. But over the last few years we've worked with thousands of clients to cut out 90% of the work needed to get huge results without needing a list of prospects to start with.

And we are hosting a **live training** to break down how to implement Micro Marketing Method and The Response Trigger Into Your Business in a way that is simple, effective, and LARGELY AUTOMATED!

**You can sign up by hitting the button in this box right now.**

If you're not ready and you need to know more there will be another opportunity to sign up for the training at the bottom of this document.

As you read through the research, examples, and tips I want you to be thinking about your business and the impact that having a machine that does this work FOR YOU would make in your day-to-day. And your bottom line.



**I WANT TO COME TO THE TRAINING**

*Multiple Date/Times Available*

# UNDERSTANDING YOUR PROSPECTS MOTIVATIONS

The man you see on this page is BJ Fogg, a behavioral scientist from Stanford University and author of numerous best-selling books on human behavior.



In 2007 he developed what is now called the “Fogg Behavior Model” which centers around the behavior formula B equals M.A.T (B=MAT).

It may look confusing but it’s honestly very simple.

The Fogg Behavior Model shows that three elements must converge at the same moment for a desired behavior to occur: **Motivation, Ability, and a Trigger**. When a behavior does not occur, at least one of those three elements is missing.



## WHAT CAUSES BEHAVIOR CHANGE?

THE FOGG BEHAVIOR MODEL (FBM) SHOWS THAT THREE ELEMENTS MUST CONVERGE AT THE SAME MOMENT FOR A BEHAVIOR TO OCCUR: MOTIVATION, ABILITY, AND TRIGGER (MAT). WHEN A BEHAVIOR DOES NOT OCCUR, AT LEAST ONE OF THE THREE ELEMENTS IS MISSING.

### THE FOGG BEHAVIOR MODEL

The graph shows "MOTIVATION (M)" on the vertical axis, from "LOW MOTIVATION" to "HIGH MOTIVATION". The horizontal axis is "ABILITY (A)", from "HARD TO DO" to "EASY TO DO". A red curve slopes downwards. The area above the curve is labeled "TRIGGERS (T) SUCCEED HERE" and the area below is labeled "TRIGGERS (T) FAIL HERE". A horizontal line is labeled "ACTIVATION THRESHOLD". The equation "B=MAT" is in the top right corner.

### BEHAVIOR CHANGE ELEMENTS

- MOTIVATION
- ABILITY
- TRIGGER

### CORE MOTIVATORS

- TIME
- MONEY
- EFFORT
- CYCLES
- DEVIANCE
- ROUTINE

### SIMPLICITY FACTORS

- FACILITATOR
- SPARK
- SIGNAL

## According to Fogg, **triggers (or nudges)** can be **successful** only if an individual is:



Motivated to **make a change** (or exploring a change)



Able to **complete a task**; (making the next step so easy anyone can do it)



**Has a trigger** to cue initiating the behavior. (clearly stating what you want them to do and consistently nudging them in the right direction)



Which makes sense right? For something to happen the person needs to see the benefit for them, have the ability to take the next step, and be triggered/remembered to do so on an ongoing basis.

What makes the model so easy to use in practice, is that anytime you want to understand better why behavior isn't happening, or for example...why more people aren't saying YES to getting on the phone with you and then saying YES to working with you...all you have to do is **ask yourself three simple questions** to spot what is lacking for behavior change to happen:



**Is someone motivated enough?**



**Does someone have the capabilities of performing the desired behavior?**



**Did we remind them/ask them to perform the desired behavior?**

This information helps us frame the behavior that we want our prospects to take. Which is a response. Not buying. Not filling out a long form. Not committing to anything that takes time to think about. The barriers here need to be low.

**Remember: It Is Your Job To Give Your Prospects The Motivation, Ability, and Trigger to take action.**

This is because cognitive research suggests that there are two sides of the brain that govern our decision making. Since we are not asking for a sale in our messaging our triggers capitalize on our system 1 way of thinking.

