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**How To Emotionally-Charge Your Sales Letters To Boost Sales**

**By Mike Jezek**

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Are you frustrated that your sales letter isn't getting results? Do you wonder how you could make a satisfactory sales letter even better? If you said, "yes" to either of these questions then I invite you to read on as you will be richly rewarded. In the next few moments you are going to discover how to instantly amplify the selling power of your direct mail and web copy. Enabling you to potentially break sales records and outsell your competition.

The solution to your lackluster results or desire to improve current sales is found in one word. Emotion. As you may already know buying decisions are based upon emotion and later backed up by logic. Here's how legendary sales letter writer Robert Collier put it: "Appeal to the reason, by all means. Give people a logical excuse for buying that they can tell to their friends and use to salve their own consciences. But if you want to sell goods, if you want action of any kind, base your real urge upon some primary emotion!"

So how do you inject more emotion into your sales letters and thus turbo-charge the selling power of your copy? While there are many ways to 'emotionally-charge' your sales letters, for our time together let's focus on these three shall we?

1) Stir Up Pain – Here's where you want to get inside the heads of your readers. Focus on how they have this problem (that your product solves) and that because of this problem, they're hindered, frustrated, troubled and unable to attain their deepest desires because this problem lingers. You want to agitate their perceived problem and make it seem worse than it really is. You can do this by telling them stories, facts, case histories and linking their problem to bad scenarios to persuade and influence

them into believing your product is the solution to their problem.

2) Mesmerizing Stories – I already don't have to tell you that stories will obviously evoke emotion. Watch a tragedy, you'll feel sad. Watch a sci-fi movie and you'll probably feel excitement. Watch a horror flick and you'll more than likely feel scared. My advice to you, is to weave stories into your sales letters that stir up hope in attaining a goal, avoiding trouble or achieving a dream. You can also craft stories detailing what happened to someone who never took action to solve the problem your product or service is intended to solve. This kind of story will produce fear of loss, which is more powerful than desire to gain in most people. You can also use stories that have a 'human' element to it. Simply tell a story about someone whom your readers

can easily relate too, describing their problem and the frustrations that go with it in detail. And then, illustrate how this person used your product and solved their problem. Consequently making their life or business much better. This kind of story creates a type of "Social Proof." Meaning it cultivates a follow the leader response.

3) Use Emotional Words Instead Of Logical Words – It's no surprise that some words fire off stronger emotions than others. Words like abortion, pro-life, Soviet or dictator have an immediate effect. Other less controversial words such as mom, dad, family, home, friends sister and brother have strong emotional impact. You need to evaluate your target market and find out what key words your market really reacts to. The key thing to remember is that just about every word has an emotional element to it. If your offer is greed oriented, then words and phrases like "money"; "get rich"; "six-figures"; and "make money easily" will excite your readers. Ideally you want to use many small, one syllable words that your prospects can relate an emotion to. Pick five or six key words that'll stir up the emotion you want in your reader and subtly plant them throughout the sales copy to spark an emotional reaction.

Whether you're vexed by a sales letter that gets poor results or you already have a sales letter that's getting decent results, you now realize what to do to make it sell more. You simply make it more emotionally-charged. As of right now, you know three shortcut ways to make your sales letters more emotional. They are: stir up pain; use mesmerizing stories; and weave emotional words into your copy. Go ahead and start making those changes and if you do this correctly, you should see a rise in sales and profits.

Mike Jezek is the creator of Mega-Persuasion Psychology™. Sign up for Mike Jezek's acclaimed "Confidential Psychological Selling Tactics" mini-course today at [copywriting@worldresponders.com](mailto:copywriting@worldresponders.com) or enjoy more of his articles at [www.irresistiblecopywriting.com](http://www.irresistiblecopywriting.com)

## **Killer Ad Copy**

**By Phil Basten**

Not everyone is a writer. Good copy writing is a science and can be learned over time. Great copy writing is an art and should probably remain in the hands of those who can craft it well.

Words have power. They can make you laugh, cry experience great joy, provide encouragement or they can destroy your confidence. They need to be used very carefully. You can compell people to take an action you want through the power of your words.

When writing sales copy, you need to consider what response or action you want your reader to take.

To do this you need to talk to your reader on a personal level, get them emotionally involved in and draw them in through the power of your words.

Paint a picture of what your product or service will do for them and then anticipate and answer all of their questions and doubts before they have a chance raise them.

Many books on copywriting have been written. They can guide you and teach you to be a better writer than you are now – mostly by getting you to avoid making a gross faux pas thereby making your ad copy acceptable or passible.

For the most part, however, if you are not a good writer, you probably never will be.

You can face this reality in one of two ways. You can tear your hair out and expend valuable time and energy trying to do what you cannot or you can get help – not book help – professional help from someone with the know how, expertise, experience and the talent to write compelling, effective ad copy.

Good sales letters can mean the difference between making sales or not making them. They are critical to the growth of any business. They are an absolute **MUST HAVE**, if you are serious about succeeding.

When you need great ad copy, hire a killer Sales writer and use their talents to enhance your sales letters or your website. It's well worth the investment.

Phil Basten, President of JPE Advertising, is widely recognized on the net as a copywriting expert. He has 35 years of advertising and marketing know how under his belt. He can write you compelling, Killer sales copy designed to boost your sales. Right now you can even Hire Phil's talents Free. See how here...

Phil Basten is President of JPE Advertising. This well known Online Ad Agency has been operating online since 1997.

## How To Emotionally-Charge Your Sales Letters To Boost Sales

Mr Bsten has 37 years of advertising experience working for some of the world's most prestigious ad agencies, Ogilvy and Mather, Fortune Advertising and Leo Burnett,

He is known as the AD Man called on frequently to write persuasive, direct response, ad copy for literally thousands of clients offline and online.

Killer Ad Copy

SALES LETTERS FOR SUCCESS

Use an 'Affiliate Network' to Boost Your Commissions

Increase Your Resume Success: Follow Up!

ENERGIZE YOUR SALES COPY TO INCREASE YOUR SALES

Build Your Own Mail Order Empire

Super Six PHP Scripts

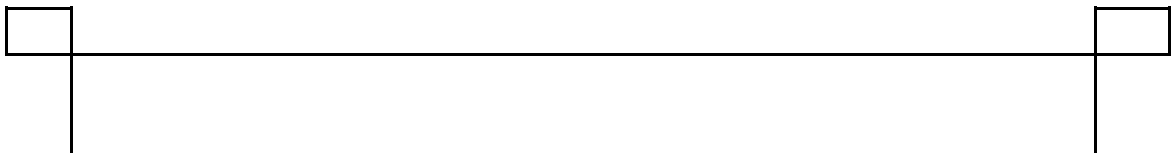
Traffic Boost News Ticker

Instant Cover Graphics!

Squeeze Machine



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