

The Pete Godfrey **PERSUASION** SHOW

The Pete Godfrey Show Episode 028: “5 Ways to Connect With Today's Conscious Consumer”

SHOW NOTES

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- A hurdle to get over when selling – 2:50

Five Tips for Conscious Consumer

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SHOW TRANSCRIPT

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Blake: Welcome to the Pete Godfrey Persuasion Show Episode Number 28. This is Producer Blake Sterling with you today, and on the other end of the line as always, the Wizard of Words, Pete Godfrey.

Pete, how are you?

Pete: I'm excited, mate, frankly. We've got a good friend of ours on the line today, and we're going to be jamming a bit—have a bit of a three-way, Blake. And they call this lady The Copy Alchemist. The name is Pauline Longdon. We've been friends for many years.

Pauline, are you there, mate?

Pauline: Sure am.

Pete: It's great to have you on board, my friend.

[1:00] And today, we're going to be talking about how to connect with the conscious consumer, because Blake, as you know—as you know, my friend, times have changed, and these days, the—the modern day consumer is a lot more aware, a lot more plugged in, and a lot more aware of different tactics and stuff that business owners use to get them in. So you got to be really, really careful with your message these days – now more than ever with social media and stuff like that.

Pauline's going to enlighten us on different ways to connect with the conscious consumer.

Blake: Cool.

Pete: So, it's away to you, Pauline. [Laughter] Blake's got nothing to say. He's had his porridge.

Blake: I've had my porridge, and I'm fine. Yeah, that's it.

Pauline: Yeah, cool. I don't blame him though because it sounds a little woo-woo doesn't it? The conscious consumer. Like, how's that different that what we've been communicating within the past?

[2:00] But it's an emerging trend that I've been watching for years, and I was actually reading a book by an Australian girl called Carolyn Tate, called *Conscious Marketing*, and that sort of inspired me to do a bit more research on the topic. And what I've found is it's quite incredible actually.

Pete: And you found different ways; you've become more aware of how to connect with the modern day consumer.

Pauline: Well, I guess I've always known that because my background is metaphysics, and I don't want to really go into that, but that's sort of why they call me The Copy Alchemist. So I've got a bit of a background in that. But just mixing that into the copywriting, and I guess having that deeper connection with the consumer and the market is always a good thing. And that's what we're ideally after.

[3:00] But Pete, that's not to say that what we've been doing in the past doesn't work. It's just that we need to be more mindful with the tactics because you and Mal always told me, Mal Emery said that when we sell to people, we're never starting at zero. We're starting at minus whatever. And for our poor friends in the real estate niche, it's—they're starting at like minus a million. [Laughter] Like these people just don't trust them.

Pete: That's a bloody good point, Pauline. And I think it was old Dan Kennedy said all those years ago, "We don't sell to virgins." And

what he meant by that was like people have been disappointed before. And in we come, saying, “This time, you won’t be.” So there’s a hurdle that we got to get over, isn’t there?

Pauline: Yeah. And people really don’t know how good you are or how good your product is until they buy it. So you’ve got to do all that romancing and courting before they even know how good you are. And so that’s why we need to have that more conscious connection with our market because they expect that from us now.

[4:00] I mean, in the olden days, it used to be, okay, [it’s a hill a time the US piece 3:58] were “we give the best customer service; we give you the best care; we give you the best price.” Consumers don’t really care about that anymore because they expect the best price. They expect the best care and all that sort of stuff. So you’re not charming them by just giving them what they expect. They actually expect a lot more.

Pete: Yeah, and they’ve heard it all before too, mate, haven’t they?

Pauline: Absolutely.

Pete: And that’s the thing. But Pauline’s got five tips for us.

Pauline: Yeah.

Blake: Looking forward to these, looking forward to these.

Pauline: I’ll go through the first one. I mean the first one is to be more purpose-focused and not profit-driven. And what they’re talking about here is to know what your purpose is, that is why you’re in business. Why do you do what you do?

[5:00] And the whole thing with the conscious consumer is that they understand that you need to make a profit to stay in business. That’s not what this is about. But the profit needs to be not at their expense, has to be used mindfully to improve the planet or the local community, and they also need to approve of the cause of the purpose.

And one example of this recently was—I'm sure you remember this, Pete. Everyone does, but good old Cecil the Lion was shot by a dentist.

Pete: Yeah. Cecil. Never done anyone any harm, and they shot him.

Pauline: No. Not just—you know, the king of his pride, just out there in Africa, minding his own business, gets shot.

Pete: Yeah.

