

How To Get Attention, or: 'As You Read This, You Feel an Irresistible Urge to Go On Reading!'

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**How To Get Attention, or: 'As You Read This, You Feel an Irresistible Urge to Go On Reading!'**

**By Kai Virihaur**

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We all want attention. As children we crave the attention of our parents. Later in life, we want to be seen and noticed by friends and lovers. And when running most any type of business, we must attract the attention of our potential customers.

But how do you get somebody's undivided attention? When you were an infant, you got attention by screaming and crying. Then your parents knew you needed your diapers changed. As an adult, you can try using the same method to get noticed. Sure, you will get noticed – but in a negative way!

On the Internet, every website that is selling something has the need to be attention-grabbing; to make the visitors read about their offer rather than just clicking away. Some are then tempted to use the infant method of getting attention: screaming and yelling. Popup-windows that pop up in your face and obscure the page text you're just trying to read, is one example. Flash-generated intro's that stop you in your tracks and say "Heeey, wait – before you read about our products I've got this f-a-n-t-a-s-t-i-c visual effect to show you...!" is another example of attention-grabbing contraptions that actually defeat their own purpose. They yell and scream at you, and draw your attention to the fact that you'd better spend your precious time somewhere else.

One of my websites is called "The Hosting Finder". It provides some reviews of carefully selected web hosting companies; the site also offers articles and RSS-feeds on web development and related topics. In other words, I am not selling anything on this website, and so I do not feel it would be appropriate to use a hard-selling jargon in my introductory headline. Right now, it reads:

(I then explain how I researched the web to find good hosting services based on un-biased customer ratings rather than hype.)

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Recently, a marketing consultant offered to look at this website and give me some feedback at no cost. I accepted, and after checking my landing page he declared the headline to be "generic and bland". Instead, he suggested the following:

In my reply, I thanked him for his trouble. I also pointed out that this flood of words might not be the optimal way of building confidence in my integrity as the provider of impartial reviews on web hosting.

Maybe I am wrong, who knows. Perhaps I should start yelling and screaming just like everybody else? But I just don't like the idea of doing that. I'd rather **hypnotize** people into reading my texts. Some marketing gurus advocate this approach. Here are a few examples of how you're supposed to hypnotize people:

1. As you keep reading this ad copy, you are feeling more and more compelled to experience all the benefits of our product.
2. The more you understand just how valuable our product could be to your life, the less you think about delaying this important purchase.
3. After you read this short ad you will feel like your problems are almost completely solved, all you will have to do is order.

Well, don't you feel compelled to reach for your wallet right now?! This is **not** a joke; it's seriously intended to be persuading people. And maybe it is, although I personally find it more amusing than hypnotizing. (I'll make a pause here; I just feel I have to go out and buy something!)

OK, I am back. Time to finish this little essay on how to get attention. Oh, you have read **this** far? So I have managed to keep your attention then! I did it by ... no, I won't give my secret away. You'll have to read my Special Report, which I'm selling for **ONLY \$97**. But hurry, this exclusive limited special offer expires at midnight!

Kai Virihaur is a researcher, web developer, and artist. He runs **The Hosting Finder** ([www.thehostingfinder.com](http://www.thehostingfinder.com)), a web hosting directory featuring articles and RSS feeds on web development, website promotion, and online marketing. This article may be used freely as long as this resource box, with intact hyperlink, is included.

## **"How To Undergird Your Sales Letters And Ads With Irresistible 'Cause And Effect' Statements**

### **That Compel People To Buy"**

**By Mike Jezek**

In the next few moments, as you follow me in this revealing article, you're about to grab hold of a clever technique that'll compel more people to respond to your ads and sales letters.

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This clever technique I'm referring to is called "Cause and Effect" statements. And it can make your copywriting riveting and make people "feel" like buying. Here's how it works... you simply take an accepted truth, both you and your reader agree upon and lead from that into something you want your readers to act on. It's subtle and tremendously effective!

Examples of "Cause and Effect" statements:

Selling a home: "The moment you see this house, you're going to want it."

Selling a book: "Because you're still reading this letter, I know you're seeing the value in this."

Selling a self-help course: "Just popping in my first audio tape will cause you to immediately know this course was the right investment for you."

Selling software: "Listen, once I show you how this new program works you'll jump at buying this – I guarantee it!"

Selling an info product: "As you read my letter, you're going to start itching to order this product because it's that valuable!"

Selling an info product: "Just reading this next testimonial will cause you to be 100% convinced you need this."

Selling financial services: "As you look at this financial plan, you feel more and more excited about getting everything you want."

As you can see, they're easy to create. And they give your copywriting more firepower. Key words in crafting these statements are: "make", "must", "have to", "cause", "force", "you're going to", "I know you'll", "you'll feel", "you'll..." etc. Here's the basic formula:  
Accepted truth + effecting word or phrase + action you want taken.

Applying this technique you just read will make your copywriting more irresistible. And I know once you experience the effectiveness of it, you'll want to always use "Cause and Effect" statements!

Yours FREE: 10 Minute Sales Letter Critique by Psychological Sales Letter Specialist (TM) Mike Jezek. Find out where the weak spots of your sales letters are and how to make them capable of starting buying frenzies. Get your FREE critique from Mike Jezek now. Email:

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"How To Undergird Your Sales Letters And Ads With Irresistible 'Cause And Effect' Statements That Compel People To Buy"

Profit From Reading

10 Hypnotic–Like Sentences That Sell Like Crazy!

Close More Sales With A Strong P.S.

Learn Ways To Read To Your Child

How To FINALLY Stop Smoking...Once and For All!

Forbidden Psychological Tactics

ScrollPops

Power Profits Autoresponder Course

Baby's First Year –What Parent Needs To Know



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