

Gimme a Break!

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**Gimme a Break!**

**By Wild Bill Montgomery**

**Gimme a Break! by /"Wild Bill/" Montgomery**

Remember, when you write your sales copy, that you are not a lecturer and your potential customer is not the audience.

The three required building blocks of great sales copy are Introducing the product, Arguing why it is the best value or quality, and Proving your substantiations. This is a fact that will greatly increase the selling efficiency of any marketer who is clever enough to see the force of it. Everybody wants to know what they're buying, and there is a certain art to persuading them to conclude that yours is the product that they need. You need to mesmerize them with your lead in, introducing the answer to their problem. Offer the arguments that are already clicking in their head, and show them the proof that substantiates your argument.

Too much information puts your potential client in the position of boredom and frustration. Don't talk them to Death, with too much data when making your sales pitch. You are not in the business of writing a biography of your product and yourself (or the owner of the product), you are in the business of making the sale.

Say it once, Say it clear and Move on!

How many times do I have to hear about how your product does this or does that? Am I such a complete moron that I can't remember it from one paragraph to the next? I can't tell you how much I hate having to tread through countless piles of advertising manure telling me the same thing over and over, only changing the words.

Pat yourself on the back, on your own time!

## Gimme a Break!

That's how I feel when I visit a site looking for the information on their product. When I come across page after page of literature that often covers everything from the manufacturer's educational background and family life, to a full page (even pages) of testimonials, I start gasping for air. Time to escape!

If the educational background or being from a family lifestyle is crucial to the credibility and quality of the product, keep it short and sweet. Otherwise, get off of it! I Don't Care!

Testimonial Overkill.

Recently, I was looking at a marketing program and by the time I got halfway through the testimonials, I had already had enough. So it was click and goodbye. Testimonials are an intricate part of sales, however you rarely need a full page of them to get the message across. Pick a few of your best, (preferably short) testimonials and use those. Set up a specific page for all of them, and give the reader the option of viewing them via a link.

There's nothing earth shattering here, but considering the amount of times in the last few days, I had to wear my waders to bear yet another barrage of advertising refuge, I just had to write something down.

So, try for the sake of your readers and your sales margin to keep it Strong, Simple and To The Point!

"Wild Bill" Montgomery <http://www.MakingProfit.com> We've Featured Over 110 Articles in only one issue of our newsletter. How many do you get in yours? Why Play With Puppies, When The Big Dog Rules! Get The Best In Marketing & Business Information! To Subscribe go to or Email to

### **When is 'Spying on Your Competition' a Complete Waste of Time?**

**By Ron Hutton**

When is 'Spying on Your Competition' a Complete Waste of Time? Copyright 2005 Ron Hutton

Your brain screams "Gimme Fast", "Gimme Easy", "Do it for me automatically"! So when you see the headline that reads...

"Imagine Spying On Your Competition To Build A Massive Targeted Keyword List Of 3000 Or More Keywords On Auto-Pilot... In 10 Minutes Or Less And Skyrocket Your AdSense Profits Quickly And Easily"

You think "Hmmm. Sounds good. Looks intriguing..."

"Never Build Another Keyword List The Slow And Hard Way!"

Gosh. Is it possible?

"You must understand that this is a numbers game."

O.K. Now tell me something not quite so obvious.

The above headlines and subheadlines are quoted directly from a sales letter for a relatively new piece of software (no names will be mentioned here) that's intended to eliminate all the "hard work" of doing keyword research. It sounds exciting. No more tedious keyword research. Yes! I find life is so much more enjoyable when I don't have to engage my brain.

Don't pull out your credit card just yet.

With this particular product there's no need to review the entire sales letter to find out what else the software will do for you. It's all nicely summarized in the very first headline.

The sales letter includes a link to view a nice video presentation demonstrating how the software works, and it certainly appears to do exactly what the author says it will. I have no doubt that the program delivers on all of the promises of the sales letter, but what exactly are you getting?

Let's go back to the headline again...

"Imagine Spying On Your Competition To Build A Massive Targeted Keyword List Of 3000 Or More Keywords On Auto-Pilot... In 10 Minutes Or Less And Skyrocket Your Adsense Profits Quickly And Easily"

Again, I may be tempted to plop down one cool C Note, but what's wrong with this picture?

What doesn't this software tell you?

- 1) Keyword search frequency.
- 2) The amount of competition for any keyword.
- 3) Keyword bid cost in Google Adwords and/or the approximate Adsense value.

When you take the approach of "spying on your competition", be very careful not to give your competition too much credit for having done their homework. Maybe they did. Maybe they didn't.

If you generate a "highly targeted" keyword list of 3,000 keywords and you don't know the search frequency, the amount of competition for any of the keywords, the Adword bid cost or the approximate Adsense value, what do you do from there?

ANSWER: Start over.

## Gimme a Break!

Some marketers like to say that Wordtracker is just "So Expensive"! Have you seen the price of a "Value Meal" at McDonald's lately? "SuperSize It" and you've spent about the same amount of money that it would cost to gain access to Wordtracker for a day. As of the writing of this article, a one-day subscription to Wordtracker costs \$7.65.

If you've never used Wordtracker before, you can easily learn all of the "how to's" in a few hours by using their tutorials, which are very well done. Now you still have 20 hours to do intelligent keyword research. You'll have the answers to the important questions that you really should be asking, and you'll have spent a whopping \$7.65. Now that's an outstanding value.

Just because someone creates a software application that "automates" the work for you doesn't necessarily mean that the information you'll generate is worth anything.

Would you rather have...

– A big fat hairy list of 3,000 keywords with no real useful information about any of them.

OR

– A truly valuable list of keywords with the search frequency and amount of competition for each and every keyword.

Choose the latter.

Begin with the end in mind. Formulate a plan. Think through your entire project and strategize.

When you learn how to use Wordtracker efficiently, you'll be able to research 10 niche markets in a day without breaking a sweat.

When it comes to keyword research, there are some shortcuts that you can take by using services like Wordtracker and even some very good software programs, but don't give in to the temptation to shift the gray matter into idle.

There are effective ways to build content sites and there are other "click a button and build a bazillion page site" methods. The shelf life of the latter is getting shorter every week.

In the words of the great Aretha Franklin, "Think. Thinka–think."

Ron Hutton is a 20 year sales and marketing veteran with a passion for coaching and training. Subscribe to "GoThrive Online", for big juicy marketing tips in small, easy-to-chew, bite size servings. 17 Free Cool Tools...

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