Pauline: So, the fallout from that was—we all saw what happened to the dentist, right? And his business was pretty much a cactus there for awhile, though I heard he's reopened. However, there was some other collateral damage that was actually done.

[6:00] Companies that were associated with people—like the CEO or the board of directors or whoever enjoyed a bit of hunting were then targeted by the mass crowd. And a lot of that mass crowd was filled with conscious consumers.

One company, GoDaddy, was plastered. There was pictures and posts all over the internet about his enjoyment of elephant hunting, and so people were on these forums, and posts, and Facebook, and everything all over the place, just saying that you know, "That's it. I'm taking off my accounts away from GoDaddy because I don't support that sort of behaviour." So you saw it there.

But then there's also like other undercurrents where the conscious consumer doesn't agree with the policy or—and it may be like a public policy, or it may be a personal policy, but then—so then they'll take their consumer dollars and run. But then because they're starting to grow in numbers, they'll start to rally people—

[7:00] You see them on Facebook all the time, the "Let's not go to Gloria Jean's" Facebook group, and people within the GLBT community won't go to Gloria Jean's because of the affiliations religiously with that company, which is something that a lot of people don't

know. But I've always got my ears to the ground knowing quite the undercurrent of what's happening with these companies.

You know, like even cafes or restaurants that don't approve of breastfeeding—

Pete: Yeah.

Pauline: People will boycott them because they're not conscious with what their consumers want, need, and desire from them.

Blake: Yeah.

Pete: So this is a damn good point.

[8:00] And let's take info marketers, for example, like the guru marketers all over the internet. I'm often amazed when I see political posts on Facebook from a leader, an info marketer leader. And he's getting all the support, but he's getting all this flak. And I always thought to myself, "What's the strategic purpose of you telling your tribe whether you're left wing or right wing?"

Now, I know Dan Kennedy does it well.

Pauline: Yeah.

Pete: He does it well. He's a Republican, but not everyone's Dan Kennedy.

Pauline: Yup.

Pete: And I always—with me personally, I keep my political likes and dislikes to myself because frankly, I want to sell to every—you know. [Laughter] If my customers, you know, vote Labor here in Australia, I don't care. I don't care if they vote Liberal. They can still buy my products.

So what you're saying here too is if you're going after a cause, you better make damn certain that that's one that you believe in it.

Pauline: Yeah.

Pete: But also that your tribe, your customers, believe in it too. Otherwise, you're going to get a shitload of damage come your way, especially with social media.

Blake: Yeah.

Pauline: Oh, social media, it is brutal. So people say, "Oh, it doesn't really
[9:00] matter." But look what happened to that dentist?

And then even last year, there was—I can't remember the name, but that girl on Twitter who was going over the South Africa, and she said, "I hope I don't catch AIDS. Oh, that's right. I'm white."

Blake: Oh, yeah. That's right. I remember that.

Pauline: And so she was flying in the air. [Laughter] She made the comment—she's flying through the air, and the whole world was sitting there waiting for her to get off that plane to see what the fallout was. But before she landed, she'd lost her job.

Blake: Lost her job and everything, yeah, before she landed.

Pauline: Yeah.

Blake: Yeah, before the plane landed.

Pete: Do you know about this, Blake?

Blake: Yeah, I heard this. I remember reading about it and just couldn't believe—well, firstly, that she put the tweet out, but then this lady's up in the air, not knowing or got a clue what's going on, lands, and then comes out. She's lost her job. Everyone hates her. Just amazing.

Pauline: Yeah. And the company actually had to cut her loose because she
[10:00] didn't reflect the attitudes and opinions of people. So, I mean as a company, you have to watch out what your employees are doing because they can tarnish you as much as you can. So that's a really

huge consideration, especially for these conscious consumers, because they don't forgive very freely.

Pete: Yeah.

Blake: Yeah.

Pete: That's a bloody good tip. Now, tip number two—

Pauline: Yup.

Pete: On Pauline's list is customer-focus not product, company-focused. Can you elaborate on that, mate?

Pauline: Yeah, like Pete, you know this, and I know that—I was at your talk down at Mal's event recently, and you spoke about this in your 'Buying Frenzy', so it's nothing really all that new.

So conscious consumers are no different really. They just still want to know “what's in it for me?” And as I said before, they want you to do more than your best because that's what is basically expected from you.

