

Isn't Anybody Gonna Answer That?

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Isn't Anybody Gonna Answer That?

By Michael Ambrosio

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How many times in a day, week, month . . . in your lifetime are you busy – doing anything – and the phone rings?

Out of all those times the phone rings, how many times do you stop what you're doing to answer it?

I'll bet it's a lot. 90%? 95%? I don't know for sure but I'm guessing it's up there.

I know because I used to stop whatever I was doing to answer it. Didn't matter what I was doing, I would just stop – and answer the phone.

Until one day something dawned on me:

I don't HAVE to answer it! It's not required. I can let it ring and let my answering machine get it. After all, that's what it's designed to do.

It used to annoy the heck out of my wife when the phone would ring – right next to me – and I would ignore it (inasmuch as you can ignore a ringing phone). She would rush for the phone saying "Geez . . . aren't you gonna answer that?". And I'd ask "Why?"

And for a long time I wondered why people stop whatever they're doing and answer their phone.

The answer is simple – because we're conditioned to, that's why. Sure, you could argue – Because it could be important; What if

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it's my broker with a hot tip; What if it's an emergency.

The bottom line is, though, it's all conditioning. Just look around you on any given day in any given location. People can't even leave home without a telephone!

Conditioning.

I would love to be able to get my readers to just stop whatever they were doing when my newsletter hits their mailbox and read it from start to finish. Better still, to purchase products I recommend. Wouldn't that be great?

Well, we may never be able to achieve that level of conditioning, but there are some things you can do to help stop the conditioned response of just deleting your emails before they're read.

First and foremost, you must build and earn their trust. People are by and large conditioned to "shoot first – ask questions later". At least until they get to know and trust you. Building trust takes work and honesty, so keep at it.

Next, create a distinctive image – brand yourself. This can be accomplished in so many ways: A catchy name, a unique product or service, a creative writing style that people enjoy, a logo. Whatever it is, it should make people remember you.

Repetition. Advertising to your market on a regular basis. Writing articles and submitting them frequently so that not only do new prospects get to know you but so that your regular readers or customers don't forget you. It is imperative, though, to know when enough turns to too much. The object is to get them to read/buy/recommend your products or whatever your offerings may be.

Create positive association in your prospects long term memory. Remember, when a prospect is ready to purchase, their decision is reached by the information retrieved from memory (even impulse purchases at times are made by a positive association to that product and retrieved from their long term memory at the time of their purchase).

Here's an exercise – see if you can finish the following:

"I'd like to buy the world a"

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"Sometimes you feel like a nut; "

"Plop plop fizz fizz, "

I'm willing to bet you remembered them just fine. Ask yourself why. Effective advertising – sure. Repetition – you betcha. Name recognition? You remembered them, didn't you? Now we're conditioned to know exactly which product is referred to even if only part of the jingles above are heard or read.

I'll bet even a few of you went to your fridge to get a Coke after reading them . . . ;–)

So what does all of this have to do with a ringing telephone? I don't know. But I know this . . . my wife has now been reconditioned to only answer the phone when she WANTS to. Not because it's ringing.

So get busy. Condition your market. Make a name for yourself.

EQ Relativity: When a Louisiana Woman's on the Other Side, the Mississippi River Don't Look

So Wide

By Susan Dunn

Somebody asked me, "Can there be too much emotion?" Heavens no! It fuels every great thing ever done. Make no mistake what it can accomplish.

"Hey!" shouts Conway Twitty, beginning that great C&W classic, "Louisiana Woman, Mississippi Man."

Lo–retta Lynn joins right in, every bit his equal, "Louisiana woman, Mississippi man, We get together every time we can, The Mississippi River can't keep us apart." Then Conway, "There's too much love in this Mississippi heart," then Loretta, "Too much love in this Louisiana heart."

Brain stem? Limbic brain? Yes! And ain't it grand? Someone's about to do something impossible.

Obstacles will need to be overcome. There could be problems, oh yes, because, sings that Mississippi man:

See the alligator all a– waitin' nearby
Sooner or later, they know I'm gonna try
When she wave from the bank
Don't you know I know

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It's a--goodbye fishin' line,
see you while ago.
With a Louisiana woman waiting on the other side
The Mississippi River don't look so wide.

Don't you love that "goodbye fishin' line, see you while ago"? What will propel him forward on this dangerous mission? Don't underestimate that "wave from the bank."

The chorus comes in every time to remind us –

CHORUS:

Louisiana woman, Mississippi man,
We get together ever time we can
The Mississippi River can't keep us apart
There's too much love in this Mississippi heart
Too much love in this Louisiana heart.

The greatest love songs are duets; the matching strength of the two voices, the synergy. Doh?

But what if he doesn't have the nerve? She won't be stopped. She'll do it. Read on:

Well I thought I'd been loved
But I never had
Till I was wrapped in the arms of
A Mississippi man
When he holds me close it feels almost
Like another hurricane just ripped the Coast.
If he can't come to me, I'm a--gonna go to him,
That Mississippi River, lawd I'm gonna swim.

Ya gotta hear Lo--retta ay "herrricane." Passion ... from whence cometh courage. She'll do it if he won't.
But still he hesitates...

HE SAYS: Well the Mississippi River, lawd it's one mile wide
And I'm gonna get me to the other side
SHE SAYS: Mississippi man I'm a--losin' my mind
Gotta have your lovin' one more time
HE SAYS: I'm gonna jump in the River
And a--here I go
Too bad alligator, ya swam too slow.

How sweet is that? Metaphysically, the male is the passive energy. The female lights the fire and activates it. By the end, Conway's yelling, "Hey--y--y--!" There he goes. Too bad alligators. They will always swim too slow! And BTW, it will always feel like a hurricane ripping through your

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Coast, and you'll always fear you're gonna write bad checks.

Fear is excitement turned upside down. Passion is the only thing that energizes. It's the only way anything great ever happens, and it's the best damn reason in the world to get up in the morning!

(c)Susan Dunn, The EQ Coach, www.webstrategies.cc . May we help you write and launch your eBook? Writing, editing, pdf formatting, print-on-demand, ISBN, website, sales letter, press releases, book reviews, everything you need to have it up and running in 6-8 weeks. Mailto:sdunn@susandunn.cc for FREE eZine. Put "checklist" for subject line.

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