

It's All About YOU!

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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

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By Glenn White

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The Hottest Word on the Web

Did you know marketing people and copywriters are developing a science about writing for readers in this new medium called the Web? In fact, they use carefully selected words to catch a reader's attention. Here are a few: New True Authority Sexual Guaranteed Bonus First Quick Now Catch

Fast Personal Spiritual Success Free

These words are not in any order of importance or frequency. If you have been surfing the Web for any length of time you will see these words a lot. I have intentionally omitted the BIG word on the Web until now. Most web usability experts, agree the word with the strongest appeal is...YOU! Yes, YOU is the hottest word on the Web.

Tune in to WIIFM

You probably don't write ad copy for a large advertising agency but you can still learn from what they know. It's agreed by many marketers that most people are listening to WIIFM in their heads. What's WIIFM? It means "What's In It For Me?" That's right; people want to know, "What will I get?" out of a large banner ad on a web site or even the little article you worked so hard to write.

People really don't care, and really don't want to know, you spent half the night writing your heart out. They only want to know what they will get out of your article. You need to tell them or you won't get their attention.

Write to Connect

Let's look at how you can write to connect with readers on the Web. Let's take a phrase and rewrite it.

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"Writing for the Web is easy once a few things about readers are recognized."

This is not a bad sentence; it just lacks a hook to pull the reader in. The hook is only one word; YOU. Let's rewrite it.

"You can write for the Web! It's easy when you recognize a few things about your readers."

Okay, this may not be the greatest sentence in the world. But the question is, "Did you feel pulled into the sentence?" You probably did because of that one word, YOU. Writing to connect with your readers on the Web means using one word, YOU, repeatedly and without apology.

Remember YOU is, and always will be, important to your reader. Write for YOU and you will connect with your readers. It's all about YOU! Write to connect with YOU and you will write to inspire sales and your writing career!

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