[11:00] I think where they differ from everyone else is that they would seriously question why you're in business if you're not doing your best. And then they would take that question as far as they can take it [laughs]. Probably to a Facebook group, and you know, it's like, “Why is Pete doing copywriting if he doesn't care,” sort of group [laughing]. I don't know. That's as creative as they get with the names as well. [Laughter]

Pete: But this is bloody good too. And we've talked about the—Pauline and I talked outside of podcast, and there's a world outside of the Pete Godfrey Persuasion Show, people, but—

Pauline: No. There's not.

Pete: There is. There is [laughter].

But you know, all those letters, and like you read things like from companies, “We are proud to announce our new software.” I mean, no one cares.

Blake: No one cares, yeah.

Pete: No one cares. You can be as proud as you damn well like, but you’ve got to show them first why you’re proud. You’re proud because this is going to save you time, money, and effort, and it’s as simple as a click of the mouse for old school guys that still use a mouse like me.

[12:00]

Pauline: Yup.

Pete: And that’s a bloody good point. And you got to be focused on them. And we know this from Copywriting 101.

But as you said, Pauline, it’s even more important these days that you’re customer-focused, that you’re solution-focused, that your focus is not on what you’re selling but who’s doing the buying.

Pauline: Yeah. You know who I think does this really well is Apple. They very rarely mention their products in their advertising, but it’s all about the experience. It’s all about the community, how you’re going to feel. They’ve got all these people singing and dancing, and they use those—

[13:00] They don’t even use jingles. And I think Apple was one of the first companies that did this. They get an up and coming band and play their music and basically, that band would explode from their marketing campaign of Apple.

I mean that does two things. It shows that they’re looking after up-and-coming bands, which is another tick in the box with a conscious consumer, because it’s, “Hey, they’re not just using the same old, same old. They’re not using a jingle, a company jingle.” Isn’t that all about the company? Not the consumer.

Yeah, so I think Apple does that very well.

There's another—there's a lot of companies that do it very poorly, and I'm not going to really talk about them, but—

Pete: [Laughs] Well, Google changed its logo.

Pauline: Yeah, it did.

Pete: And that was earth-shattering news.

Pauline: [Laughs]

Pete: And I was horrified. I think they went from a San Serif to a Serif font, and I was just shaking my head in dismay, Blake [laughs].

Pauline: Yeah.

Blake: I'm sure you were, Pete, yeah.

Pauline: It's the big things. But I mean who's that for? Is that for their population? The ones who read their logo more clearly on the screen or is it for them? [Laughs]

Pete: Yeah. And this is good. And so the takeaway here for the listeners is you got to flip your thinking from product to prospect. You got to be customer-focused. And a lot of times, your big idea, your USP won't be found in the product itself. It's going to be found inside the hearts and mind of your customers.

Pauline: Yup.

Pete: So that's the big take-home point for our listeners.

Now, number three. Now, this—I love this one because it makes a great point, and tip number three is value-driven, not price-driven.

Pauline: Yeah. And I mean again, this is something that we know from our conventional, traditional marketing training. People want value.

[15:00] But especially the baby boomers. They want a really good reason. And they're like the head of this conscious consumer movement because they've worked hard for their money. They're getting to —up to the time where they're retiring. They haven't got as much money as they were promised. They're not getting the pensions that they expected. Their superannuation is nothing that they can retire on. So they want to know that anything that they buy is going to be value-driven.

Mind you though, I've got an example here that's like—just say you're buying a camera. And I did this with my father recently, and he's a baby boomer, so this is a real-time experience. So, when the guy was trying to sell my dad this camera, I said, "What can you do to sweeten the deal?" because you know [laughs] I mean selling.

Blake: Of course, of course [laughter].

Pete: "Is that the best you can do?"

Pauline: Yeah. "Is that all you got?" [Laughter] Anyway, so I said, "Well, what can you do to sweeten the deal?" and he goes, "Well, I'll give you \$50 off." And I went, "Really? Is that... Is that all you can do?" and I said, "What about like a free battery or a camera case?" and he goes, "Oh, is that what you want?" My dad goes, "Yeah actually. I prefer the camera because—the camera battery because then I can—don't have to charge it as much," because he's going to Africa next year on a great big safari – not shooting things.

[16:00]

Blake: Not shooting Cecil the Lion.

Pauline: Yeah. That's why he's getting a camera [laughter]. But then—and I said, "Well, he needs something to protect the camera with. You're not going to buy a \$600 camera and just bloody throw it in your pocket."

Blake: Yeah, it's a good point.