## SYSTEM 1

### Characteristics:

- Fast
- Intuitive
- Error Prone
- No Thinking Required
- Emotions

### Examples:

- Adding 10+10
- Identifying your brother by his looks
- Holding a casual conversation with your best friend

## SYSTEM 2

### Characteristics:

- Slow
- Thoughtful
- Logical
- Thought Based
- Critical Thinking

### Examples:

- Multiplying 23\*37
- Deciding to invest your money
- Trying to invent a new product

Notice that system 1 way of thinking is all about ease of life. They make life simpler. They are the emotional triggers that cause instant action. And remember... we are not asking for them to buy. All we want off the bat is a positive response. A crack in the door to build a relationship.

If you follow the **Micro Megaphone Method** you will always start the interaction with a system 1 decision. By making the next step so obvious and so easy to complete your responses will go through the roof.



### I generated over 200 responses...

*Before a recent conference I sent out a campaign to 950 prospects that were going to be in attendance.*

*Using Josh's process to deliver that message I generated over 200 responses, set-up over 60 appointments and landed 2 clients immediately - before the conference even started.*

~ **Chris Drashner** // The Remedy Group

### This program completely changed my life.

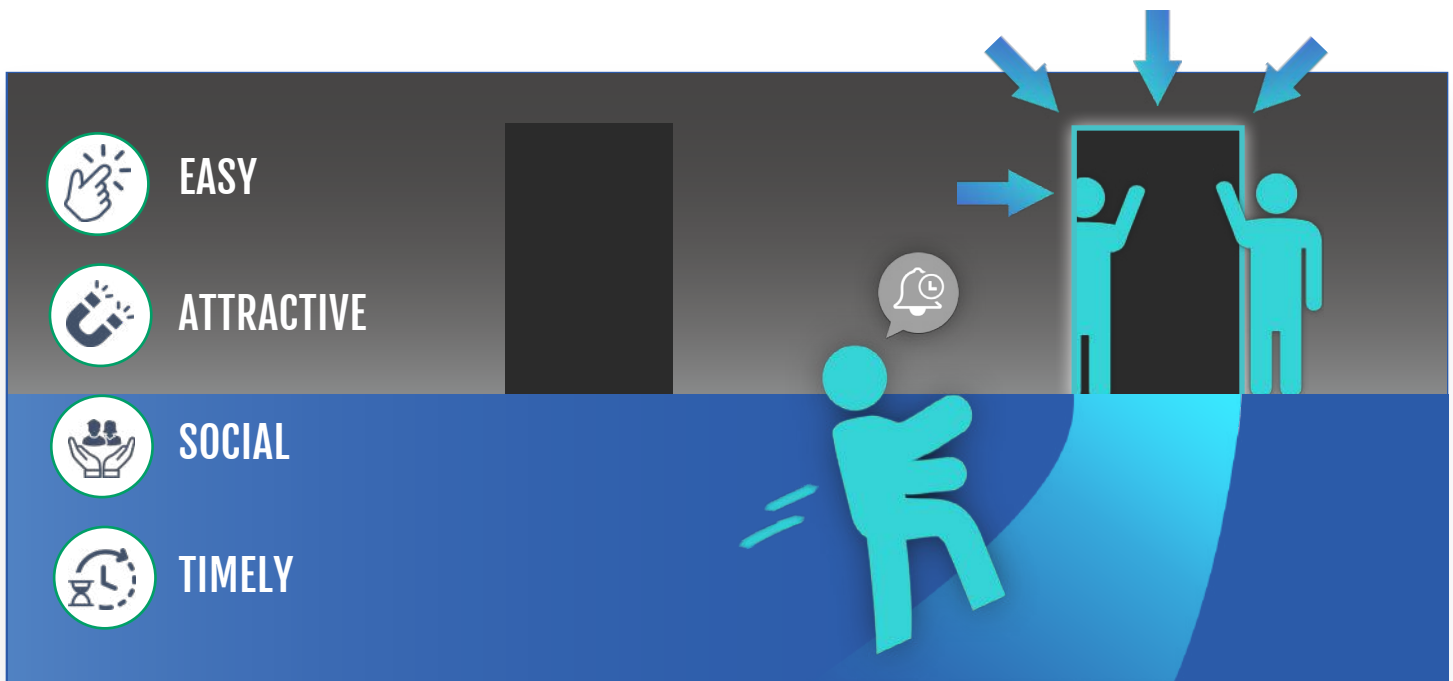
*This system is so nice; it's easy to bring on other people who can easily adopt the system. I have two people who help me with the day-to-day. My next hire is probably gonna be someone to help me with sales calls so I can stay focused on the big picture as I continue to grow.*

~ **Bill Fetzner** // Green Business Impact





# CRAFTING YOUR MESSAGING TO GET PROSPECTS TO RESPOND



“If you want to get people to do something, **make it easy.** Remove the obstacles.”

