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Joe Vitale's Unspoken Marketing Secrets!

By Joe Vitale

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I showed the below list to two marketing consultants. They both asked me not to publish it. I then showed it to a non-marketing person. He said he was going to print the list and tape it to his computer, so he could refer to it every day. Apparently there is real dynamite here. It scares some people. It inspires others.

After writing eleven books on marketing, reading several hundred other books on persuasion and psychology published over the last century and a half, and spending more than twenty years creating advertising and publicity to convince people to do what my clients wanted, I sat down and compiled this list.

You could probably build an entire marketing campaign or improve an existing one with any one of the below insights into human nature. Each week for the next year I will take one truism from the list and quickly explain how you might use it. If you want to receive the weekly memos, just sign-in at my website, <http://www.mrfire.com>. (If you're already on my email list, you will automatically receive the memos.) For now, here's the list:

People can be persuaded to your side with a good story.

People only do things for the good feelings they get.

People will pay any amount of money to have their inner states changed.

People only buy from people they know, like, and trust.

People make snap decisions about you and your business based on little things you usually overlook, even the paper stock of your business card.

People pick up on your energy, more than on what you say or do, and decide to work with you or not based on what they sense.

People know when you are lying, though some may mistrust

their own instinct.

People want you to do what you say you will do when you say you will do it; they will reward you if you go one step further and deliver more than what they expect sooner than when they expect it.

People only act for self-serving reasons, no matter what they say or you think.

People will never change their human emotions or basic desires, only their dress and their tools will change.

People never question their own beliefs, so don't try to change them.

People cannot tell you why they buy anything or predict if they will buy something.

People always respond to free offers of something interesting to them.

People will believe a wild claim if it is just this side of unbelievable.

People will spend their last dime to be entertained.

People respond to flattery.

People want to be happy. Period.

People want low prices while still wanting the best deal.

People can tell if you don't believe in your product or service.

People respond to enthusiasm.

People will follow commands that make them feel superior.

People buy for emotional reasons and justify their decisions with whatever logic they can find or create, no matter how ridiculous.

People idolize the past, complain about the present, and fear the future.

People will never argue with you if you never make them wrong.

People are deeply affected by what others think.

People always act for positive reasons, even if the behavior is negative.

People will read any length of sales copy as long as it is interesting to them.

People become information junkies when they are interested in buying.

People will respond to you if you get out of your ego and into theirs.

People want to be recognized.

People want to be loved.

People are interested in other people.

People are interested in the new, the off-beat, the unusual.

People are always interested in women, babies, and pets.

People love food and will read a recipe stuck in a sales letter.

People universally feel deprived.

People do not care about you or your business until you show them how you can help them.

People will mentally fill in holes to complete a story or sales pitch.

People will deny that advertising works while responding to ads.

People will read an ad if it doesn't look like an ad.

People will believe a news story over an advertisement hands down.

People are collectors of something, whether of books or thimbles or recipes, though they may deny it.

People will continue with a bad habit until it hurts.

People will do whatever you want as long as they don't

have a counter-thought to your request. Handle the objection and they will comply.

People unconsciously respond to your unconscious intentions.

People feel that something or someone else is in control and desperately seek ways to have power again.

People think about sex far more than they will ever admit.

People will deny that this list is entirely true.

Unspoken Rules Of The Road For Truckers

By Mike Dobson

Many truckers seem like they belong to a secret society and part of that membership consists of various courtesies and unspoken rules of the road. Trucking companies are privy to those rules, but don't always let the newbies know about them. Those new truck drivers get to learn the hard way. But if they are lucky, veteran truckers will give them a probationary pass to the secret society. Membership has its privileges!

Unspoken Rule #1 - Acknowledging other truckers in this secret society. Common courtesy on the

roads is a little thing, but can pay off big if you are ever in the need of some assistance. CB radios are often used to recognize other truckers and even a friendly wave does the trick. Unspoken Rule #2 - Passing the pavement. Sometimes on busy roads, truckers may not be able to keep an eye on all of the traffic around them. Fellow truckers traveling in other lanes will often flash their lights or make contact by CB radio to tell another truck when they have safely passed another vehicle and it is all right to switch lanes.

Unspoken Rule #3 - Know the code. If you want to communicate with other members of this secret society, you have to have a CB radio. And with that CB radio, comes responsibilities and codes used when talking on the radio. Things like letting other truckers know where all the police speed traps are or if there are any accidents to possibly avoid are among the duties in this secret society.

Unspoken Rule #4 - Headlight Headaches. Another unspoken common courtesy that truckers will extend to other trucks has to do with headlights. Stopping for any length of time, whether at a weigh station or a fuel stop, truckers will often turn off the headlights and put on their blinking hazard lights. Those headlights are very bright and can easily blind another driver at an inappropriate moment and can be a potential hazard.

There are many other small courtesies that truck drivers extend to one another. As newbies establish themselves with their trucking companies, the die hard truckers will eventually take pity on them and let them know the ins and outs of their "Secret society." Some of these rules may be unspoken ones, but they sure do pave the way for a more enjoyable trucking experience. Now all these truckers need is a secret handshake!

Mike Dobson is the creator of

the web's most comprehensive resource.

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