Pauline: And so—and then the guy's going, “Oh. Well, all right.” And so then, my dad goes up to pay, and I said... to the guy, I said, “Why weren't you reluctant to throw in the battery and the case?” He said, “Well, that wasn't even near \$50.” And I said, “But it's perceived value. To my dad, that was worth \$100.” And he goes, “Oh, right.”

Pete: And this is a bloody good point, mate. See how that guy—the first thing he thought about was discount. And for the business owners
[17:00] on this call, even saying the word discount sends shivers of fear up and down my spine. I get this nauseous feeling [chuckling] in my gut because whenever you discount, that's real dollars. You know? That's real dollars.

In all the years I've been doing this, I've never—you never see me do a discount, but as Pauline said, I value add. I add value in other ways, whether that's a time with me on the phone, or extra products, or something, because that's not... If I'm given \$100 extra in bonuses, it's not costing me \$100. If I take \$100 off the price, um... it's \$100 off the price. And... but here's—

[18:00] Lazy salespeople, lazy business owners, the first thing they think of is a discount. And I tell you what, it's no way to run a business, and you're just slashing your profits. Think to yourself, “What else can I add...” a perceived value as Pauline said, “That's going to drive the sale?” That's how you do it.

Pauline: Yeah. Well, you taught me that when I wasn't a copywriter, and I was learning marketing from you and Mal. And I had that healing business. I was pretty well up there in the industry, but everyone is just—

Pete: Yeah, you were.

Pauline: Oh, well, I still am, but I no longer teach it. But—and the reason for that is I do a three-day course, and the most amount of money that I could get for that was \$697. Now, that's three days. That is ridiculous.

Anyway, instead of discounting, which I never wanted to do because I actually thought their cost should have been more, I'd actually add in like a bonus session – not a free session because it's worth money. A bonus session, and then I do other things. Throw in morning tea, afternoon tea, and then even lunch – at my own events.

[19:00] I'd still get people trying to price shop me and say, "Well, you know, why are you so expensive?" and I always used to flip it, and I'd say, "I think what you need to ask is why the other teachers are so cheap. They're only teaching for two and a half days, not three days. Why are they so cheap?" and what are they missing out on the course that I'm teaching. [Laughs]

Pete: Exactly.

Blake: Spot on. That's good. I love it.

Pete: Mate, that's good. And you planted that seed in their heads without actually just ramming it home.

And I know you've used this line before as well, Pauline, and one I've always used for many years. I probably got it from Dan. It all goes back to Dan.

Pauline: Yeah. It does, doesn't it?

Pete: You know, yeah [chuckles]. It's "compared to what?"

Pauline: Yep.

Pete: So, please, please, don't discount. Even in price-competitive
[20:00] markets, there's ways that you can still compete and sell top product, quality products at high premiums, but you just got to work out exactly—and it comes back to what Pauline said about being customer-focused.

Pauline: Yeah.

- Pete:** If you know your customers really well, what do they really, really want?
- Pauline:** Yeah.
- Pete:** And then give it to them.
- Pauline:** How do they value? Yeah, what do they value?
- Pete:** Yeah, what do they value?
- Pauline:** What do THEY value, not you.
- Pete:** Yeah.
- Pauline:** I think that's the most important point for the conscious consumer. But... yeah.
- Pete:** Now, tip number four. And this is very important for guys like me, and Blake, and Pauline who are copywriters.
- Pauline:** Yeah.
- Pete:** Use the right language.
- Pauline:** Yeah, I mean language is very polarising. And as you said before with the politicalness and everything like that, sometimes, it's not so good to polarise people. I know there's a whole marketing movement out there that they're out there swearing their heads off everywhere that they can. And that's okay. That's their bag. It's not mine.
- [21:00]**
- Pete:** Yeah.
- Pauline:** But—so, what I'm talking about here more for the conscious consumer is not the swearing element. That's twitch their own. It's more for the fact that males, when you're writing copy for males, you can push. I particularly like writing that challenge copy. It's like—it's almost like that energy where you're just saying,

“Hey, if you don’t get this, you’re a pussy, and you’re not even a man.” [Laughs]

Pete: Yeah [laughter]. “You know, if you’re happy, striding along, just barely taking care of your family, that’s okay man. This isn’t for you. However, if you’re a real man; you got balls...” you know [laughs].

Pauline: Yeah [laughter].

Pete: “And you want to make a shitload of cash...” yeah. Challenge copy is so good for men.

Pauline: Yeah.

Pete: But I instinctively knew many, many years ago not to use that for women. And I asked a few women mates back then as well, and they said—90% of them said, “Yeah, I’d find that a turnoff.”

Pauline: Yeah, yeah.

