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The Secret Weapon of a Master Direct Response Online Copywriter: How to Position Your Brand for Success, Based on the Research of Swiss Psychiatrist Carl Jung (Paperback)

By Peter A Schaible

Sundance New Media, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Discover this little-known marketing technique for targeting prospective customers by archetype to kindle an emotional response and trigger the sale. The reasons people buy are not well known and are frequently misunderstood. That s because most people don t really know why they make a preferential decision for one product or service over another. They may think they understand their process for making a purchase decision, but it generally happens in the unconscious mind. Psychologists and neurologists have made startling discoveries that help to explain human behavior - including why people buy - with models that are at once both new and eerily familiar. If you adopt the archetype model for defining and explaining the values and motivations of human beings, you can create products, brands and marketing campaigns with specific appeal to clearly defined, targeted customers.



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