*This quote is from Nobel Laureate prize winner Richard Thaler*

He's considered one of the top behavioral insights minds in the world and was a major part of creating the U.K. based Behavioral insights Team, Nicknamed the "Nudge Unit" based on his best selling book Nudge.

His team created something called the **EAST Framework** to help businesses use behavioral science to improve their results and achieve their goals through the right behavior triggers. When I first heard about the work he and his team were doing I was fascinated. How can you leverage simple nudges to compel someone to perform your desired action? To get them to respond to your prompts favorably? To ethically impact the behavior they take?

Well those questions have become a mainstay in our lead generation, sales and marketing processes both internally and for our clients.

And when applied to prospect outreach and messaging the EAST Framework can be an absolute game changer.



This really helped me with my first ever email automation within days of using the system I had 23 requests for a phone call with prospects. I have people reaching out to me rather than the other way around. This is a nice change of pace. Folks are also more aware of the books I've written and the work I do.

~ **Janine Bolon** // Owner, The 8 Gates



# E A S Y

## Reduce the "Hassle Factor"

Humans tend to lean towards the **"default" option**, or the option that you strongly imply that they should and will take. Understanding this will drastically increase your marketing effectiveness across the board but even more so with your direct communication and email marketing.

At the end of your email put exactly what you want the person to do. Making them think too much by giving them too much information to process has a negative impact on people taking action. Be sure to make this nudge noticeable and not lost in a sea of other information.

**For example**, if your goal is to get the prospect to agree to a meeting or a phone call then end your email with something like:

*"Based on what I've seen it makes sense for us to hop on a call to talk over the details. How does next Tuesday sound?"*

What you're doing here is assuming they agree with you and forcing them to answer a question about their availability instead of whether or not they are interested.

You'd be shocked at how many more production interactions with prospects you will get with a small tweak like that.

## Key Insights

- Make sure that the key message is presented early, ideally in the first sentence or subject line;
- Keep language simple;
- Be specific about recommended actions;
- Provide a single path for taking action;
- Remove all information that is not absolutely necessary for performing the action.

## A T T R A C T I V E

While you want to make the desired action **EASY** to do you must also make the default an attractive option. Find out what your prospects **value most**.

If it's a budget friendly option then offer a discount or a trial period to prove your worth.

If it's to get their problems solved as quickly as possible then let them know that you can get started in a short (and specific) timeframe if they perform the desired action right now.

**An example** would be including something like this in your prompt for a phone or in person conversation, *"And if we can chat for a few minutes by the end of the week, we should be able to get started within within the next 10 days."*

You are giving them a reason to make their decision now by communicating that the result of that action will result in a clear, concise, and attractive outcome.

## Key Insights

- An easy action still needs to be an attractive action to occur
- Use timing, scarcity, and self image to convey a casual sense of urgency to the prospect
- Be very clear about the outcome of their action (or inaction)

