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Attract More Buyers to your Product: Use Metaphors

By Judy Cullins

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Surprise your potential buyers. Give them chocolate frosting!

After we entered school we had a lot to learn. We left the sand box, the nap, and the all day playing with our imagination. No wonder we have lost touch with our original, playful, creativity. We are in the information age, expecting to read short, concise pieces. Yet, we can, if we play a little, add more of our original ideas to our books if we use metaphor.

Metaphor means wedding a word to an image, sound or feeling. Metaphor is a fusing of dissimilar entities into one new image. Metaphor asserts a likeness between two unlike things. Images are word pictures that give language power and richness by involving our senses in the experience. When you wed an image or feeling to something totally unexpected, you produce a new pattern—a metaphor that creates a powerful picture.

The purpose of metaphor is to intensify your awareness of the images around you. Clichés are worn out metaphors. Avoid platitudes because your reader will be bored with them and not read on. Write naturally and avoid pompous words like "utilize."

Metaphors create tension and excitement by producing new connections. Hence, they reveal a truth about the world we previously didn't recognize. The power of metaphor is to surprise us.... Marilyn Ferguson, author of *The Aquarian Conspiracy*, says, "Metaphor builds a bridge between the hemispheres, symbolically carrying knowledge from the mute right brain so it can be recognized by the left as being like something already

known."

When your potential customers glance (about 12 seconds) at your front cover and back cover, and see originality there through metaphor, they will gain insight that sheds new light on a familiar concept, idea, event or feeling. Your metaphors hook them and seduce them. Now, they will hand you their check or credit card feeling good about themselves for the decision.

Fieldwork:

1. Start a Metaphor List. Keep it filed where you can find it

easily and add to it.

Every time you hear a good one, write it down. Use other people's metaphors as a springboard for you own.

2. Play with these exercises:

Practice: Writing is...as painful as a tooth being pulled... riding a roller coaster... a self-revelation. Now try your title or part of your "tell and sell" (unique selling proposition which includes benefits), and back cover copy. Self-care is...a bubble bath in the middle of a workday... breathing in the mountain air... lighting a candle near my workstation.

3. Complete these metaphor starters: Remember to use concrete

words—of image, sound and feeling. Forgo all clichés.

I'm as silly as

I'm as frazzled as

I'm as happy as (no clams, please)

I'm as frayed as

I'm as dizzy as

I'm as low as

I'm as powerful as a

I'm as sleepy as

I'm as tired as

I'm as cold/hot as

I'm as energetic as

I'm as spiritual as

I'm as comfortable as

I'm as loose as

Expand the list using the subjects of your book. Think and

picture your audience as you create more powerful writing.

4. Re-define all general benefits in your introduction, "tell and sell," or sales letter.

Example:

- Life is...
- Life looks like...
- Life feels like...

Try these out:

- Stress is...
- Authentic is...
- Health is...
- Spiritual is...

- Marketing is...
- Promotion is...
- Profits are...
- More life is...
- Better Communication is...
- More money is...

Let your potential buyer see or feel how it is after they purchase your product or use your service. Then, they are more comfortable with buying. They need to see the results and feel themselves better for using your product.

5. Just for fun:

"I was as dizzy as a dervish, as weak as a worn-out washer, as low as a badger's belly, as timid as a titmouse, and as unlikely to succeed as a ballet dancer with a wooden leg."

Each of you has the powerful potential for making connections and seeing relationships in your own unique way. Metaphor making is a highly personal and richly creative experience. Play with metaphors and use them in all of your sales materials.

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

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."

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

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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>

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Supermarkets And Internet Coupons

How To Use Color Psychology To Prepare Your Home For A Top-Dollar Sale During Cool Weather

Mini Web Sites Make a Great Home Business

The Great Big Book of Internet Marketing

About Niches

Blogs and RSS Revealed

Affiliate Diamond

Money Making Flashy Designs in a Box

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