

# Buying Triggers: 100 Mind-altering Selling Tools!

## Buying Triggers: 100 Mind-Altering Selling Tools!

by Larry Dotson

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1 Tell your target audience you were in their current position. Next, tell them how your product pulled you out of that position. For example, you could say in your ad copy, "Don't worry, I used to be just like you. I was way over my head in debt. But I decided to create a

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