

KleverSystems



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The **POWER** OF SEVEN

7

The Power Of 7

Sell More With 7

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Lucky Number 7' or 'Magic Number 7'?

Have you ever heard the phrase 'Lucky Number 7' or 'Magic Number 7'?

‘ Human Cognition: There's a psychological aspect to the number 7 being considered lucky. It is a manageable number for humans to conceptualise and remember (as in the "magic number 7" theory of cognitive psychology), which may contribute to its widespread cultural significance... ‘

Interesting... But, did you know that you could attribute that phrase to marketing and selling your own products or other people's products as an affiliate, and make more income as a result?

No? **Well prepare to have your eyes opened.**

The Number 7 is revered across many cultures as a significant, even lucky, or magic number. It's also a marketer's favourite number. Why? Because as marketers we sell more of anything when we use the number 7.

When you know, you know... and you're about to discover what this number can mean for your sales online, either as a product vendor or as an affiliate marketer, even if you are a complete beginner at the moment.

The Rule of 7

The Rule of 7 is an age-old, well-established and accepted concept in the marketing industry that suggests a potential customer needs to be exposed to a brand, product or offer at least seven times before they are likely to take action to purchase a product or service.

This rule underscores the importance of repeated and consistent exposure to ensure that a brand or product remains top of mind for consumers.

Here's a breakdown of why the Rule of 7 is considered important in marketing:

1. Memory and Recognition:

Repeated exposure helps a brand or message become more recognizable and easier to recall. Over time, as consumers see the message multiple times, it starts to become more familiar, increasing the likelihood of remembering the brand when they are ready to make a purchase, or choosing one product over another similar product.

2. Trust Building:

Familiarity breeds trust. The more often consumers see a brand, or product, the more they start to recognize it as a reputable entity or option. This is especially true in highly competitive markets, where trust can be a significant differentiator.

3. Combating Noise:

The average consumer is bombarded with thousands of marketing messages every day. Repeated exposure helps a

message to stand out amidst this noise, ensuring it isn't lost or ignored after the first viewing.

4. Engagement Opportunities:

With each exposure, there's a chance to engage the consumer in different ways. Marketers can use various channels and touchpoints to present their message, catering to different preferences and behaviours.

5. Incremental Persuasion:

Not all consumers are ready to make a purchase the first time they hear about a product. The Rule of 7 acknowledges that persuasion is often incremental, with each exposure gently nudging the consumer closer to a buying decision.

6. Strategic Planning:

This rule helps marketers in planning their campaigns, emphasising the need for sustained efforts over one-off attempts. It guides the distribution of resources across multiple channels and touchpoints over time.

It's worth noting that the "magic number" 7 isn't rigid. The actual number of exposures needed can vary based on the complexity or cost of the product, the competition in the market, the effectiveness of the message, and the channels used.

However, the underlying principle — that repeated exposure is crucial for marketing effectiveness — remains widely accepted.

