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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!

Harness The Power Of Emotion Marketing

By Lisa Packer

In April 1986, an explosion occurred at the Chernobyl Nuclear Power Plant in the then-Soviet state of Ukraine. It quickly became the worst disaster in nuclear history, with a cloud of poisonous radiation spreading uncontained across much of Europe.

Yet that same type of energy, when properly harnessed, can power an entire aircraft carrier - a floating city with over 5,000 inhabitants.

What's this got to do with marketing, you ask? Plenty.

You see, emotion is the power that fuels every purchase. Your marketing should be infused with emotion if you want it to be successful. But if you don't harness it properly, your bottom line will look more like Chernobyl than the USS Nimitz.

When your sales letters and ads are full of emotion for emotion's sake, you've got yourself a Chernobyl-type disaster. Spilling your advertising dollars all over the consumer landscape with no way of containment, they cause a cancer that begins eating away at your profits.

But properly harnessed and channeled, the fuel of emotion in your marketing can power enough sales to explode your profits. All you need to do is follow these simple steps:

Step 1: Trigger the right emotions. To do this, you have to know your prospect and how she is already feeling about the problem you're going to solve. For example, if she's feeling helpless about being overweight, making her nostalgic for thinner days won't sell diet pills. Showing her that it's not her fault and making her angry at the real culprit (which the diet pill will conveniently defeat for her) will.

Step 2: Stimulate - and ask for - a specific response. Never get your prospect all worked up emotionally and just leave him hanging. Tell him what to do with his feelings - like call your 1-800 number, visit your website, or fill out this handy order form with his credit card info. If you don't tell him very specifically what you want him to do, he won't do it. And then his emotion will leak out all over the place, unchanneled. Just like your marketing budget. Make sure you have some method of tracking

which ads or letters produced the responses you get, whether it be a special code on your reply device, a different number to call for each ad, or a special landing page on your website. You'll need this information for Step 3.

Step 3: Constantly monitor output and make adjustments when necessary. Even when you're faithfully following Steps 1 and 2, some ads or letters will be blockbusters, while some will be losers. You've got to know which ones in order to stop wasting money on the losers. Use that money instead to expand the reach of your winners.

Of course, even winners will occasionally need a tune-up. By closely monitoring their performance, you'll know right away when response starts to fade and changes need to be made.

Following these three steps will help you harness the Power of Emotion - and drive the engine of your business for a long time to come!

Does your marketing forge an emotional connection with your prospect? It can. Lisa Packer, author of "The Power Of Emotion: 6 Triggers That Turn Prospects Into Customers" specializes in copy that does just that. Visit

<http://www.lisapacker.com>

today and put the Power of Emotion to work for you.

Want To Be Able To Tell Your Own Fall Story? Always Wear Your Climbing Harness!

By Benny Carlson

A fall story is very common among all rock climbers who have been climbing outdoors for more than a few months. Those climbing sport or trad routes can take some pretty big fall than those in a gym climb which only allows for a few feet fall.

The biggest fall I ever had was a twenty-five footer which ended with my head hanging only five feet or so above some jagged rocks.

Why didn't I hit the ground? You may ask. My belayer saved me from bashing head on the rocks. It caught me and because all my gears, including my climbing harness, the most important pieces of gear were working perfectly.

Let me briefly describe climbing harness for you. It allows a rope to be safely and comfortably attached to a climber which stops him or her from hitting the ground.

The rope is passed through one or two webbing loops (depending on the harness) and these loops are one of the most important parts of the chain of protection that stops your fall.

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These are the rope, rock protection and belay device. The webbing loops allow you to attach a belay device to your harness, thus allowing you to belay your climbing partners.

All the manufacturers of climbing gear make sure that their climbing harnesses meet rigorous safety standards but it's highly advisable that you pay attention to your gear and inspect it for any wears or tears.

Its safe if the nylon webbing of your climbing harness is a little fuzzy, a result of wear but if it's torn or has any visible damage, you're advised to get a new one.

There are different ranges of sizes and designs of climbing harness and it can be pretty tough to get climbers to agree on what climbing harness is ideal. However, all climbers are agreed on one point.

For a climbing harness to be safe, comfortable and effective, it must fit the climber properly. Aside the fact that an ill-fitting harness is uncomfortable, it is also dangerous.

Therefore, it's advisable that you try it out first before buying a climbing harness. Your gear store should be able to attach you to a rope and allow you to hang in the harness for a while to make sure that it's comfortable to walk around in and hang in.

You can either go for the stripped-down ice climbing harnesses made to be worn over layers and layers of insulation or bulky, padded harnesses which you could sit in all day. Whichever you go for is completely up to you.

Benny Carlson

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