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

By Mike Jezek

**"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.

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 \$ales 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: <mailto:miknlisa@gtcinternet.com> <http://www.irresistiblecopywriting.com>

"4 Parallel-Logic Templates That Make Your Sales Letters & Ads More Enticing"

By Mike Jezek

Pay attention for the next few moments as I'll reveal 4 tricks of the trade that'll make your sales letters and ads more enticing.

These 4 effective tricks are found in the art and science of persuasion. Called Parallel – Logic phrases, they can definitely give your copy a more magnetic appeal. As you use these phrases you'll begin to notice your sales letters and ads taking on a new level of believability and effectiveness.

What is a Parallel Logic phrase? Quite simply, a Parallel Logic phrase is a sentence that takes an unproven claim and ties it to a known fact. The following are 4 types of Parallel –Logic templates along with examples of how to use them.

"Just as... So does... "

Example: Just as Penicillin was the breakthrough of the century, so too will 'X' become the latest breakthrough in fighting sickness and disease.

Example: Just as Ted Hikes achieved an incredible profit of \$45,000 in 90 days, using these investment strategies you'll also have the potential to see incredible results like Ted's.

"If you... Then you'll... "

Example: If you love watching war documentaries, then I know you'll love "Confessions Of A Navy SEAL."

Example: If you hate paying outrageous money for 'X', then you'll be excited to know you can save 10% with our Early Bird Program.

"If they did... So can you."

Example: Over 60% of our seminar's attendees go on to become rich in real estate. And if they can do it, so can you! Here's why:

Example: Let me tell you, if my sales force can accomplish extraordinary results like these, then so can yours!

"The same (thing/item) as (person/organization) uses."

Example: This is the same exact pair of sunglasses as worn by Tiger Woods.

Example: This is the same material used by the United States Army.

As you can see from the examples above, creating copy with Parallel – Logic templates is a snap. Simply take some time to practice writing statements utilizing these Parallel – Logic templates; the more you work at it, the better you'll get. Soon, with a little practice, you'll be able to smoothly weave them throughout your copy to create enticing sales letters and ads that get results.

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How To Make Your Sales Letters Bullet Proof
The Monsters Out Of The Cage – Part 2
7 Tips For Ad Copy That Sizzles

ENERGIZE YOUR SALES COPY TO INCREASE YOUR SALES

- eWhiz Ad Creator
- Forbidden Psychological Tactics
- Build Your Own Mail Order Empire
- Fly In Ads Creator
- The Classified List



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