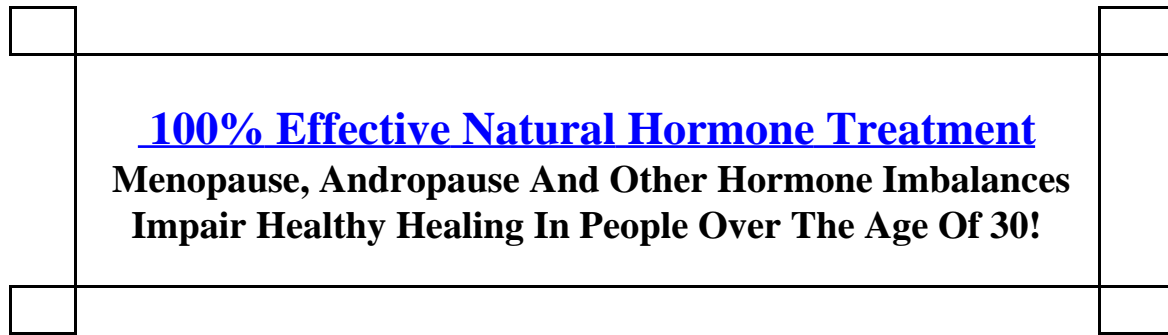


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"4 Parallel–Logic Templates That Make Your Sales Letters & Ads More Enticing"

By Mike Jezek

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Jezek

Pay attention for the next few moments as I'll reveal 4 tricks of the trade that'll make your sales letters and ads more enticing.

These 4 effective tricks are found in the art and science of persuasion. Called Parallel – Logic phrases, they can definitely give your copy a more magnetic appeal. As you use these phrases you'll begin to notice your sales letters and ads taking on a new level of believability and effectiveness.

What is a Parallel Logic phrase? Quite simply, a Parallel Logic phrase is a sentence that takes an unproven claim and ties it to a known fact. The following are 4 types of Parallel –Logic templates along with examples of how to use them.

"Just as... So does... "

Example: Just as Penicillin was the breakthrough of the century, so too will 'X' become the latest breakthrough in fighting sickness and disease.

Example: Just as Ted Hikes achieved an incredible profit of \$45,000 in 90 days, using these investment strategies you'll also have the potential to see incredible results like Ted's.

"If you... Then you'll... "

Example: If you love watching war documentaries, then I know you'll love "Confessions Of A Navy SEAL."

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Example: If you hate paying outrageous money for 'X', then you'll be excited to know you can save 10% with our Early Bird Program.

"If they did... So can you."

Example: Over 60% of our seminar's attendees go on to become rich in real estate. And if they can do it, so can you! Here's why:

Example: Let me tell you, if my sales force can accomplish extraordinary results like these, then so can yours!

"The same (thing/item) as (person/organization) uses."

Example: This is the same exact pair of sunglasses as worn by Tiger Woods.

Example: This is the same material used by the United States Army.

As you can see from the examples above, creating copy with Parallel – Logic templates is a snap. Simply take some time to practice writing statements utilizing these Parallel – Logic templates; the more you work at it, the better you'll get. Soon, with a little practice, you'll be able to smoothly weave them throughout your copy to create enticing sales letters and ads that get results.

Yours FREE: 10 Minute \$ales Letter Critique by Psychological Sales LetterSpecialist (TM) Mike Jezek. Find out where the weak spots of yoursales letters are and how to make them capable of starting buying frenzies. Get your FREE critique from Mike Jezek now. Email: [miknlisa@gtcinternet.com](mailto:miknlisa@gtcinternet.com) [www.irresistiblecopywriting.com](http://www.irresistiblecopywriting.com)

### **The Monsters Out Of The Cage – Part 2**

**By John Colanzi**

#### **The Monsters Out Of The Cage – Part 2 by John Colanzi**

In part one of this article we covered why electronic publishing is such a powerful breakthrough, allowing even the new online marketer to cash in.

If you missed part one you can get a copy via autoresponder. [Mailto:monster1@internet-profits4u.com](mailto:monster1@internet-profits4u.com)

For the purposes of these articles we're going to assume you've either written your own ebook, are a reseller for the author, or you've purchased the resale rights to a book.

## "4 Parallel–Logic Templates That Make Your Sales Letters & Ads More Enticing"

You've got your money machine, how do you get it to start spitting out cash.

Here's a simple step by step plan to getting started on a shoestring budget and reinvest profits to grow your money tree.

### Step 1:

The first thing you'll need is a collection of classified ads that will peak the readers interest and take action.

The purpose of the classified is to get you the lead. It's not designed to make the sale.

If you'd like to learn how to write powerful classified ads download a free copy of "How To Make A Fortune With Classified Ads" at: <http://johncolanzi.com/classified.exe>

The classified ad is the most powerful tool in your arsenal. They're low cost and carry a big punch.

### Step 2:

You've got your classified ads ready to start pulling in the leads, now you'll need a powerful sales letter to close the sale. Sales letters are an art in themselves.

If you haven't written sales letters before, the best place to start is by reading "Million Dollar Sales Letters". This

famous book contains 15 powerful sales letters that have created millions of dollars in sales for companies such as the Wall Street Journal.

Find a sales letter that fits your offer and customize it to fit your style. You can download a free copy of this awesome book at: <http://johncolanzi.com/letters.exe>

Ok. You're almost there.

\* You've got the next sure–fire best seller.

\* You've got the attention grabbing, lead generating classified ads ready to work their magic.

## "4 Parallel-Logic Templates That Make Your Sales Letters & Ads More Enticing"

\* You've got your million dollar sales letter ready to close the sale and start filling your inbox with orders.

Wow! We've come a long way. In part 3 we'll work on setting up your order grabbing direct response web site.

In the words of Hannibal Hayes from the A Team, "I love it when a plan starts to come together."

Wishing You Success

John Colanzi publishes the "Street Smart Marketing" newsletter. To subscribe visit: <mailto:ezmailer-subscribe@listbot.com> If you want to cash as an e-publisher and make 100% profits visit: <http://www.internet-profits4u.com>



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Impair Healthy Healing In People Over The Age Of 30!**

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