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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Creating Messages That Get Optimum Results**

**By David Masachke**

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This is where the real meat of e-marketing begins. You have a list of hungry subscribers at your fingertips and now you need to convert them into customers. You want to send them the best offer possible, presented in the best possible light.

In order to accomplish this, you need to create effective sales copy.

Good copy includes many elements: voice and style, proper grammar, spelling and punctuation, emphasis on benefits and much more. Let's talk a bit about each of these.

**Voice/Style**

Your messages should sound professional without sounding "stuffy".

You need to find your unique voice to connect with your subscribers. Pretend that you are sitting across the table from a friend and write as if you were speaking to them (leaving out, of course, things like swear words or references to your personal life).

## Creating Messages That Get Optimum Results

You should also keep close watch over pronoun usage. Talk directly to the subscriber and avoid using the word "I" as much as possible. Be personable, but not too personal.

### English 101

We all make mistakes in our writing at times. Your subscribers will probably forgive you for a few gaffes. However, you don't want

to send out horribly written messages. Always run your copy through a spell-checker. Brush up on your grammar and punctuation skills if you've gotten rusty.

### Focus on Benefits

Never place your focus on selling the product or its features alone. People want to know what the product can do for them. For example: will it save them time? Will it save them money? Will it bring more love into their life?

Remember that most consumers, even if they swear otherwise, purchase products that they desire, and not products they need. Self-gratification and self-improvement always lay behind the buying impulse.

Are you giving your subscribers useful information? You need to win them over first with lots of high quality, free content before you begin making offers. Your sales pitches should be periodic in nature.

It's a really bad idea to flood your list with offers every single day of the week. If you want, you can bury an affiliate link or two in each

newsletter as long as it points to a useful resource in the context of your content. Just go easy on the special offers, though.

The best way to prime your subscribers is through scarcity. Your offers should be something subscribers look forward to receiving, rather than something easily predictable.

### Calls to Action

When you do finally send an offer to your list, don't

be shy about letting your subscribers know what action you want them to take. If you want them to buy a product, sign up for a membership, visit a site, etc..then offer them the link and tell them to go for it.

Sprinkle your link several times throughout the copy for maximum effectiveness.

Dave Maschke is the owner of multiple websites, and lives in Ohio with his wife and daughter

## **5 Things You Must Do If You Want To Create Optimum Health**

**By Rino Soriano**

### **5 Things You Must Do If You Want To Create Optimum Health by Rino Soriano**

1. Make the decision that you will create an optimum state of health

Most people want to feel better than they currently do, however, they never truly decide that this will be one of their goals

You must CHOOSE to create optimum health before you can achieve this level of health.

2. Be Committed To Create Optimum Health

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Once you make the decision to create an optimum state of health, then you must commit to this decision because there will be plenty of temptations that can easily knock you off track.

Always keep your vision of optimum health in your consciousness and you will succeed!

### 3. You Must Formulate a Structured Health Plan To Help You Create Optimum Health

To create an optimum state of health you need a game plan to follow or health strategies that will help you toward your goal.

Just like a roadmap helps you to arrive at your desired destination, so too will a health plan help you toward your desired health level.

### 4. Stay Focused on Your Goal and Maintain Your Course

Once you are on your path to creating optimum health, you need to stay the course. Getting off course will delay your progress.

You wouldn't get off the main road if it was the only one leading to your destination would you?

### 5. Monitor Your Results & Adjust If Necessary

Monitor how far you have come from time to time. If you feel

that something is not benefitting you then omit it from your plan.

Likewise, if something is really benefitting you, then stick with it.

Just always make sure you are monitoring your results and adjust if you feel so. Also make sure to pat yourself on the back when you accomplish one of your health goals.

Optimum health is everyone's birthright, however, you must choose to create this level of health. No one else can make sure you eat right and exercise and treat your body as the temple it is.

## Creating Messages That Get Optimum Results

Only you can put substances into your body and only you can make decisions that will impact your health.

If you want optimum health then you must follow habits that create optimum health. You get what you give. If you give your body low nutritious food then you will get back what you put in.

If you eat healthy and love your body then you will experience great health.

To Your Health,

Rino Soriano

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Holistic Wellness Consultant, Health Coach. Rino has studied Naturopathy for over 6 years. Rino had chronic fatigue syndrome for over 4 years and healed himself with holistic health strategies. His first book "How To Create & Maintain Optimum Health For Life" is a must see for anyone who is serious about feeling the best they can. Rino has received great feedback from this book: <http://www.healthsecretsneverbeforerevealed.com>



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