



How to Use the “MPG” to Grow Your Personal Brand-Based Business

The *Mass Persuasion Grid* for Writing Compelling YouTube Ads, VSL’s, Webinars, and Facebook or Instagram Stories that Increase Audience Engagement, Make Your Message Go Viral, & Turn Your Brand into a Global Movement

Awareness*	Attention	Attraction	Agitation	Action
Oblivious to Need/Want	Use a Celebrity	Appeal to their Vanity	Heighten their Fears	Provide them Incentives
Problem/Desire Aware	Ask a Question	Offer an Escape	Lay on the Guilt	Keep it Rare
General Solution Aware	Spread Controversy	Empathize with them	Stir them to Anger	Create Urgency
Brand/Company Aware	Share a Statistic	Spark their Curiosity	Play up their Greed	Declare it with Authority
Your Specific Offer Aware	Give a Benefit	Make it Exclusive	Shame them	Peer-Pressure them with Social Proof

*States of Awareness taken from *Breakthrough Advertising* by Eugene M. Schwartz

15 Emotional Ways for Engaging With and Appealing To Your Audience:

1. Anxieties – What are they stressed about?
2. Attitudes – What is their worldview and beliefs?
3. Affection – What are they passionate about?
4. Ambition – What are their motivations?
5. Approval – What can you praise them for?
6. Analytics – What is the logic and evidence?
7. Affirmation – Where can you reassure them from insecurity?
8. Aspirations – How can you encourage their dreams?
9. Abundance – How can you help them see there’s more available?
10. Acceptance – How can you let them know they are welcomed?
11. Authenticity – How can you convince them you’re for real?
12. Appreciation – What can you honor or thank them for?
13. Achievement - How can your help them reach their goals?
14. Advancement – How can you help them make progress?
15. Acknowledgement – How can you make them the center of attention?