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## How to Write to Mars and Venus!

By Jaruda Boonsuwan

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There's Yin, and there's Yang. There's a man, and there's a woman.

You can't live without one or another. And let's face it. We're not the same!

So when you're writing your ads or sales letters, you should keep in mind that, "Men are from Mars and Women are from Venus". I know....I know! Although men don't enjoy that book as much as women do, the nature of gender differences is unarguable. We were not born the same....that's all.

There's always a psychological barricade based on our gender differences. You can't write to men, thinking they're from Venus. Likewise, you can't write to women, thinking they're from Mars. You can't let them collide!

Always remind yourself what it is that keeps them glued to your page! Then make a list....

\*\* For men, the top things on their minds are sports, cars, high-tech toys, computer games, politics and finance.

\*\* As for women, the top things on their minds are fashion, beauty, diet, celebrities, horoscope and jewelry.

Now, what you can do is do a little research. Go buy a few magazines that are not in your area of expertise. Or if you like, you can just ask your boyfriends, girlfriends, husbands, wives or even your kids about the latest trends. I guarantee you'll get a lot of eye-opening, cutting-edge ideas.

## How to Write to Mars and Venus!

Notice the words, adjectives or technical terms they use. Don't forget to remember the names of important persons in that particular field. Get a glimpse of what's HOT and who's COOL! This way when you write, your prospects will feel that you're NO ALIEN. They'll feel that you're part of the GANG!

Suppose you're targeting male prospects, mention something eye-catching like:

Nascar, Formula One, Ferrari, DowJones, Nasdaq, Bill Gates, Tiger Woods, Michael Schumacher, Sammy Sosa, Michael Jordan, .....

This will not only reduce their "Defense Mechanism", but will also trigger their buying interests.

Now suppose you're targeting female audience, bring up instant magnetic charms like:

Prada, Chanel, Hermes, Ungaro, Jennifer Lopez, Brad Pitt, Enrique Iglesias, Slim Fast, beauty secrets, diamond, star style, princess, the future,.....

This will keep them curious and eager to finish reading your sales copies.

**\*\*HERE'S HOW TO PUT IT TO WORK!**

If you're writing a classified ad, you could write the same content, with a slight difference. This way, you'll have 2 slightly different ads to target men and women — SEPERATELY!

For example, here is an ad targeting male audience ....

"Unveil the Formula One Secret You Can Instantly Copy to Turbocharge Your Site and Easily Turn It into a Hole-in-One Business that Earns You Homerun Profits — 100% Faster than Tiger Woods' Swing...Guaranteed!"

With a slight change to it, you'll have an ad targeting female audience...

"Uncover the Time-tested Secret You Can Instantly Copy to Make Over Your Site and Easily Turn It into a Hot-selling Business that Earns You Magic Profits — You Can Buy Yourself 2 Prada Bags a Day....100% Guaranteed!"

You'll see that in the ad for men, I use the word "turbocharge" to associate with auto racing. And because men like SPEED.

And in the ad for women, I use the word "time-tested" to associate with beauty. And because women like SECURITY.

See how easy it is you can create 2 "TARGETED" classified ads in just a minute? You surely can create more targeted ads like these — in NO time at all.

P.S. Don't forget whom you're writing to! A Mars or a Venus?

The author, Jaruda Boonsuwan, is offering one-of-its-kind copywriting e-course -- at no charge. She reveals deadly-effective secrets to writing killer sales copies at <http://www.groundbreakcopywriting.com>

## **The future of the Human Species – Part 2:Where next?**

**By K.A.Cassimally**

### **The future of the Human Species – Part 2:Where next? by K.A.Cassimally**

Many scientists are currently exploring the idea of going to live on Mars. Mars is the nearest planet to Earth and scientists actually think that the red planet resembled our Earth some million years ago. Some other scientists from the NASA Ames Center have already started the creation of a `Mars town' and many others are in fact already experimenting it. Of course, these experiments are done on Earth itself but this `Mars town' has an environment practically alike to that of Mars. And the perfect place for the conduction of this experiment is in Texas, USA.

The astronauts working in these towns wear their space suit and also do everything they would really have to carry out if they ever go to Mars in the future.

But Mars would be, like Earth a temporary place for humans. When the Sun starts engulfing the planets, Mars will disappear barely hours after the earth. So Mars only seems to be the ideal place to spread the human species. It is also a good location to send humans if ever there is a disaster on Earth. By saying disaster, I mean asteroid collision and things like that.

If we, humans do not want to disappear when the earth or mars get swallowed up, we will have to go and live beyond the solar system. But are there any planets outside our solar system prepared to support life? Astronomers' answer is:

"If Earth can support life, why can't other planets do same too? Astronomers have already discovered a Jupiter-like planet orbiting a Sun-like star so why not an Earth-like planet orbiting a Sun-like star next?"

Astronomers clearly think that, yes, there has to be other planets alike to Earth waiting to be colonised out there. And maybe, these planets will in the future hold our species.

But in all cases, this is exactly what some astronomers have in mind: transplant the human species to these planets before it is too late.

Before colonising places outside our system though, it is logical to try and colonise our neighbour, Mars.

To achieve this goal though, many other problems have to be taken into consideration. How do we transform a dusty planet like Mars into one more or less alike to our Earth? How should we proceed? Before we plan to perform any of these though, we should ask ourselves whether we are really prepared to go out there where nobody has ever gone.

## How to Write to Mars and Venus!

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