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How To Make Your Sales Letters Bullet Proof

By Mike Jezek

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I'm going to show you in the next few moments how to make your sales letters and direct mail several times more powerful. In fact, what I'm about to emphasize to you may enable you to eat more of your competitors market share.

Every time before you sit down to write your sales letters or direct mail take out a sheet of paper and think of every possible objection your prospect could come up with to avoid buying your product or service. This may take a while and it may seem a pain at first but I assure you that this is incredibly important.

After you have come up with every possible reason why your prospects may say no to your offer, stop and consider any possible objections that may come up related to your specific industry or specific tastes of your target market. In other words, would your market be more inclined to buy only brand name products or services, would your market be more inclined to buy only a more attractive product over a less attractive one irregardless of quality?

Ok, now let's say you've done all of the above. Here's what you do next. Think very carefully about how you'd overcome those objections to persuade Mr. Prospect to buy or respond.

Most companies with a winning sales force have a team come in and create answers to every possible objection a prospect may raise. And they create what's called a Script Book. In fact, companies with top-notch sales teams keep their Script Books secret. Some even place their Script Books in safes. Why?

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The scripted answers to every objective Mr. Prospect may raise are worth their weight in gold if their answers to a prospect's objection works.

In direct sales, you must become a master of knowing every objection your prospects have and be able to articulately overcome every one of those objections.

And so it is the same with copywriting. Copywriting is nothing more than salesmanship in print. When you craft copy that overcomes objections, you're going to be light years ahead of your competition. Most people won't even take the time to do this!

Your homework is to know the objections your market has, like you know the back of your hand, and craft irresistible answers to overcome those objections. After all, if everyone of Mr. Prospect's objections are overcome, logic would tell him he should invest in your product or service. Get to work.

YOURS FREE! Get a free evaluation of your sales letters and direct mail. Find out where your copy is weak and what you need to immediately do to make it sell more. No obligation. Here's my website: www.irresistiblecopywriting.com Go ahead and find out where your copy is weak and whether it's going to work. After all – it's free! –Psychological Sales Letter Specialist (TM) Mike Jezek. Copyright 2002 Mike Jezek. All rights reserved.

How Do They Make Auto Glass Bulletproof?

By Jeff Jefferson

As you may know bulletproof glass is glass that is capable of stopping all sorts of bullets fired at it. This type of glass is made by using a strong but transparent material such as polycarbonate thermoplastic. Sometimes it's constructed by using layers of laminated glass.

The polycarbonate layer is often put between layers of regular glass. A bullet will probably pierce the exterior glass layer, but will be stopped by the really strong polycarbonate layer before it can pierce the inner layer of glass. There's also what's called bullet resistant glass that's constructed of laminated glass layers. This is built from sheets of glass glued together using some sort of liquid rubber.

One-way Bullet Proof Glass

As technology advances in the field of bullet resistant glass we now have a new type of bullet proof glass called one-way bulletproof glass. These types of glasses are commonly used by armored cars.

The beauty of this glass is that it will resist incoming fire arms striking the outside of the glass, while

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allowing those on the other side of the glass, such as guards, fire from inside the armored car, through the glass at the exterior threat outside.

Usually One-way bulletproof glass is made up of two layers. A brittle layer on the outside and a flexible layer on the inside. If a bullet is fired from the outside it will hit the brittle layer first and will probably shatter an area of it. This shattering of the glass absorbs some of the bullet's energy, and spreads it out on a larger area. When the slowed down bullet hits the flexible layer, it will be stopped.

However, when someone fires a bullet from the inside it hits the flexible layer first. The bullet will then go through the flexible layer because its energy is focused on a smaller area. The brittle layer will then shatter outward because the inner layer flexes and doesn't stop the bullet's progress.

Jeff Jefferson Auto Glass Site Auto Glass



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