

The Power of Because and Properly Positioning Information

“take this because of that”

<http://www.inc.com/alison-davis/want-to-influence-others-start-using-this-word.html>

INC Magazine – article by Alison Davis

The structure of the sentence--"take this because of that"--induces an innate and automatic response in humans. This response was beautifully demonstrated in a 1978 study by Harvard social psychologist Ellen Langer. Langer set out to determine "under what conditions people would allow her to cut into a long line at a copy machine."

When she used this sentence--"Excuse me, I have five pages. May I use the Xerox machine because I'm in a rush?"--94 percent of people would let her go ahead of them in line.

But even when Langer used this sentence--"Excuse me, I wonder if I could ask you a favor. May I skip ahead of you in line because I have to make some copies?"--people allowed her to skip the line.

Kunkel explains why: "Even when the reason is bogus, the trigger word "because" elicits an automatic and innate response to grant the favor! The response mechanism to this trigger is so engrained that even a silly reason gets a positive response."

For the furniture salespeople, using "because" made their pitches much more successful. "Simple phrases such as, 'You'd really like this couch because it is made of Italian leather,' or 'This glass table would look great in your home because the design will go with any decor,' resulted in a 39 percent increase in sales in just the first two weeks they were used regularly with customers."

"Because" works because, as Kunkel illustrates, "Trigger words are part of what I call the instant appeal response: positive, predictable actions that people take in response to a specific trigger."

Questions:

Why should I buy your product?

Great question! You should buy ProArgi-9+ **because** of 3 reasons no one else can duplicate. First, it's the only "clinically proven" product. Second, it's the only L-arginine supplement listed in the Physicians' Desk Reference, which doctors use for guidelines on what they recommend to their patients. And third, there's 262 quality assurance steps to make sure you get exactly what you need to help you address your cardiovascular concerns.

Why should I buy from you rather than from Amazon?

Well, you certainly can take the risk of buying on Amazon but I'd recommend buying from me **because** I'll always be there to pick up the phone when you have a question. Plus the

product you get from me will not be expired or tampered with. And my prices are competitive with Amazon.

Is this FDA approved?

No this is not FDA approved **because** this is a nutritional supplement not a drug. I think the real question your asking is this product recognized by the medical community. And I'm happy to say that it is **because** it's been listed in the Physicians' Desk Reference for the last 3 years.

Popcorn for \$3 (small) \$6.50 (medium) or \$7.00 (large)

<http://natgeotv.com/ca/brain-games/videos/the-decoy-effect>

The cliff notes version of this video is that when people were given just two options:

\$3 small
or
\$7 large

they bought small.

When a third option was properly positioned it changed the buying habits:

\$3.00 small
\$6.50 Medium
\$7.00 Large

Most went for the large and if they chose the medium it was a simple up sale to the large.

ProArgi-9+ Options – Arnold Brod

Starter or Introductory Pack

One 30 serving canister

Some people choose this starter pack **because** they only want to take 1 serving per day and hope it helps them solve their health issue. But let's be realistic. You didn't get where you're at overnight and you're not going to correct it overnight. Which bring me to your second option:

Our Intermediate Pack

This is 4 canisters and many of my clients choose this option **because** they understand that they need to take 2 scoops per day. One in the morning and one at night. This option will last them for 2 months and **because** the majority of my clients see positive improvements they continue with the product. Which bring me to your third option.

Our Value Pack

This is a large container that is equal to 6 canisters plus an additional box of 30 single serve

sticks. If you're using 2 servings per day then this will last you for three and a half months. And it gives you the greatest value per serving.

How much does it cost?

Our starter pack is \$70 plus tax and shipping but most of my clients choose the Intermediate or value pack **because it more economical**. The intermediate pack is \$200 and gives you 4 times the product. A lot of my clients also go with the Value Pack **because** for \$40 more they get 90 additional servings. So which one works best for you the greatest cost per serving or the ~~most economical price~~ **(best value)** per serving?