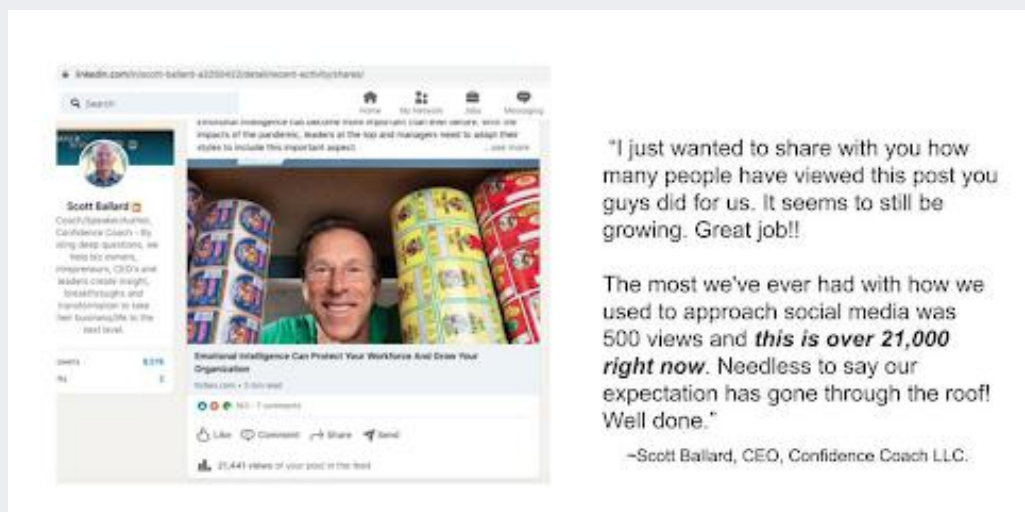
Humans are Social Animals (more on that later).

Even the most confident of us are influenced by our peers, adversaries, and mentors. Make your messaging show that **most people perform the desired behavior that you want your prospects to take.**

I find that the **SOCIAL** aspect of the framework works best in 2 scenarios:

- 1 Reaching out to referrals by referencing that the person who referred you to that prospect performed the desired action and thought they should too
- 2 Or in follow-up by handling objections with examples of the success of others you've worked with to nullify the objection.

When done properly, the results can come **FAST**:



Timing is important (and so is follow up)

Prompt people when they are likely to be **most receptive**. The same offer made at different times can have drastically different levels of success.

The key thing to understand is that there is no single best time to send an email. Or to post on social media. Every prospect's attention is diverted to different things at different times every day.

So you need to follow up frequently to catch them at the right moment. There are dozens of reasons a prospect may ignore you and only one is because they're not interested.

**Think of it like a snooze button on an alarm clock:**

You are deep asleep. Dreaming about something amazing... you're out to dinner. You're on vacation. Politicians are being nice to each other... and.. BEEP! BEEP! BEEP!!.

Your sleep, your focus, your paradise is aggressively disturbed by your alarm clock. But your mind is still focused on sleep. Still focused on your dream.

So you hit the snooze button. 5 minutes later... BEEP! BEEP!! BEEP!!! The beep itself really isn't all that unpleasant... but the disruption is. So you hit the snooze button again.

And again.

And then you finally get up to start your day when YOU are ready. Email is the same way.

**This means that the key here is to follow up.** To give yourself as many chances as possible to catch your prospect... your ideal customer... when they are ready.

Also be sure to sign up for the upcoming training on how to use the **Micro Megaphone Method** and **The Response Trigger** in your business to get more leads and clients WITHOUT adding any more work to your plate.

[Do that here now.](#)



Q  
U  
I  
C  
K  
  
T  
I  
P

## The Nudge Factor:

**Here's a pro-tip.** When following up with a prospect, potential customer or client, or really anyone, follow up in the **same email thread**.

Why? Because you get that little number that shows how many emails have been sent in the thread. This subconsciously Triggers a compulsion for them to open due to fear of dropping the ball. This is because that is how email threads look when they are having a conversation with anyone. Whether that be another vendor, a coworker, a family member, anyone.

And like I said earlier... there's a good chance they didnt even see your first email. So they won't remember they didn't reply. But they **WILL** feel compelled to open to make sure that you are not waiting on them for something.

*This can be automated with **CONNECT** *

# BE THE FRIENDLY & FAMILIAR FACE

As you know by now, a major component of success in your marketing and sales outreach is familiarity. Call it 'Top of Mind Status.' Or 'Awareness.' Or 'Influence.' But **being a consistent and relevant presence leads to better results long-term.**

When done right, it leads to more engagement. More people who see your messaging. More leads. More appointments. More new clients. More revenue.

But in the past...it's been difficult.

Too expensive. Too annoying. Too time-consuming.