[22:00]

Pete: So, how do you talk to women, Pauline?

Pauline: Well, you use a more—a Pauline-like, drawing-in language. Like instead of saying, “Oh, you’re a pussy if you don’t join this group right now,” it’s like you say something like, “Well, in our community, you’ll be supported and surrounded by women like you.”

Pete: Yeah.

Pauline: And it’s not necessarily flowery. It’s not necessarily like longer or waffly. But it’s just—you can still be direct, but again, it’s just using the language that women would use.

Pete: Two important words you said there, mate, was “community” and “support.”

Pauline: Exactly.

Pete: That's just total—

Like I was in a diet promotion a few weeks back that my client sent me. He got this other copywriter to do it. And the guy had done a pretty good job, but it was my job to basically start again and do it.

[23:00] And one of the things that was really jarring, that I felt was really jarring—because this piece was going out to women over 40 who are overweight, who want to shed weight, and some of the languaging, like he had “eye-popping results.”

Pauline: Yeah.

Pete: I mean—now, “eye-popping” would be all right if you're marketing to the internet marketing crowd.

Pauline: Yup [laughs].

Pete: And he also had a line, you know, “Sucks fat right out of your body.” I mean, now... you know... I don't know.

Pauline: I don't know.

Pete: It just—

Pauline: [Laughs] It sounds like liposuction [laughter].

Pete: When I read that—you get this too, Pauline—when you're reading something, it jars you.

Pauline: Yeah.

Pete: And you know instinctively, intuitively that, “Hey, this is wrong.”

Pauline: Yup.

Pete: So I turned down the whole thing. And the first two pages wasn't even talking about—it wasn't even talking about the product or

[24:00] stuff. It was just talking about them, and how they felt, and how they feel about being overweight.

And I tied it around a story about how—skinny friends giving you weight loss advice, and they're eating everything they want while telling you to slow down and order the salad. [Laughter]

Blake: That's good.

Pete: And I quizzed a lot of overweight friends, and they all have the skinny friend.

Pauline: Yeah.

Pete: So you're always on to something, but that was coming back to one of your other points, Pauline. It was all about them. It was customer-focused. It wasn't product-focused.

Pauline: Yeah.

Pete: And language was targeted to women. It wasn't blokey language. If I was writing to fishermen or something like that, yeah.

Blake: [Laughs]

Pete: I'd write how fishermen talk.

Blake: Yeah, yeah.

Pauline: Yeah, exactly.

Pete: So it comes back to the 101 stuff that we get trained on, is understanding your market and having true, TRUE empathy for them, and understand what their day is like.
[25:00]

Pauline: There's one phrase that a lot of marketers use, and it's a very popular email header. And Lorrie Morgan-Ferrero, my best mate, and I were talking—

Pete: She is cool. Lorrie is cool.

- Pauline:** She is awesome. We were talking one day. Because she taught me a lot about writing for women. Anyway, so then, we were talking about it. She said, “Quite frankly, I’m confused,” or, “Quite frankly, I’m puzzled,” and I went, “Ew!” and she goes, “Ew!” [laughter] and then we just started to laugh, because—
- Pete:** Uh-oh.
- Pauline:** It’s like—
- Pete:** Yeah.
- Pauline:** That doesn’t work with women.
- Pete:** That’s a big one.
- Pauline:** It’s like, “You’re confused.” [Laughs]
- Pete:** That’s a big one. That was Dan’s second or—yeah, I think second or third step in the funnel, was people who didn’t buy, you’d send them out a piece of a jigsaw puzzle. “As you know, quite frankly, I’m puzzled why you haven’t responded.”
- Pauline:** I think in that context, when there’s something to tie it in, that’s great. I think that that would work really great because, well, I love lumpy mail and grabbers. I love the creativity of that whole—that writing style.
- [26:00]
- But I think it’s just when you get random email from an internet marketer who’s got no compassion, empathy, or anything like that, and they just like go, “Quite frankly, I’m confused.” [Laughter] And it’s like, “You’re confused? You’re the one who sent the freaking email!” [Laughter]
- Pete:** “I’m confused why you haven’t sucked more money out of your wallet.”
- Pauline:** Exactly.

Pete: “My bright, shiny object piece of shit.”

Pauline: “I’m confused why you don’t want my offer, and you don’t want to give me money.” It’s like [laughs]

Pete: Yeah. Yeah.

Pauline: Anyways.

Pete: That’s a good one.

And there’s a story about the Crest toothpaste too, isn’t there?

