



# **Triggers That Cause Buyers to Open Their Wallets: Extreme Psychological Buying Triggers and More (Advice & How To) (Volume 1)**

*Dr Leland Dee Benton*

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*Dr Leland Dee Benton*

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As a behavioral scientist for over 3-decades, my job as a research scientist is to study the human mind in all kinds of situations and conditions. As in nature, the human mind seeks balance. Balance within the human body or physiologically is called homeostasis. Balance with the human mind is called sanity. Mind research scientists have long sought the reasons behind the mind's ability to create success as well as turn on itself and create failure. One of the most unique features of the human mind is that it is gullible. It is easily fooled even when the person is aware that they are being fooled, i.e. magic shows. The human mind cannot tell the difference between fantasy and reality. Hollywood built a billion dollar industry over this fact. This is why you cry in sad movies. Yes, your conscious mind knows you are watching a movie but your subconscious mind does not so it reacts as if the situation is real. In this book, I want to outline different ways the mind is fooled and perceives as it pertains to ad copy that is written to "trigger" the buying impulse. I have included both online and offline triggers. Here are some of the points I will cover: psychological triggers, psychological triggers for men, psychological triggers for women, triggers psychology, consumer behavior, create urgency, and sales psychology. This is fascinating stuff so get ready to be wowed!

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