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10 Expressions to Avoid In Sales Information

By Catherine Franz

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Keeping up with what words are in and out isn't hard. Yet, with all the other more important things on our to-do list, it doesn't get remembered easily.

1. Any archaic, stilted words, such as: hitherto, whereby, thereby, herein, therein, thereof, heretofore.
2. "Kindly advise." As opposed to not kindly advising.
3. "Whereas." Instead use "where" or "while."
4. "Pursuant to." This is too informal for 2004. The express expired in the 1980s.
5. "As per your request." As per any other way...dah? Shorten to, "as requested" or "as your requested."
6. "As of today, we are in receipt of" or "we are in receipt of." Instead, "Today we received."
7. "Please don't hesitate to call." Again a term that went out in the 1980s. Update it with, "feel free to call."
8. "When time permits." This is great language for a poem but not sales information. The adjective "time" doesn't have anything to do with permit. It needs to match people. Only people use time.

9. "Enclosed please find." Honestly, I don't know when this one expired, yet it did, so don't use it.

10. "Of even date." This one I thought went out in the 1950s and I couldn't believe my eyes when I received not one but two sales letter with it included last week. So, I thought I would put this one for those that missed it back then.

Bonus: Yet and so -- use them conservatively and only for impact. They are on their way out as well.

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~*~*~*~ PUBLISHING GUIDELINES ~*~*~*~*~*~*

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***** AVAILABLE BELOW IN SPANISH *****

10 Expresiones para Evitar En la Información de Ventas
Por Catherine Franz

Mantener al ritmo de con qué palabras está en y fuera no es duro. Todavía, con todas las otras cosas más importantes en nuestro está a lista, no obtiene recordado fácilmente.

1. Arcaico, palabras de pomposo, tal como: hasta ahora, por lo cual, con lo cual, en esto, en eso, del mismo, hasta ahora.

2. "Avisa amablemente." En comparación con no amablemente avisar.

3. "Mientras que." En lugar el uso "donde" o "mientras."

4. "Según." Esto es demasiado informal para 2004. El expresa expirado en el 1980s.

5. "Como por su pedido." ¿Como por cualquier otra manera.
..dah? Acorte a, "como solicitado" o "como su ha
solicitado."

6. "Al hoy, estamos en el recibo de" o "estamos en el recibo
de." En lugar, "Hoy recibimos."

7. "Por favor no vacila en llamar." Otra vez un término que
salió en el 1980s. Actualícelo con, "se siente liberta para
llamar."

8. "Cuando los permisos de tiempo." Esto no es el idioma
magnífico para un poema pero para información de ventas. El
"tiempo" del adjetivo no tiene algo que ver con el permiso.
Necesita emparejar gente. Sólo tiempo de uso de gente.

9. "Encerró por favor hallazgo." Honestamente, yo no sé

cuando esto uno expiró, mas hizo, así que no lo usa.

10. "De aún fecha." Esto uno yo pensé salió en el 1950s y en
yo no podría creer los ojos cuando recibí no uno pero dos
carta de ventas consigo incluyó la semana pasada. Tan, pensé
pondría esto uno para esos que lo perdió apoya entonces.

La prima: Mas y tan –los usa conservadormente y sólo para
impacto. Ellos están en su salida también.

***** De Caja de Recurso de *****

Catherine Franz, socio de manejar de pasado, la vida ahora
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Dos & Don'ts For Writing Powerful Mail Order Ads

By MalaMaal.com

15 Dos & Don'ts For Writing Powerful Mail Order Ads

1. **POWERFUL HEADLINE.** This is the most important eye-catcher that must grab the reader's attention. If your headline lacks "PIZZAZZ" and appeal, the reader may skip over your ad and your money is wasted. 2. **THINK POSITIVELY.** Your copy (message) must show enthusiasm. If you feel your product (or service) is "so-so" or average, forget it. Your lack of excitement will show and may give the reader "second thoughts". 3. **BE HONEST.** Remember the Golden Rule. Don't exaggerate or make false claims. never make promises you can't – or don't – expect to keep. There are laws against "false" and "misleading" advertising. 4. **KEEP COPY SHORT.** Sum up the entire message in as few words as possible. Remember, if you use less words, the type will be larger. 5. **COME TO THE POINT.** Say what must be said and no more. Don't oversell! Excessive unimportant words will diminish the power of the sales pitch. 6. **USE SHORT SENTENCES** to add excitement and hard-sell "clout"! 7. **KEEP COPY SIMPLE.** Don't try to impress upon the reader that you went to school. Use common, ordinary, everyday "correct" English. 8. **DON'T BE CUTE OR CLEVER.** If you feel you have a flair for writing comedy, don't reveal this latent talent when writing ad copy.. Very few wish to place an order with a comedian or clown. 9. **STUDY THE COMPETITION** and try to be different and imaginative. Look for a new "approach" or "angle". Copy-cats are seldom well-like. 10 **DON'T ASK QUESTIONS** that cannot be answered in a positive manner. As example, don't ask "Do you want to quit smoking?" (Some may not!) It is better to say something like "You can quit smoking!" 11. **AVOID EXPRESSIONS THAT MAY OFFEND.** Don't try to be "folksy" by using regional expressions. Also, stay away from slang expressions. 12. **STRESS THE BENEFITS** of your service or product. The public is more interested in how they will personally benefit, i.e., will they earn more money, or become more popular, or healthier, or younger looking, etc. Remember to always sell the "sizzle" instead of the steak. 13. **INVOLVE THE READER.** Don't be afraid to use the word "you". While your ad may be read by many thousands, you are not addressing a huge stadium full of people. Instead, you have a "captive" audience...your ad is being read by one lone individual at a time. 14. **DON'T CONFUSE THE READER.** A small ad should promote a **SINGLE** item only..and never two or more. 15. **BE CONCISE.** Tell your reader **EXACTLY** what he is getting for his money, and **EXACTLY** how to order your product or service.

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