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How A Ghost With A Blue Ball Can Boost Online Marketing

By Siriol Jameson

What does online marketing have to do with a ghost? Plenty. Read this and you will see why. The memory still unsettles me whenever I think back to that night.

The experience taught me that to write about a product, you have to see it at work. You will see how this can help you, also. But first, here is what happened that night.

It was November – almost 3 years ago. My friend and client, Guido, asked me to write a sales letter and a couple of ads for him. He ran a ghost busting business.

It struck me as hard to make money chasing ghosts out of people's houses but he made a good living. Guido convinced me that I had to get a feel for his business. So, he asked me to accompany him on a job.

I agreed and found myself the following Thursday night with him and his girlfriend, Erin, in the home of an art gallery owner. The owner and his family were away and the place smelled of stale smoke and chrysanthemums. We were alone - or almost alone.

The ghost, Guido explained, was a child who had died in the house 60 years before. He would come back looking for toys. Guido led us to the dining room where he set up his equipment. The only toy I saw was a blue ball under the sideboard that belonged to the owner's young son.

Guido half opened the door leading to the cellar and turned out the lights. We sat on the floor in the dark wearing night-vision goggles and waited.

It happened a little after 1 a.m. The blue ball hurtled from under the sideboard, hit the table leg and bounced back. I heard a click from Guido's equipment and the ball stopped short. After a few minutes of stillness, the ball darted forth again. This time, it zigzagged along the wall.

Erin and I exchanged a quick glance and I strained to see what was causing the ball to move. I could only imagine some unseen little feet kicking it and scurrying after it. Again, Guido's equipment clicked

and kept on clicking. The ball rolled out the cellar door and bounced down the steps.

It was over.

Guido didn't explain how he did it, but assured us the little ghost would not be back – ever. I ran my hand over the bare floor where the ball had been. I was feeling for wires or string, suspecting that Guido had rigged the whole thing. But I found nothing.

I didn't go to bed when I got home. Instead, I wrote an account of the ghost. I also wrote the sales letter and ads for Guido. The words rolled off my fingertips like raindrops. I set the scene of what it was like to be in the same room with a ghost.

In writing about Guido's service, I tried to make the readers feel the same things I had. I brought all my senses into it - touch, smell, hearing, sight and taste.

I learned another lesson from that experience that may help you. The lesson is this: write the sales letter for your online marketing right after you see the product at work. That makes your words fresh and urgent.

Oh, and about the little ghost: Guido told me he didn't stay in the cellar. He disappeared and Guido knows in his heart that some loving arms welcomed him back into that "in-between world" that ghosts call home.

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ghost worlds

By mark rabusseau

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Hello, My name is Mark Rabusseau. I am also known as "Mark the Printer." My wife, Mary Lou and I have been hunting ghost for about 2 years now. It all started when we took a tour of haunted houses of the north side of Pittsburgh. It was not the kind of houses where someone jumped out to scare you. It was a narrated tour, where you stood in front of the house, a brief history of the house was given, along with what super natural occurrences have been experienced. We never entered the premises.

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That is until we came to the last house. The house was owned by Mr. DeSantis which he beautifully restored to its original Victorian Splendor. While everyone was dispersed on the first floor, I was drawn to the stair case. While I was looking up the steps, I saw a grayish mist travel across the top of the steps and through a closed door. I didn't tell my wife because she didn't believe in ghosts and would probably rib me for what I saw. After 2 hours I could not contain myself, and I had to tell her. She said that's funny, because she saw the same thing but from a different angle. She said she did not want to tell me because of all the years of saying ghost don't exists, she finally saw one. The next day we went back to Mr. DeSantis' house. Without embellishing he ask us exactly what did we see. After telling him, he said that he never told anyone on the tour about the ghost at the top of the steps. He said he had never seen it but guest in his home have reported to him that the ghost has been seen leaving the closed door and going up the stairs.

Since then Mary Lou and I have been ghost hunting with our digital camera and EMF detector. Our best luck has been on the battlefields of Gettysburg. Most of the pictures we have are of orbs which seem to be semi-translucent balls of energy.

When we ghost hunt we follow a list of guidelines such as no smoking, no rain or adverse weather conditions, it must be a clear day with no dust floating around. We don't see the ghost with our eyes, but the digital camera picks up the energy they seem to produce. please view my home page at: <http://hometown.aol.com/mrrab/index.html>

printer, amateur ghost hunter



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