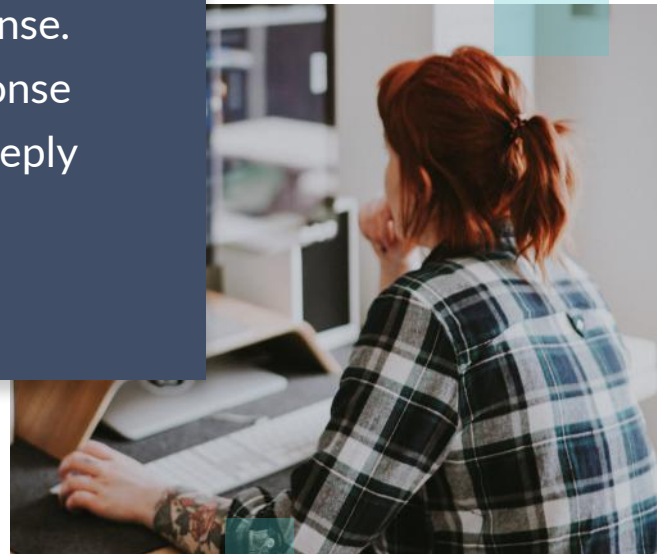
You might have tried some direct outreach to your prospects before. Whether that was through email, or cold calling, or direct mail, or LinkedIn.

You found a great prospect. Someone who would make an ideal client. And you sent them a message and only heard crickets back

Everyone's been there. But the truth is there are tried-and-true approaches to increasing response and booking more appointments. **You need a plan to stand out and be different.**

After 48 hours, there's little chance of a response.  
There's a 90% likelihood that you'll get a response  
within a day or two if the recipient is going to reply  
**- be sure to follow up! -**

*USC Viterbi School of Engineering Study*



# TOP TAKEAWAYS

## TAKEAWAY #1

### The Next 12 Months Will Be Important For The Future Success Of Your Business

Adapting to the way people want and need to be communicated with for business and purchase decisions is essential to winning. And will be the deciding factor in what businesses grow and succeed vs. those who shrink and fail.

## Get Into The Minds Of Your Prospects

By understanding what your best prospects need in order to trust you and take action they will not only be more receptive to your messaging but they will be beating down your doors to work with you.

## TAKEAWAY #2

## TAKEAWAY #3

### Do not ignore the Response Triggers to get your prospects to take action.

Using these Response Triggers to get your prospects to WANT to communicate with you will give you more sales opportunities with people who want and need what you offer. By getting them to say YES to your offers to help you are not only ensuring the survival of your business but you are allowing your prospects to accept the help they need.



## **You don't need to be a marketing expert to do this...**

You don't need to be a genius to do this. You just need to have a product or service that YOU KNOW is valuable to your clients and customers.

## **It doesn't matter if you have very little time for marketing...**

It doesn't matter if you don't have a lot of time either. Since most of this work can be automated you will literally save time while getting better results. I will show you exactly how to do this on the upcoming Implementation workshop.

## **It doesn't matter if you don't have a big (or any) email list...**

It doesn't matter if you don't have an email list. While the best time to plant a tree was yesterday, the second best time is always now. We will show you exactly how to build a small list of perfect prospects to turn into paying clients. And how to repeat that process every month.

## **It doesn't matter if you have a small budget...**

Unlike creating complex funnels, this system does not require an ad budget and unrealistic amounts of traffic to make work.

## **You're not too late...**

And, don't worry, you're not too late either -- just by being here today you're already on the leading edge of this wave. This new method of getting leads and clients online is still the industry's "best kept secret". But it won't stay that way much longer -- the word is starting to spread, so you want to **take action right away**.



# TRY OUT THE LEAD GENERATOR 2.0 **FOR FREE**

Most business owners understand that consistency is the single most important factor in growing a business. There is so much data around this that it's nearly impossible to ignore.

Yet, so many still ignore it because they feel like they do not have the time. So we created a flagship system - The Lead Generator 2.0 - that takes ALL of the time consuming tasks involved with lead generation off your plate.

Allowing you to generate more revenue in less time.

And I want you to try it **for FREE.**

**GET THE DETAILS AND GET STARTED HERE**