

"Activate Buying Frenzies With Your Sale Letters Using 4 Types Of Sales Metaphors"

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By Mike Jezek

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Imagine you creating sales letters full of life and persuasion, and harnessing that persuasion power to create more sales for your business. Sounds good doesn't it?

Well in this intriguing article you're going to get a briefing on how to create metaphors that boost your persuasion power in your sales messages. As you know, a metaphor, in a nutshell, is simply a word picture. Essentially it helps to carry your point across in another angle that your audience may be able to better understand. Following is a brief discussion of 4 metaphors you can use immediately:

Physical Action Metaphors. -- Use physical words or phrases to paint word pictures depicting a physical action.

Example: "You don't build any cash value with term insurance."

Or... "You're burning up money every year with term insurance."

Or... "Avoid the sting of the IRS's whip by... "

Other Sales Metaphors. -- This metaphor lowers sales resistance by reminding prospects that buying your product is just like buying a product they are already familiar with.

Example: "Buying this software is just like buying a video game for your son."

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Or... "As you place your purchase for this video course, it's no different than buying a series of exercise videos."

Competition Metaphors. — This sales metaphor is used to gently demonstrate your superiority over your competitors.

Example: "They said that about us? Well, I guess everyone wants to take a shot at the fastest gun in the West. Everyone wants to challenge the top dog, even if they're only a little puppy, right?"

Or... "Our software is the Cadillac of accounting software in this industry, compared to that of our competitors."

Familiarity Metaphors. — Here's a metaphor to further build a feeling of security and trust in your prospects. Simply match experiences or items that your prospects are sure to be familiar with to your sales presentation.

Example: "Many people first started out with this same software you've been using, but... "

Or... "I'm sure you're familiar with the Secretary of Defense, Donald Rumsfeld. Well our accounting firm does his tax work."
"Many of your fellow graduates from Texas A&M are signing up today!"

Of course there are other types of metaphors we can discuss here, but there's only room for so many in this article. Using metaphors will immediately put life into your sales materials, and open up the potential for not only higher response but higher profits. Try them, you may be blown away by the results!

Yours FREE: 10 Minute Sales Letter Critique by Direct Mail Copy & Sales Letter Specialist Mike Jezek. Yes, see if your sales letters are ready to unleash a buying frenzy with a free critique from Mike Jezek. Email: miknlisa@gtcinternet.com, <http://www.irresistiblecopywriting.com>

The Monsters Out Of The Cage – Part 2

By John Colanzi

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In part one of this article we covered why electronic

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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

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.

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.

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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.

* 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 <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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