Pauline: Yeah, there is. This just very quickly is—people don’t realise the buying decisions of women are just so powerful.

[27:00] And I was talking to a guy one day, and he’s an American, and he said, “Pauline, do you have Crest toothpaste in Australia? I need to buy some more. I’ve run out.” I said, “No. That’s not a brand here.” He goes, “Oh my goodness.” I said, “Well, we’ve got Colgate and all that.” He goes, “No, but that’s not Crest.” I said, “Well why do you have to have Crest?” He goes, “Well, my mother gave it to me. Her mother gave it to her. And um... it goes back a couple of generations ever since that toothpaste came out, you know.”

One of the women decided to buy that toothpaste, and everyone in the family uses it. You know, like all the kids, all the grandkids, all the... everyone. And so, just that one woman making a buying decision, however many years ago, has influenced how many hundreds of people? That’s incredible.

Pete: Yeah.

Blake: Yeah, that’s cool.

Pete: And a big takeaway there too for our listeners is that—especially for the blokes—you got to understand, depending on the studies you read, 80% of the buying decisions is made by the woman in the household. So if you turn off that segment, you’re turning off

[28:00]

the money tap for a lot of stuff. And so you need to understand not just how males purchase stuff but how everyone purchases stuff.

Pauline: Yeah, exactly.

Pete: And I think—mate, I think you really can't go wrong if you got empathy for who you're selling too—

Pauline: Yes.

Pete: And especially with us guys, you know, direct response. We're asking for that response. If you got true empathy, and you can really understand what their day is like, I think you're going to be okay.

Pauline: Yeah.

Pete: This had been good so far.

Blake: Very good, very good.

Pauline: That brings us into our next tip anyway.

Pete: And this is tip number five – our fifth and final tip.

Pauline: Yeah. We're doing all right to smash through them in this time.

Pete: I'll tell you what we're smashing—

Blake: We're cruising along, cruising along.

Pauline: Yeah, exactly. But yeah, tip number five is all about empathy. It's about being honest and don't fake. And what I see a lot online, especially on Facebook, Fakebook, whatever, is a lot of the copywriters are—I saw the other day, a copywriter was asking in a forum, "How do I get more empathy into my writing? I'm struggling." And I looked at the guy, and I went, "Yep. That's okay."

[29:00]

And I was going to make some suggestions, but then all the band of peanuts got in there and started to say, “This is what you do; this is what you don’t do.” David Deutsch got in, and he actually was like the sane person amongst the asylum. But anyway...

Pete: I’m glad you slapped yourself—on another note too, Pauline. I’m glad you slapped yourself and didn’t write because that took—that would have taken time out of your day, and it was free.

Pauline: Exactly. Exactly right, exactly right.

Pete: But anyway, back to the story [laughs].

Pauline: Back to my—because I’m a great observer in life, but like you are, Pete, I know that you observe people a lot.

Pete: Take note and observe.

Pauline: Yep, yep. So what I did notice though is one of the more so-called
[30:00] respected copywriters in there said, “Oh, I just fake it.” “I just fake it. Can’t be bothered doing too much research on it. The client doesn’t pay me enough for deep research, so I just fake it.” And I just looked at him, and I thought, “Yep, that’s why your copy stinks.”

And for the conscious consumer, they will smell fakery a mile away. And then they tell all their friends about it.

And that’s something about the conscious consumer, and especially when it’s made up of so many women. Women can be really bitchy. I don’t know that you ever notice this, guys, but women can be bitches.

Pete: Really? [Laughter]

Blake: No way. Pauline, you cannot be serious.

Pauline: I know, I know.

Pete: See. You can say that, Pauline. [Laughter]

Pauline: Exactly, I can.

Pete: You can say it. If Pete came out and said it, oh my god.

Pauline: It needs to be said, doesn't it? So I'll take it.

Pete: I wouldn't say that, Pauline. I don't say—it needs to be said
[laughs] [laughter].

Pauline: All right, so.

Pete: Anyway.

Pauline: Yeah. So I mean, we can be quite bitchy. We can be very clicky.
[31:00] And so, there was an old saying like, "If you upset someone, they'll tell their best friends." And these days, if you upset someone, they'll tell the whole freaking network on Facebook. They'll put on Facebook a post up.

I've seen people like track all through their friend's pages, through the company pages. They're tagging freaking Tony Abbott. They're tagging their local member of parliament [laughs] only because someone upset them.

Pete: Yeah. Sometimes I think to myself, you know—someone's upset them so they go to all this trouble. And I think to myself, "Maybe, just maybe"—I know this could be left field and out there—but "just maybe she had a problem before that little incident."

