

How to Spellbind your Prospects in 10 Seconds!

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How to Spellbind your Prospects in 10 Seconds!

By Jaruda Boonsuwan

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You've got yourself 10 seconds to HOOK your prospects or LOSE them!

If you can't make them interested in 10 seconds, there's a good chance you'll lose them forever. So, you'd better shoot it right and "grab" their attention — fast — if you don't want them to go to your competitors!

And how do you do this?

****Just write HARD-TO-RESIST headlines!**

It works just like dating online. There are hundreds and even thousands of your potential dates floating on the net, waiting for you to pick for your Saturday dinner. You can't date them all at once. And you can't just read all of their ads either!

So what would you do?

IF YOU WERE A GUY, which lady would you "pick", and which one would you "pass" — just by reading what they say in their headlines?

2 ladies post their photos, both looking like Jennifer Lopez. Which lady would you ask out?

Between the one that says "28 single latin lady, looking for a kind and sincere gentleman!"

And the one that says "Dance salsa with me, and you'll know I was born to surprise you!"

Wow!! I don't know about you, but I CERTAINLY like surprises!

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NOW IF YOU WERE A LADY, which guy would you choose to go out with?

2 guys post their photos, both looking like Brad Pitt. Which guy would you pick and which would you pass?

Between a guy who says "A friendly, outgoing guy looking for a short-term relationship".

And a guy who says "If you let me, I'll make sure you get lost in my blue eyes as I sing to you".

Whoa!! This guy definitely knows how to turn the ladies' heads. He knows how to use romance and passion as his "secret weapons".

See the TEMPTING power of headlines??

Now it's time for you to SEDUCE your prospects! Remember, you've got 10 seconds!!

DON'T be the "Single Latin Lady". Rather, BE "The One to Surprise You"!!

DON'T be the "Fun-Loving Guy". Rather, BE "The Blue-Eyed Who Can Sing"!!

You'll be surprised how easy it is to get all the attention you want from your prospects and make explosive sales!

I'm going to make this really easy for you...

Here is the list of 111 READY-TO-COPY words I make exclusively for you. Make sure you include them in your emails as they will easily turn casual visitors into eager-to-pay buyers!

1. Use verbs that TURN THEIR HEADS

"unveil, discover, steal, kidnap, explode, shoot, skyrocket, blow, hypnotize, grab, surprise, reveal, expose, spin, increase, generate, stop, turbocharge, supercharge, launch, fire, boost, spark, reverse, bust, hide, arm, jump-start, score, hit, spill, spell, outsell, outsmart, skykick, burn, avoid"

2. Add words that CATCH THEIR EYES

"free, guaranteed, magnetic, magic, explosive, shocking, lifesaver, unbelievable, the number one, top-notch, secret, trick, pure profits, cash, non-stop, hands-free, all-in-one, step-by-step, shortcut, bullet-proof, fool-proof, no B.S., no hype, how to, instant, breakthrough, formula, front-page, master, top gear, six-speed, lightning fast, headache-free, insiders, jaw-dropping, heart-stopping, mind-blowing, head-spinning, jam-packed, power, success, weapon, surefire, kick-butt, sidekick, blackbelt, jealousy-guarded, pitfall-free, deadly-effective, sure-winner, warp speed, in a heartbeat, razor-sharp, mapped-out, armed, turn-by-turn, competitors, little-known, little-used, lifetime, turnkey, ringside seats"

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3. Include specific numbers that STOP THEIR BREATH

"as easy as 1,2,3, by up to 927%, in as little as 7 days, 24 hours a day, 7 days a week, 365 days a year, 5 days from now"

4. Use vivid, colorful comparisons that KNOCK THEM OFF THEIR FEET

"as easy as chewing gum, cheaper than a cup of Starbuck's coffee, sell as fast as fireworks on the fourth of July, sell as fast as ice-cream in the heat of June, sell faster than frozen turkeys on Thanksgiving"

**Now that you're armed with this super-easy SHORTCUT, you can easily come up with the SLAM DUNK headlines like....

1. "Legally Steal the Jealousy-guarded Secret of the Heavy-hitters on the Internet!"

2. "Skyrocket your Profits with the Turnkey Marketing Tricks the Big Dogs Don't Want you to Ever Find out!"

3. "EXPOSED! The Search Engine Sealed Secrets that'll Sell your Products Faster than Fireworks on the Fourth of July!"

4. "Discover Mind-blowing Techniques that'll Explode your \$0 Website into a Knockout Worth \$14,000 in as short as 8 weeks!"

Or 5. "REVEALED! How to Outsell your Best-selling Competitors with Little-used Pricing Tactics that Don't Cost you One Single Red Cent!"

P.S. Believe in the power of words! They can make your business prosper and make your dreams come true.

The author, Jaruda Boonsuwan, is offering one-of-its-kind, deadly-effective copywriting e-course --- at NO charge. Beat your competitors now at

Your Ad -- Who Cares?

By Denise O'Berry

Junk mail. We all get it. And it goes straight to the trash can. How do you make sure your marketing piece doesn't end up in the round file?

Give it the 'who cares' test. You have approximately five seconds to get your prospect's attention. Make those five seconds count!

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1. Start with a grab 'em headline.
2. Follow with a transitional sub headline.
3. Make the body count.
4. Give them a reason to call -- now.

Your prospects don't care about your company. They care about themselves and how you can fix their problem, make them more comfortable, save them time or money, or relieve their stress.

What are your marketing pieces doing for your company?

Denise O'Berry helps small business owners identify and execute the steps to grow their business. Find out more at

Related Content:

Your Ad -- Who Cares?

10 Important Things To Tell Your Prospects!

10 Psychological Desires To Insert Into Your Ad

10 Persuasive Triggers To Plug Into Your Ad

10 Ways To Make Your Product Look Affordable!

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