

Make Prospects Believe That What You Say Is The Truth Everytime!

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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 Grady Smith

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I read an article recently where a direct mail company placed an ad offering a crisp \$100 bill to anyone that would respond to their offer. But in the ad they said nothing more than "fill out the form below and return it for your FREE \$100 bill."

The results of this test ad was startling...

Even though they ran their ad in a large circulation publication, not a single reader of the ad responded to collect their \$100 bill.

The lesson?

Even if you're offering the world to your prospects they won't take you up on your offer if there's a doubt in their mind.

Of course, there are a lot of different factors that make a sales letter effective. But if you feel you have an offer that's wanted by your target audience, if you're throwing in a bundle of free, desirable benefits, and if you're still not converting like crazy, then you have to wonder if people believe what you're telling them.

Credibility is king, and to make your sales letters and ads work, you have to make a strong argument as to why you should be believable.

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So, here's a few ways to add instant credibility to your offer and make your prospects believe that what you're telling them is the truth.

TELL THE PROSPECT THE DOWNSIDE OF YOUR PRODUCT

Telling a prospect what's wrong with your product can actually build credibility. For instance, I could say, "Unfortunately, these new Shark's Teeth Scissors won't cut through everything. But when was the last time you needed to cut through titanium?" It shows that you're realistic about your products abilities, and assures them you're not overstating.

STATE YOUR CREDENTIALS

If you're the creator of the product, what makes you qualified? What kind of research went into developing the product? How long did you spend creating it? What's your background, and how does it apply to making your product the best it can be?

USE CUSTOMER TESTIMONIALS

Good products get fantastic testimonials. And by using them in your sales letter you're showing that everyday people just like your prospects have found your product to be as described. To further build credibility, ask the creators of your testimonials if you can use their URL or email address as further proof that these comments came from real people.

SHOW STATISTICS

Detailing how well your product has worked under certain circumstances is a solid credibility builder. Use customer testimonials, tests run by you, or even have a control group use your product and record the results.

WRITE A CREDIBLE GUARANTEE

A strong guarantee builds credibility because it assures the prospect that what you're claiming is the truth. And a really powerful way to write a strong guarantee is to detail everything they'll get with your product. For instance, "Shark's Teeth Scissors are guaranteed to cut through everything from the thinnest paper to the thickest plastic, are guaranteed to never rust or need sharpening, and will never need to be replaced." Then back it up by saying that if they find any of the above untrue, simply return the product for a complete refund.

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With the ammunition above write your next sales letter with the goal of creating credibility in you as well as your product. If you do it effectively, you'll be amazed by the results.

Get A Killer Sales Letter Dirt Cheap! Plus FREE Marketing Consultation with every order to help you increase your response. Click the link: <http://www.cheap-copy.com>

Let's Use The Potty-Potty Training

By Debra Slater

Potty training is a major milestone for a toddler. We had bought a book called "Once Upon a Potty" for his first birthday and he enjoyed reading about Joshua using the potty. My mother bought him a DVD called "I Gotta Go!" which he enjoyed watching and singing along. My mother bought my son a potty when he was around 1.5 years old and I started sitting him on it from time to time.

But none of those things got him to use the potty everytime. The trick with him was M & Ms. I had talked to another mom at Kindermusik about how she got her son to go to the potty (he was a year younger than my son). She said she started giving him M & Ms everytime he went to the potty. When we got home, I started using her suggestion. You know what, my son started using the potty everytime the same day. Amazing! Within a couple of weeks, I stopped using the M & Ms and he kept using the potty.

Every child is different and they are all ready when they're ready. Here is a small list of some of the signs they are ready:

1. 1. Able to understand and follow simple directions. 2. 2. Has bowel movements at regular times every day. 3. 3. Able to remain dry for about two hours at a time. 4. 4. Has a name for urine and bowel movement.

Most articles I read said that most toddlers are ready between 18 and 24 months, but it is not uncommon for some children to still be in diapers until they are 3 years old. And really, they don't have to be in diapers. There are training underwear available for toddlers that are more like underwear, but have diaper protection. That's what we used with our son until he would tell us everytime he had to go potty.

Of course, he is no longer using his potty; he has graduated to the big potty with a potty seat. He feels like such a big kid using the big potty and no longer wears training underwear at night. He wakes himself up to go potty. He is always proud of himself when he doesn't have any accidents at night.

Potty training is not easy, and it takes alot of patience and understanding from us parents to help our little ones reach this milestone. Just take it slow and you'll find the magic trick to help your toddler too.

Debra Slater: With over 25 years of experience in the baby related industry,

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&

has the most experienced and knowledgeable sales staff. We

have provided and continue to provide exceptional service to Mothers, Fathers, Grandmothers, Grandfathers and all family and friends.



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