Pauline: Exactly.

Pete: I don't know.

Blake: Yeah.

Pete: I don't know. Is it just me? [Laughs]

Blake: No, Pete. I don't know. That's a good point. Good point, mate.

Pauline: No, it's a good observation.

Blake: Yeah.

Pauline: However, remember—

Pete: That something ticked her off, and it was just enough, wouldn't it? You know.

Pauline: Yep. But as a copywriter and marketer, we have to see the world
[32:00] as it is, not how we like it to be. So, she is—ridiculous as it may sound to us or seem to us, we still need to, I guess, just observe and see, okay, there are humans out there like that, so let's... [not have to cater 32:15] for them, but be mindful. They're the ones that are reading our copy as well.

Pete: Yeah. And that's a good point you made too.

And you don't have to pan to two people like—in our industry, like every couple of weeks—and I won't call them a fruitcake because that's judging them, and I won't call them loopy and just weird freaks, you know—but every couple of weeks, I get this really long rambling, just piece of crap email sent to me. But in those two weeks, I probably got about 20 really good ones, saying, "Pete, just keep doing what you're doing, man."

And so I don't listen to the other one, especially when you know you're in the right.

Pauline: Yeah, exactly.

[33:00]

Pete: I'm just being myself. If being my authentic self, like we're talking about now, upsets someone, that's okay because I'm not for everyone, and we shouldn't try to be either.

And I've got the old analogy—I think I got it from Seinfeld—"just like a Bandaid." With a Bandaid, just rip it off as quick as you can. Don't prolong the pain. It'll hurt for a little, tiny bit, and that's it. And then you just move on.

Pauline: Exactly.

Pete: But in saying that, if you're pissing people off because you've messed up, and because you haven't been congruent, and because you're faking it, that's when it becomes bad. I can see your point there.

Pauline: Yeah. Hey, Pete, you know that I was a nurse. There's two way to rip off a Bandaid [laughs]. Yeah, you rip it off with the hair – doesn't hurt as much. And so if you really want to hurt, rip it off against their hair. So there you go [laughs].

Pete: Against their hair.

Pauline: Yeah.

Blake: I didn't know that.

Pauline: Nurses know that. So you know, if you piss them off, they'll rip it off the wrong way. Or maybe it's the right way.
[34:00]

Blake: [Laughs]

Pete: That bitch.

Pauline: Yeah. I know. [Laughter]

Pete: And I was [unclear 34:06] [Laughter]. Oh, that was my fault anyway. I know it's my fault [laughing].

Pauline: So, I mean, I guess—

Pete: Now, [unclear 34:13] real empathy. And I could imagine when you're writing copy, Pauline, you go down deep. You're actually feeling for these people. A lot of times, I get very emotional when I'm writing. Not all the time. I'm not saying—and I'm not being cynical either. But sometimes, I'm writing to a market that really touches me.

Pauline: Yeah.

Pete: And I know if I'm getting emotional that my copy's emotional too.

Pauline: Yeah, yeah. I get that, especially when I write for the retirement market. Ah, it just breaks my heart, like they've had all their hopes and dreams smashed by the poor performance of super and things like that.

[35:00] But I was writing some lumpy mail for a company, and I invented the teabag retirement test [chuckles], and now, I use that as a grabber, and I said, "You know, you might notice that I've attached a teabag to this letter. Why have I done this? Well, for some retirees or even pensioners, they'll be able to tell you exactly how many times they can use a teabag until they can't taste any tea anymore."

Blake: Yeah, that's awesome.

Pauline: [Laughs]

Blake: That's good, Pauline.

Pauline: Yeah. And apparently, that was lucky hit. And... yeah, anyway. So —

And then Rae went home to her mum's house. She's a pensioner, and she goes, "Oh, mum. Do you—" she was making a cup of tea. "Mum, do you want me to keep the teabag? And then mum goes, "No, no. That's okay. You can throw it away." Like, "Why would you use it twice?" And Rae goes, "Whew. She passed." [Laughter]

Pete: See. That big idea that you sucked out of that market, you
[36:00] wouldn't have been able to click that way unless you knew the market and you had the empathy for them.

Pauline: Exactly.

Pete: To talk about pensioners recycling their teabags. I mean, that's—

Pauline: Yeah. I mean if I didn't have any empathy, you'd attach like a playing card, and you'd say, "Well, you have to play the cards you've been dealt, you silly shit," [laughter] something like that.

