

INTRODUCTION TO THE 6 HUMAN NEEDS

In this training lesson, we will talk about the last and the final principle of copywriting that you should know about.

Till now, we have covered:

The ABC Hypnotic Formula
3 Hypnotic Yes Frame Questions
Pain and Pleasure Principle

This final principle is more about understanding the human mind. In fact, that's what this first module is all about; understanding your readers psychology.

So let's dive deep into this final principle.

If you have already heard about Maslow's hierarchy of needs, it will be really easy for you to understand this concept which is called "6 Human Needs"

This concept was developed by Tony Robbins and I got the chance to learn about it when I was in his master coaching program.

It's a concept that helps you understand as to why do people make decisions. In the previous lesson, we spoke about the principle of Pain and Pleasure. Which gives us a superficial understanding of why people make certain decisions.

But in this lesson, we get really really deep into understanding the decision making process using the 6 human needs concept.

Once you understand that and learn how to apply the 6 human needs into marketing, your content and copy is going to get so much better.

That is because now when you write any content, you would write it from the perspective of what do people expect in terms of their needs.

You would know what do they expect from your products or services and then your content would just talk about their needs. Once you address their needs, the conversions go way way way higher!