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Don't Write Like You Think...Write Like You Talk

By Paula Morrow

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The Internet has provided us marketers with an amazing opportunity. It's leveled the playing field – regardless of your background, you can now pursue a profitable business in your area of interest.

But selling online brings its own set of challenges. One of the most difficult being able to establish a one-on-one, personal customer relationship.

So how to overcome the anonymity of the computer screen and create this critical bond?

One of the simplest ways is through your words.

Words are your online ambassadors, so why not have them reflect your personality?

If you're enthusiastic, write enthusiastically! If you're thoughtful, let your words convey this, too.

A great example of someone who does this extremely well is Bob Gatchel, Mr. Internet Cheapskate himself. On his website (<http://www.internetcheapskate.com>) and through his emails, you soon come to feel like you know him personally, that he's your best friend.

How does he do it? By adding emotion, writing in facial expressions and by carefully using capital letters for effect. The end result is the

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representation of a VERY ENTHUSASTIC person.

Which, having seen him at a seminar, he truly is in real life. In his writing, Bob really lets his personality shine through.

You can do the same. By writing like you speak (or 'writing in your own voice.')

In school, they try to teach ou 'writing for business.' The pressure was to be 'textbook perfect.' Nothing is further than the truth. Actually the opposite holds true.

You are attempting to make a connection – one living, breathing human being to another.

[Before going on, I wish to sincerely apologize to Mrs. Williams, my tenth grade English teacher, for what I'm about to recommend...]

When you talk, you break most of the rules. Real people start a sentence with 'and.' You use slang. You combine words – do not becomes don't; you have becomes you've.

One warning: Just beware of how you use the variations of your–you're; their–they're–there; and when to use it's or its. If you're not sure how to use them, choose other words to make your point.

Feel free to lean heavily on the action verbs (jump, run..) and descriptive adjectives. Just don't go overboard...there's a fine line between genuine enthusiasm and hype.

Write in brief paragraphs, to keep your readers engaged, like in a conversation, and moving rapidly down the page.

Need more ideas to get started? Try the following:

*Tape–record a conversation. Describe your product/services to your friend, your spouse, your pet. Any audience that you feel comfortable with, so that your words flow and your enthusiasm takes over.

Then, play it back. You'll soon pick up on your own unique presentation style. Now, convert that into words.

*Create punch through the careful use of capital letters. You can use initial caps (Capitalize The First Letter Of Each Word), or USE ALL CAPITAL LETTERS. Use this last sparingly, since online, capital letters = shouting.

*Translate physical expressions into words. Remember the above example of Bob Gatchel, and his trademark . You could also use or ;-) for a , or .

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* If you talk dramatically, use ellipses (...) for dramatic effect

* State your message, then say it again in a different way. You never say something exactly the same, twice, in conversation. So restate your offer a number of times – you never know which version will connect with your audience.

*To make an aside comment, use parentheses (like this)

There are a number of ways to inject your personality into your words. Think about it, loosen up, and make that personal connection.

Through necessity, you have to communicate through a machine...but there's no need to write like one too!

Paula Morrow heads Ideal Marketing Corporation, specializing in information products and training for newbie netpreneurs. Subscribe to IDEAL Profits, now read in 12 countries, and receive 5 bonus ebooks! <http://www.idealmarketingcorp.com/subscribe.html>

The Secret to Writing a Captivating Speech for Any Occasion

By Sir Jon Weaver

'The Secret to Writing a Captivating Speech for Any Occasion' by Sir Jon Weaver

You're going to write a speech. And you're scared to death. Sure, I know you're not afraid of the speechmaking. Spouting it out is comparatively easy; in fact, it may be fun. But writing—ah! That is another story.

At the start let's write this speech to Joe. We'll pick out a typical Joe from your audience, a fellow who is a fairly good composite of the group. Then we'll write our speech directly to Joe.

How do you think of the group to whom you're going to talk? Perhaps you think of them as gentlemen and scholars. Again as brothers. Or maybe more familiarly as "you guys" or "you lugs." But no matter how you have them pegged, there is one Joe among them who is a cross section of all of them.

Let's put the words down on paper just as you would speak them to Joe. Write the word "Joe" up there at the start of the first paragraph, put a comma behind it, and write:

Joe, as I stand up here on the platform tonight I can think of the time a few years ago when I met you in Kansas City. Remember, Joe? It was in that little restaurant with the blonde waitress. I still remember, Joe, what you said that night.

Would Joe and a group of Joes listen to a story like that? You know they would. And whenever you

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start off so closely to this Joe's thoughts and interests, you are certain to get attention. Once I heard a speaker start a talk to a group of his dealers with, "Gentlemen and Chiselers." He smiled when he said it, of course, but the crowd roared. He was talking right down their alley. And all through the talk you could see that this man had thought of the Joes out in front of him when he was writing it to the one Joe who was a composite of the group. He wrote it just as he would talk to that Joe face to face. His talk was on the beam every minute.

Writing to Joe, you keep your talk on a conversational level. Sit him across the desk and talk to him as you write. You can't go high-hat on a guy across the desk. You won't get up in the blue sky, over his head, if you imagine he is right there talking to you, asking a question now and then. Putting in an argument occasionally. Adding a thought or two. No, you'll keep down to earth where your talk belongs.

This goes for any kind of audience. All groups are made up of Joes. You may be talking to bankers, lawyers, merchant chiefs, rich men, poor men, beggar men, or thieves. But in each group there is an average Joe. Pick out that individual and write your speech to him.

By simply following this one piece of advice, you will be on the road to writing conquering your writers block, shoving nervousness aside and end up writing a great, audience captivating speech!

Discover how to write audience captivating speeches with this FREE step-by-step guide. FREE information and articles on every aspect of great Speechwriting for every occasion! It's FREE – Click here:

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