Pete: "Don't gamble on your retirement."

Blake: Yeah.

Pauline: [Laughing] Like a chip, yeah. [Unclear 36:26] too many. But exactly. So I mean that's where you can really get deep.

I mean that really connected with the people. And I mean I'm sure that they can't look at teabags the same way, and they'll be going, "Man, I do enjoy my tea—" or even if it's coffee. It's like, are you going to have half a spoon of coffee instead of a full spoon?

Pete: Yeah, but even to the—yeah. As you said, even those people that wouldn't recycle their teabags, that would have still hit home.

Pauline: Oh, yeah.

Pete: They would still re—and because it was direct mail, like there'd be follow-up letters as well, for those who don't buy.

Pauline: Yeah, exactly.

[37:00]

Pete: Yeah. So they would remember that.

But we are running out of time, Blake.

Blake: We are. Getting towards the end.

Pete: But is there anything that we should finish up on here?

Pauline: I'm pretty happy with what I've gone through today. I mean I was going to reference some—I've just done a ClickBank offer I've been—in my products this year.

Pete: Yes, yes.

Pauline: Creating a product called Manifest Your Man. And I just sort of holler in the women's market where they just need someone to help them heal their past. So I've called it Manifest Your Man: Heal your hurts, get your goddess back, and learn to love again.

[38:00] And I mean, all of those points hit a particular pain. It's very much designed for the conscious consumer. There's no—I'll just say it—there's no bullshittery in there. It's—copywriters, we can make up words [laughter]. But even in doing that, the video sales letter for that, it's dripping with emotion and empathy for the market.

So if people want to check that out, they can go to ManifestYourManNow.com and just check that out. If they want to see something that's got that empathy factor in it.

But apart from that, if they want to get in touch with me, I'm going to be putting together a free report on all of these five tips so we can go deeper down the rabbit hole. And they can check that out.

But yeah, the conscious consumer, I think they just don't want to be treated like a cash cow. They just want to know that you care about them.

Blake: Exactly.

Pete: And Pauline, you're on my email list, mate. And every couple of weeks—every year, I'm bringing out new products, and every couple of weeks, I'll have some type of emotion. And yeah, I get a few people whinging and moaning, but I also get a lot of emails coming back saying, "I'm following all your emails, Pete. I love what you're doing. And by the way, I bought." [Laughs]

[39:00]

Pauline: Yup, yup.

Pete: And a lot of them do it with a smile on their face because why get on my list if you don't want to see how to sell? Why get on my list if you don't want to buy some stuff and take this further?

So you can do this. You can sell, and you can sell well. But do it in a way that your tribe—and your tribe will be different than mine—that they wish to buy.

Now, people, ManifestYourManNow.com is Pauline's video letter. So check that out, and if you do want to manifest man, buy the damn thing. But Pauline's copywriting website is TheCopyAlchemist.com.

Pauline: Yep.

Pete: So mate—and that'll be in the transcripts of the show. So the folks
[40:00] on the call, don't forget to go to PeteGodfreyShow.com and sign in there to get the transcripts. I'm also putting together some Persuasion Cheat Sheets that'll only be going to that list.

And also, please, more reviews. We need more reviews. Apparently, Blake's always telling me how important reviews are. And he sat me down the other day. He said, "I don't think you realise the importance of reviews, Pete." And I said, "Well, I do now, Blake." [Laughter]

Blake: We need more. We need more. [Laughter]

Pete: you get so stern sometimes. It's very frightening.

But to finish up, I just want to thank Pauline.

Blake: Yeah.

Pete: Thanks for your time, darling.

Blake: Thank you very much, Pauline.

Pauline: Yeah, thank you.

Pete: We really appreciated you coming on the show.

And Blake, that's about it for me and Pauline. So it's over to you, my friend.

Blake: Thank you very much. So—and again, thanks to Pauline for being on the show.

And for everyone else, as Pete just mentioned, to get the transcripts of this episode, head over to PeteGodfreyShow.com and sign up.

And once again, if you do want to check out Pauline, her website is TheCopyAlchemist.com.

And that's it from us, and we'll be back with you in the next episode.

Thanks for tuning into the show. Be sure to jump on iTunes, subscribe to the podcast, and leave a review. Remember, to have detailed show notes and transcripts emailed to you, head over to PeteGodfreyShow.com and sign up.

LINKS AND RESOURCES

- Carolyn Tate's *Conscious Marketing* Book
- Pauline Longdon's Websites:
 - TheCopyAlchemist.com
 - ManifestYourManNow.com

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