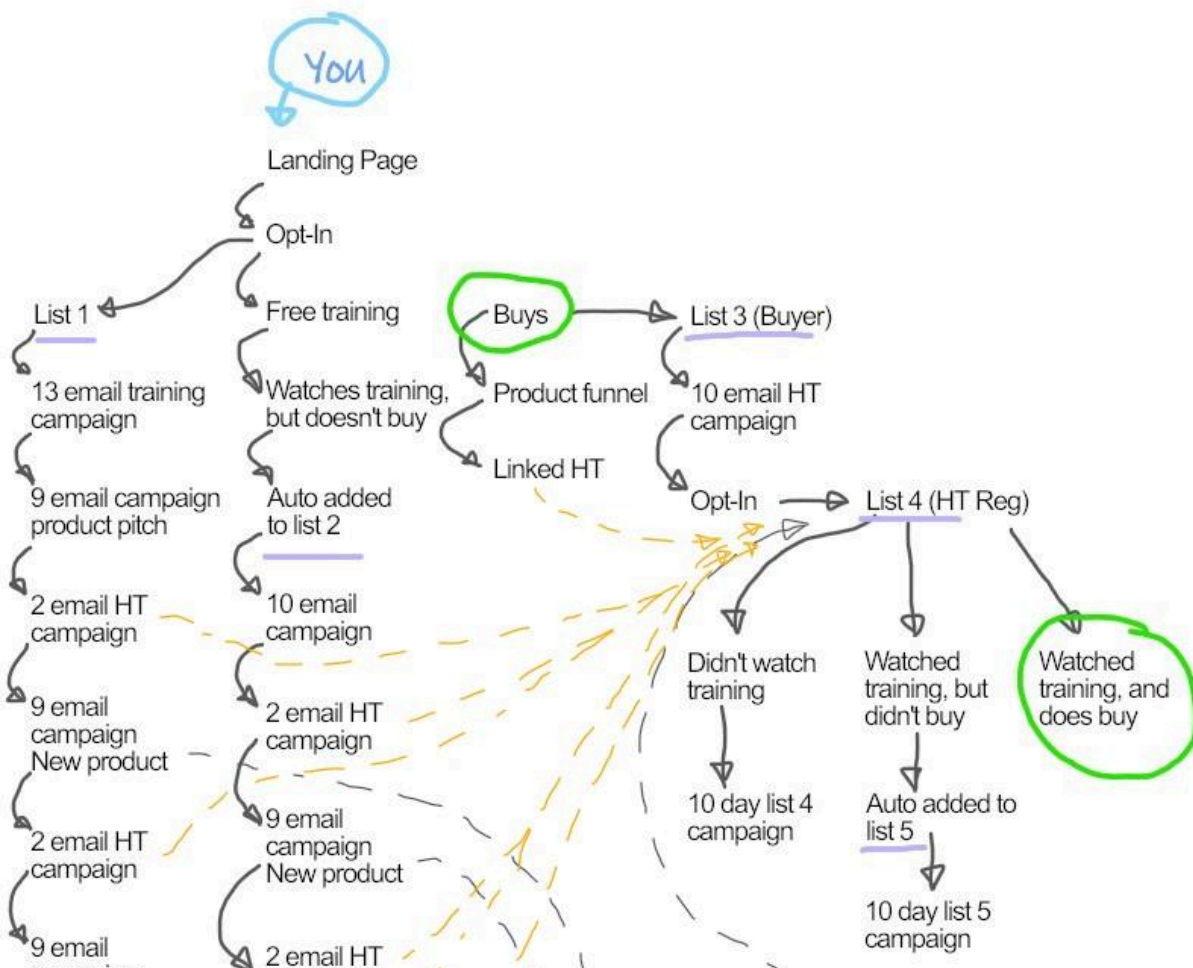
As digital media and consumer habits evolve, the strategies to achieve this repeated exposure have become more and more important.

The Rule of 7 is a strategy we use ourselves in our own systems and marketing, both as vendors selling our own products, and as affiliates selling other peoples products.

For example our IFTF systems detailed in the EscapePlan IS document (which you have access to actively use and exceed the Rule of 7. This ensures we turn more leads into conversions and commission for our users.

How we use the Rule Of 7 with IFTF Systems.

Here's a map of how our IFTF systems work.



If you take a look at the IFTF map you will see that we have doubled the rule of 7 for the initial free training.

View left hand section of IFTF Map under List 1.

14 Point Exposure: I.e. If you were using one of our IFTF systems you would simply have to share the free training.

The prospect see's details of the free training for the first time when you share (Exposure #1).

If they don't watch the training there and then, we follow up another 13 times (see; under 'List 1'), using priming techniques, additional videos, giveaways, and scarcity, all designed to get your lead to watch the training.

I.E.

- **Initial free training pitch exceeds the Rule of 7, by 7**

Total exposure = 14.

We continue to exceed the Rule Of 7 with each product pitch campaign, product pitches use a 9 point exposure.

IFTF Map showing 9 email campaign product pitch.



