

It's a state of mind

ENGAGING PEOPLE

HOW TO MOTIVATE YOUR AUDIENCE TO ACTION
BY UNDERSTANDING THEIR PSYCHOLOGY

BY KARA LAMBERT B.A. (PSYCH)



3 STEPS TO ENGAGING PEOPLE

STEP 1: KNOW YOUR AUDIENCE

- How do they see themselves?
- Outline their motivators (this is the psychology)
- Relate their motivators to your benefits

STEP 2: USE THE RIGHT FORMAT FOR ENGAGING

- Entertaining format receives most engagement
- Inspirational format are next in popularity
- Functional format receive no engagement

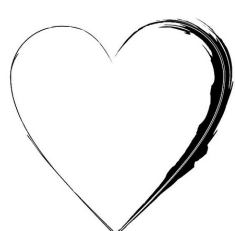
STEP 3: IF YOU NEED TO SELL

- Incorporate it into an entertaining or inspiring format
- Sales work best when clients feel aligned with your brand
- Include a call to action

BONUS STEP

Engaging people builds relationships, the 'know, like & trust' of selling. At the centre of this is understanding the psychology behind what motivates us to build these relationships.

I have created a simple training video & workbook to guide you through defining these motivators. It's available for immediate access at: <http://bit.ly/motivatorvideo>



THE SECRET TO AN ENGAGED FACEBOOK AUDIENCE

NEED MORE GUIDANCE?

Looking for a boost to your Facebook Page but don't know where to start? Facebook is the most widely used social media platform. With its emphasis on engaging and relevant content, businesses are turning to psychology to understand how their audience uses Facebook.

Book a free 30 minute session to uncover the insights in your business' Facebook Page.

[CLICK HERE TO BOOK NOW!](#)

IRENA FOUND REAL UNDERSTANDING UNDERPINNED WITH PSYCHOLOGY

Having an experienced sounding board. The idea of a client's buying cycle stayed with me. I needed to understand whether Facebook ads were for me. We had a conversation and she shared her own journey and related it to mine. I could then see what would or wouldn't work for my situation. Endlessly searching and not doing. You can endlessly sit online and 'learn' but in the end you just have to have a go and then iterate. She's easy to talk to and has a broad skill set - meaning it's her knowledge of human psychology that is key. I love that she's real and not 'salesy'.

Irena Bee

