

Are Your Sales Letters Drab and Boring?

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By Dustin Rhodes

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Bring LIFE to your text and increase sales with these 3 easy steps:

1. Mirror, Mirror on the Wall...

Place a mirror on your desk or workstation, large enough that you can see yourself as you work. No, this mirror is not intended for you to worship your exquisite beauty, it a tool to improving your communication skills.

2. Self Talk

While writing your text, speak out-loud to the image in the mirror, as if your reflection were another person setting across from you. Don't be afraid to "role-play" the whole conversation, speaking out-loud for BOTH you and your reflection. When you have a visual aid, your conversation will be more lively and upbeat. This role playing can open your mind to new ideas that possibly you may not have thought of before.

It's probably a good idea to do this in a quite place, where you will not be disturbed. If someone should see you talking to yourself, you will definitely get strange looks or someone might make arrangements for you to be fitted for a nice straight-jacket.

3. SMILE

Normally when you are speaking to another person, you naturally exchange smiles (unless it is an argument) and laughter. Be sure to smile at the reflection in your mirror, be yourself, let your own personality shine and your text will "smile" as well. The same when you are making business telephone calls. SMILE as you dial the phone number and greet the person on the other end of the line with a SMILE. The tone of the conversation will be positive and friendly right from the start.

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As we speak with another person, we use our eyes, facial expressions and hand gestures to get our point across. Have you seen the guy walking and talking on the cell phone, while flailing his arms? That is me! I talk with my hands, you may also. That is why I have an ear piece for my cell phone. so that my hands are free as I talk. The more expressive your self-talk, the more interesting your text will be. Through your mirrored reflection, you will be more animated and relaxed and your text will reflect your enthusiasm. Your text will come alive and smile.

Are You a One Trick Pony?

By Edward Thorpe

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Do your customers know what you're going to say – before – you say it? Have you become so predictable that you're ignored? In other words, are you a One Trick Pony?

Hmmm, you may muse. AM I a one trick pony? Whatever the hell that is. In fact, Just what Is good old uncle ed getting at?

Hmmm...Oh well, you don't have time to figure out what Mr Lazy Dude is asking you... You've gotta a lot of work to do. After all, Your sales are flat. Your old newsletter members are un-subscribing. Your New newsletter subscribers all have free email addresses.

And every damn person you hear from is broke and looking for a handout...Sorry, uncle ed, you've got other fish to fry.

Does the above sound a little like your Home Grown Biz these days? Are you feeling the economic downturn? Are your tactics, ads, offers, sales letters not getting the response they did just a few months ago?

Are you in a scramble to find new affiliate programs? Are you looking for something, Anything, that works? Have you even considered buying email blasts? After all, isn't that why you have your junk email accounts?

Am I making you a little nervous? Am I hitting close to where your Home Grown Biz lives? Well, don't feel like the Lone Ranger. There's plenty of this going around.

So what's happening here? Is it really just the fallout

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from the much ballyhooed slowdown? Perhaps it is. Then again, perhaps it's because you, like so many of us internet marketers, have become a stale One Trick Pony.

Must we all have the same boring long, and I do mean loooong sales letters at our affiliate sites? Is it me, or do our internet sales letters read exactly alike? Are we required to go to such lengths to hide our price?

Can we not write copy that actually describes the product/service in terms that our reader understands just what is being offered? Oh, did I mention how boring our sales letters are?

This is not sour grapes. After all, we brag non-stop about our offers. OK. Fine. Let's Stand and Deliver. Let's recognize the hand writing on our monitors...

Baby, The Internet Times – They Are A-Changin'

The internet may be changing. But I can assure you this... People have not changed. They still want the same things they've always wanted. People still want to buy from people they know, like and trust.

Perhaps our customers are looking for more value. Perhaps they're demanding a more personal touch. Perhaps they're sick and tired of sales letters and websites that read like late night TV infomercials.

Perhaps our customers do know what we're going to say – before we say it – because they see through the crapola that ain't gonna fly anymore.

Are we going to change our strategies and tactics to meet today's opportunities? Are we going to remain A One Trick Pony? And continue beating a dead horse. Or are we preparing to stand and deliver?

You may want to hold up on searching for a new affiliate program or a new internet guru. Perhaps you'd be better served by re-defining your target market.

At the very least take another look at your market's current problems. Define those problems. Then find the solutions.

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Solutions that aren't presented in the same old One Trick Pony methods.

Let's stop crying into our beer. And get on with it. We live in exciting times. Let's take advantage of them.



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