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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!

KISS – Keep It Short Scholar

By James D. Brausch

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We've all heard the normal KISS principle (Keep It Simple Scholar). When we talk about sales copy, it is important to keep it simple. It is also important to keep it short.

Let's briefly take a different view of sales copy. Perhaps you take the view that sales copy is meant to talk people into purchasing your product/service. For a moment, let's take a different view that it is actually there to talk people OUT of purchasing your product/service. In many ways, this latter view is more accurate.

Think about the prospect as she reads your ad copy. They read a sentence and like what it says. They feel good; they feel hope that this will be the answer to one of their problems. They read another sentence. It affirms the first and they feel more excited. They are ready to buy, but there is more ad copy. They read on. The third sentence doesn't really apply to their specific problem. Perhaps they start to lose a bit of that excitement. Then the fourth sentence completely alienates them. They aren't part of THAT group of people (perhaps you were selling a fitness product and the fourth sentence was related to weight-loss). They turn the page or click the BACK button or close the browser. You've lost them.

If your ad copy stopped after the first two lines, you would have made the sale. Start reading your ad copy in this way. Normally, each sentence is viewed as the sentence the potentially "sells" them. In reality, usually your prospect

is reading each sentence looking for a reason NOT to buy. Start editing your ad copy to eliminate all of those potential reasons. In general, strive to make your ad copy as short as possible.

Not a believer yet? Let me give you some real-life examples that lead me to this conclusion. In the early days, I would test click-thru rates using a variety of sales copy. I would try a paragraph against another paragraph. This is where I first noticed that shorter is better. The shorter paragraphs almost always outperformed the longer paragraphs. This is true for both the click-thru rate and the overall

amount of revenue generated over a period of time.

I finally tested this conclusion all the way to its logical extreme... Yep; a single word outperforms two words almost every time. I now use this concept to build traffic for others. I draw in the largest potential group of customers by using a single word. I then show them a full paragraph describing my customer's exact product/service to narrow that group down to the perfectly targeted visitors to send along to my customer. The others are given other choices so that I can make some other use of them.

Need more proof? Try it yourself. Create a link on your site that says something like: "For the least expensive high quality widgets, click here". Obviously, change the "widgets" to something you want to actually sell. Also make sure you use some method to track click-thru rates and sales. Expose that link to a test group of visitors and record your results. Now repeat with the following progressively shorter phrases:

Least Expensive/high quality widgets
Least Expensive Widgets
Cheap Widgets
Widgets

In almost all cases, you will find that your click-thru rate will increase as the phrase becomes shorter. In most cases, you'll also notice that the total revenue will increase as well. Your revenue per click will level off at some point. This is the point of most efficiency.

Try the same exercise with your one–page sales letter. Start off with 10 paragraphs and slowly start to eliminate the least useful paragraphs. You should notice the same effect. Eventually, your revenue per visitor will level off and tell you that the remaining paragraphs all say essential things to sell your product. Then you can start trimming out sentences, finally individual phrases and words.

The goal is to tell your prospects enough about your product/service that they are ready to buy and NOTHING MORE. Anything more than these essentials is just going to convince them that your product/service isn't right for them.

Of course, you must be sure to tell them the essentials so that they make an informed decision. This isn't a call to be dishonest by leaving out essential information. It is actually a call to be more honest by leaving out extraneous

information that would confuse and drive away potential customers.

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The Art Of Kissing

By Sayan Liyanage

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Kissing is something that I could talk about over and over again and never get bored. What can I say, I love to kiss? Nothing is better than a good kiss. Nothing makes the birds seem to sing louder, the grass seem greener than a great kiss. We have talked in past articles about kissing, but not really too much about methods. You aren't born a good kisser. The only thing that will help you is education and practice. I'm sure glad there are things like kissing to practice in life, life would have been boring if all it was, was geometry. Let's talk about different ways that you can kiss. Take some notes and practice on your woman. She will love the new attention.

First there is the domination. We all have seen those WWII clips of them men coming back from battle and kissing their wives. This is a kiss with some power behind it. It can say many things.

A kiss like this will knock her off of her feet. Maybe you might use this kiss if you haven't seen her for awhile. You might use this kiss if you are very horny and can't contain yourself any more. We all have had those strong moments where we feel like we have to kiss someone. We need an outlet for all the

sexual frustration that we are feeling. The great thing about a kiss is, it is easy and fast too do. You can get your sexual frustration out without having to take off your clothes. The element of surprise is what makes a woman the wettest. This isn't a kissing technique per se, but you will get the drift.

While you are kissing her, roam her body with your hands. Explore every area that you can. This will make her go crazy before you can even begin to think about what your next move is. I can't tell you enough how important this is. Before you give your woman a kiss, make sure your breath smells okay. Don't go kissing her if you just ate a tuna on rye sandwich. If you are in doubt, go brush your teeth. You don't like it when she has shit stuck in her teeth that fall into your mouth.

Lets talk more about kissing and not the do's and don'ts. The explore kiss. This is where you spend some time getting to know her mouth. This is a fun one from time to time. It shows that you are interested in her. You are learning new ways to excite her. This can be good for both of you. Good for you because you will learn new things that turn her on. Great for her because she will think all this time you are spending on her is great.

The peck before bed. You know you aren't getting laid when you get that little peck before she rolls over in her flannel night gown. It doesn't have to be such a little innocent kiss. Instead, look into her eyes when she gives you that little peck. Run your fingers through her hair and tell her that you love her. This will give her sweet dreams all night long.

Just like the peck before bed, turn that peck before you leave for work into something special. Tell her that you will be thinking about her all day long while at work. Look her in the eyes and smile when you say it. This will keep her waiting for when you get home. You can also use kisses to see where she is at sexually. If you are turned on but you are not sure if she is, kiss her and find out. Give her a long slow kiss, if she comes back wanting more, than you know you are going to score in the sack. If on the other hand after you are done she is talking about he bills you owe that month, you aren't getting laid

tonight.

You may not know it, but a kiss holds a lot of power to a woman. With the right kiss you can make her go from undecided to a horny vixen when it comes to sex. If you aren't sure that you will get laid, a kiss is a good way to test the waters. A kiss can also be a way to show affection. If you just want to show that you love her and are thinking about her, a great way to show it is a little peck. This will make her feel warm and fuzzy inside and know that you care.

Kissing shows interest. It maybe sexual or just love, but it does it all the same. Your woman will respond to this the same way time and time again. She will be happy to feel your lips on hers. Don't forget, you can never get too many kisses in your lifetime.

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