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Marketing By Presupposition – The Curious Case Of Shan Zin Wah

By Silvia Hartmann

If you sell or do something weird, or something that entails an awful lot of "information training" for potential customers, something that is very "niche" and little known to the general public, or something simply new that hasn't had time to penetrate to the major markets as yet, you can sometimes feel that marketing is a real uphill battle.

I've certainly felt that way for many years but I've just started on a new campaign which I call "presupposition marketing".

In brief, I'm going to pre-suppose that the audience already knows what I'm talking about, even though I know they have no idea!

What that does is to engage interest and the "oops, why don't I know this ..." factor, which is a strong social motivator to find out more.

Let's say we were trying to market a new product called Shan Zin Wah.

Most people will write articles such as, "What is Shan Zin Wah?", "An Introduction to Shan Zin Wah", "How Shan Zin Wah Can Help You Lose Weight", "10 Good Reasons To Buy Shan Zin Wah" and so forth in order to try and educate the customer.

That's fine and I'm not suggesting to stop writing those sort of articles; but it adds depth and a whole new range of topics you can write about when you simply pre-suppose that EVERYBODY already knows what Shan Zin Wah is, how good it is, how cool, and then go from THERE.

This opens up untold possibilities for intriguing Shan Zin Wah articles, such as:

"Beware of imitation Shan Zin Wah! Shan Zin Wah scams exposed!"

"The three biggest mistakes Shan Zin Wah users make every day ..."

"Three Top Shan Zin Wah Tips for Experts Only!"

"Shan Zin Wah – Has It Stood The Test Of Time?"

"Shan Zin Wah VS Rock Salt – Who Will Win?"

As you read this, and read the five examples above again, something interesting happens – the presupposition that we are dealing with an established, well known product of some kind – and you're the **ONLY ONE WHO HAS MISSED OUT KNOWING ABOUT IT!**

It's intriguing, it's interesting – and neurologically speaking, the whole concept of "Shan Zin Wah" gets filed with a completely different type of product than something that is being introduced as new, untried, untested, or that a person has to labouriously learn about first.

So and to sum up, what you do with your product or service is as follows.

Imagine that it is as well known as Coca Cola, Persil, Paris Hilton or Virgin MegaStores.

Now think of a range of articles that would be written if that was the case, and write them from that vantage point, to an informed, already convinced and aware audience, to give these people some **EXTRA** and **INTERESTING** further and background information about the product/service.

This is a really interesting and effective use of the NLP concept of "persuading by pre-supposition" and makes article writing into a much more fascinating challenge again, especially with a new produce or what would usually considered to be a "niche" product.

Dr Silvia Hartmann is the author of "MindMillion". You can find a great intelligence & creativity enhancing, stress reducing Wealth Course for free in the free downloads section at

<http://Starfields.org>

Buy And Sell Established And Turnkey Websites, Site Flipping Tools, Webmaster Tools

By George Papp

Buying and selling websites has finally come to an age. Website action hub is a newly started website where webmasters are encouraged to sell or buy web property. The transactions can be done auction style or at fixed buy it now prices. Webmasters are also offered evaluation and appraisal services along with several other tools such as a server monitor tool.

Website auction hub offers a forum like environment where the transactions are conducted. This encourages users to discuss the bidding process, payment details, terms and conditions, and so on in a friendly conversation like environment. For safety reasons all these conversations are recorded and can be used to protect the buyers and sellers. Along with the escrow and website evaluation services

offered, Website Auction Hub is an easy to use and safe environment for buying or selling a website.

The professional website appraisal service can be requested by buyers and sellers to get an idea of how much the site might be worth and to ensure others that the information stated is legitimate. Upon completion, the website owner will receive a seal with a starting price estimate that can be laced on their website, and official results will be posted on the WAH website for legitimacy.

Several automated website appraisal and web server monitoring tools are also available. These can be used to evaluate several assets of a website such as contents, revenue flow, SEO, with more to come. By homing in on a few vital details, these tools will give users accurate estimates to what their websites might be worth. Webmasters will also have the opportunity to receive text messages and email alerts on their cell phones if their server goes down by using the server monitoring tool offered.

Eager webmasters will also find a resources directory filled with useful links to information on boosting their current websites value. The resources are divided into several categories such as SEO, Advertising and Affiliate Programs, Forums, Promotion and Marketing, Web Hosting, Tools and Software, and so on assuring easy navigation. These resources were hand picked by WAH to create a friendly one-stop-go place for webmasters.

With all these features combined, Website Auction Hub strives to offer a safe and easy to use environment for buying and selling of established or turn key websites at auction or buy it now prices. Armed with the WAH website appraisal tools, free expert advice, and resources directory webmasters will be ready to conquer the webestate market with ease.

George Papp is the webmaster of Website Auction Hub

<http://www.websiteauctionhub.com>

A place for

webmasters to get advice on making their webpages profitable.



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