- **Each product pitch exceeds the Rule of 7, by 3**

Total exposure = 10.

Regardless of whether you are using our IFTF systems where we create everything, and do all of the marketing for you, or creating your own affiliate systems, you should be aware of the Rule of 7 from the start.

Affiliate Marketing & The Rule Of 7

If you are sending emails to promote a product as an affiliate, and that product doesn't already have a lot of support from other affiliates (I.E. lots of people sending emails about the same product), then use the Rule Of 7 to make more sales.

Reasoning?

Here's an example (taken from the EscapePlan document) of how the Rule of 7 factors heavily in the digital product launch space.

Example: *Many of you will be aware of product launches in the Internet marketing industry. Did you ever wonder why one is a big success while others don't do well?*

You might put it down to the product, or the sales page (which do factor) but the real reason is exposure (buzz). If enough affiliates are aware of the product then the product will likely have more affiliates promoting it.

If more affiliates are promoting a product then they are spreading the message far and wide, which means the customer base for that particular product will have most likely been exposed to the product many times making them far more susceptible to making a purchase... Hence successful product launch.

On the flip side if the product doesn't get the initial exposure, it doesn't attract enough affiliates, which in turn means the customer base doesn't get full exposure to the product... making them less likely to purchase... Hence a less successful launch (even if the actual product is 10x better).

If as an affiliate, if videos are more your thing (as opposed to emails), consider a series of short videos about the product you are promoting instead of one longer video. Hint: a series of Shorts or Reels, all focused on the same product is worth considering.

The number 7 isn't just about exposure either.

Number 7 Psychological Pricing Strategy

Using the number 7 in product pricing is a psychological pricing strategy we use ourselves in our own business, and so do a large percentage of the internet marketing industry.

The Left-Digit Effect

The number 7 is often used in product pricing as part of a psychological pricing strategy, where prices are set in a way that appeals to a consumer's emotions rather than their rational mind.

This strategy is grounded in the belief that certain prices have a psychological impact that can drive or trigger increased sales or perceptions of value.

Here are a few ways the number 7 is utilised in product pricing:

Charm Pricing

Ending Prices with 7 (e.g. .77, .97, etc.): Prices that end in 7, such as \$9.97 or \$199.97, are thought to be more appealing to consumers than those ending in a round number like \$10.00 or \$200.00.

This approach, often referred to as "charm pricing," leverages the left-digit effect, where the leftmost digit disproportionately influences perception of the total price.

A price of \$3.97 seems significantly less than \$4.00, (or even \$3.99) even though the difference is minimal.

Psychological Impact

Perceived Value: Prices ending in 7 are sometimes perceived as special offers or deals. Vendors and marketers may use 7 in the final digit to imply that the product is offered at a discount or lower price, enhancing its attractiveness to bargain-seeking shoppers.































Pricing Tiers

Differentiation: In some cases, businesses use the number 7 to differentiate between pricing tiers or product versions. For example, a basic product version might be priced at \$47, the standard version at \$67, and the premium version at \$87. This creates a perceived value difference and can guide consumers towards a specific option based on price impression.

Customary Use in Certain Industries

Specific Market Standards: In some markets or industries, such as internet marketing (digital products) pricing products with a 7 in the price has become almost standard practice because of historical success or competitive dynamics. For example, in digital marketing a price of \$47 will appear more attractive to potential buyers than if the price was \$50.

See the product funnel below. Notice how most (not all) prices end with the number 7? This is a strategy and not a fluke.

