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## Irresistible Event Registrations: How To Overcome Objections About Novice Content

By **Bill Flagg**

Some of your more seasoned prospects will question whether there's going to be enough

substance available to them at your event. You can become more substantial by creating and promoting more dimensions to your event. Help your prospects get a better sense of the content available to them by following these suggestions.

"If you are not sure, speak to us..."

Sometimes prospects need to talk through their concerns about the relevancy of your content. Make it easier for them by saying "If you are not sure this seminar addresses your specific concerns, call or email the speaker or conference chairperson for more course details."

Very few prospects will actually phone or email. Those who do will be much more easily convinced by you. Those who don't will feel better knowing that you care about addressing their needs.

Interactive benefits

One of the most common comments made about events is that people learn more from listening to their fellow attendees. Take advantage of that sentiment by showing how interactive your event will be. In your promotional copy, stress the interactive activities whereby attendees will share their specific concerns at the start of the course so that the program leader can address those concerns in the presentation.

You could also provide "topic specific" round table networking sessions at lunch or have a "50 ideas in 50 minutes" session where each participant gives their best gem of advice for the group. These new

types of sessions are really catching on at conferences, by helping to custom tailor the content of the session to the needs of the group.

Being great is as important as looking great. If you already make use of these interactive tools then make sure your prospects know it. Help your prospects see the substance that's beyond the typical agenda.

If you would like to receive more great tips on how to increase your registrations and decrease your workload, visit

<http://www.RegOnline.com/eTips>

## **How To Make Your Sales Letters Bullet Proof**

**By Mike Jezek**

### **How To Make Your Sales Letters Bullet Proof by Mike Jezek**

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? 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](http://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.

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