Overview		Funnel Map		Products 11		View Sales Page	
Product Name		Price		Commission			
	BLOX 2.0		\$23.00		\$11.50 (50%)		
	➔ Blox Premium Case Studies		\$9.00		\$4.50 (50%)		
	Blox 2.0 Basic		\$7.00		\$3.50 (50%)		
	Blox Income Maximiser		\$35.00		\$17.50 (50%)		
	↻ Blox Ready Made Systems - Basic		\$27.00		\$8.10 (30%)		
	➔ Blox RMS Extra		\$17.00		\$5.10 (30%)		
	↻ Blox Ready Made Systems - Premium		\$37.00		\$11.10 (30%)		
	↻ Blox Ready Made Systems - Premium Yearly		\$297.00		\$89.10 (30%)		
	↻ Blox Ready Made System (Starter)		\$17.00		\$5.10 (30%)		
	Blox List In Days		\$47.00		\$23.50 (50%)		
	Blox Agency		\$147.00		\$73.50 (50%)		

We use the power of 7 throughout our entire marketing systems. ***Our IFTF systems are built on this very strategy.***

I.e. When you send a lead to our free training we don't stop with a couple of email reminders.

When you send in a lead an automatic 13 point reminder campaign is triggered to start and run over a 6 day period.

The initial reminder campaign consists of incremental persuasion, giveaways, videos, all designed with one goal: To get the prospect to watch the free training, because when they do many will happily buy a product, and our IFTF users will make more commission.

We go to this extent because we understand the Rule Of 7, and we exceed the Rule of 7.

The IFTF system is part of the Full EscapePlan IS which is explained in the following training (video based) - click the link below to watch.

[Watch The Full EscapePlan IS Training - Click Here](#)



Before I conclude this document I thought it might also be interesting to take a look at how the number 7 revered in different cultures.

The following isn't specific to marketing, but it gives an insight into why the number 7 can often have a remarkable effect on customers' perception.

Lucky Number 7

The number 7 is considered lucky in various cultures around the world, and this belief is often rooted in historical, religious, and mythological traditions. Here are a few examples:

Western Cultures

Biblical References: In Judeo-Christian traditions, the number 7 is seen as the symbol of perfection and divine completeness.

This is evident from the Genesis account of creation, where God rested on the seventh day, sanctifying it as a day of rest. The number appears over 700 times in the Bible, underscoring its significance.

Classical Antiquity: In ancient Rome, the number 7 was associated with luck and prosperity. This belief extended into various aspects of Western culture, where 7 is often seen as a lucky number even today.

Eastern Cultures

China: While 7 has mixed connotations in Chinese culture, it is generally considered positive in the context of the Qixi Festival, sometimes referred to as Chinese Valentine's Day, which falls on the 7th day of the 7th lunar month.

Japan: The number 7 is considered lucky in Japan, where it symbolises happiness and prosperity. This belief is reflected in festivals like Tanabata (the Star Festival), celebrated on the seventh day of the seventh month.

Other Cultures and Traditions

Hinduism: The number 7 holds significance in Hinduism, with references to seven worlds in the universe, seven seas, and other concepts grouped in sevens.

Islam: In Islam, the number 7 has special significance as well. The Quran mentions seven heavens, and pilgrims performing the Hajj walk around the Kaaba in Mecca seven times.

Native American: In some Native American cultures, the number 7 represents harmony and is considered lucky because it symbolises the perfect balance between the physical and spiritual worlds.

Why Is 7 Considered Lucky?

The reasons behind considering the number 7 as lucky are varied and depend on historical, cultural, and religious factors:

Cosmic Significance: In many cultures, 7 often represents a cosmic balance and is seen in natural phenomena, such as the seven colours of the rainbow or the seven classical planets visible to the naked eye.

Mystical Qualities: The number 7 is frequently associated with mysticism and the supernatural, owing to its presence in

religious and mythological texts where it denotes completeness, perfection, or divine intervention.

Human Cognition: There's also a psychological aspect to the number 7 being considered lucky. It is a manageable number for humans to conceptualise and remember (as in the "magic number 7" theory of cognitive psychology), which may contribute to its widespread cultural significance.

In summary, the number 7's status as a lucky number is deeply ingrained in many cultures' folklore, religion, and historical traditions, making it a universally recognized symbol of good fortune and divine order.

Thank you for reading & don't forget to watch **The Full EscapePlan IS training**. Our systems actively use the power and Rule Of 7.

[**Watch The Full EscapePlan IS Training - Click Here**](#)

