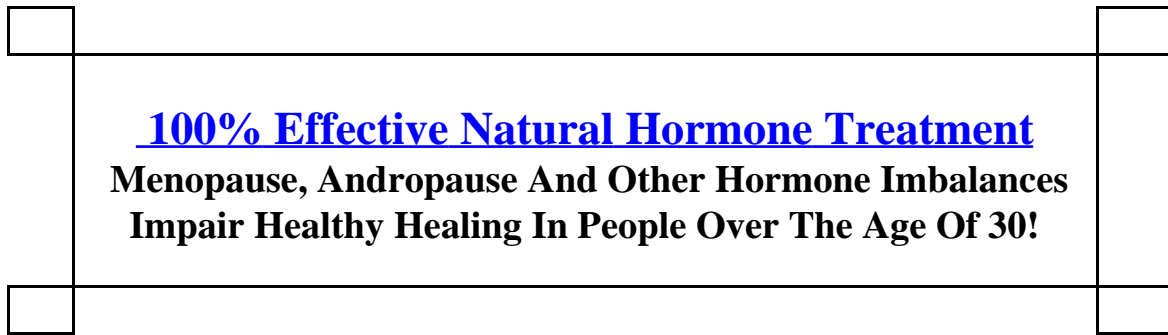


This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).



## Picture Persuasion

By Larry Dotson

### Picture Persuasion by Larry Dotson

Picture persuasion is using photos to influence your prospects to buy your product or service. Pictures can help your prospects mentally visualize your offer. They can help support your product claims. Some pictures also grab your prospect's attention.

Below are eight ways pictures can give you an unfair advantage.

1. Customers Pictures – Show pictures of customers actually using your product. For example, if you were selling a muscle building video you could show one of your customers flexing his/her muscles and smiling.
2. Non Customer Pictures – Publish pictures of those who didn't buy your product. For example, if you were selling a muscle building video you could show one of your non customers looking very skinny and frowning.
3. Before and After Pictures – Show the customer and non customer pictures side by side. For example, if your were selling a weight loss video show a picture of a person who is overweight and a picture of them after they used your product.
4. End Result Pictures – Use pictures that show the end results. For example, if you were selling an ebook about raising your grades show a picture of

a person graduating.

5. Attention Pictures – Publish unusual pictures to grab people's attention. For example, if you were selling business suits you could have a picture of a person wearing one that has a mohawk.

6. Credibility Pictures – Show pictures that represent you as an expert. For example, if you were selling computer classes you could be in the picture holding your degree.

7. Imagination Pictures – Use pictures that don't have people in them, but show the results of your product. For example, if you were selling a vacation to Florida show a picture of beach with topical palm trees.

8. Testimonial Pictures – Publish pictures of people that give you testimonials or endorsements. For example, if you were selling medical equipment show a picture of doctor who gave you a good testimonial.

They're hundreds of persuasive ways to use pictures. Put yourself in your prospects shoes and think about what pictures would influence your prospects to buy.

## **"Activate Buying Frenzies With Your Sale Letters Using 4 Types Of Sales Metaphors"**

**By Mike Jezek**

Imagine you creating sales letters full of life and persuasion, and harnessing that persuasion power to create more sales for your business. Sounds good doesn't it?

Well in this intriguing article you're going to get a briefing on how to create metaphors that boost your persuasion power in your sales messages. As you know, a metaphor, in a nutshell, is simply a word picture. Essentially it helps to carry your point across in another angle that your audience may be able to better understand. Following is a brief discussion of 4 metaphors you can use immediately:

Physical Action Metaphors. — Use physical words or phrases to paint word pictures depicting a physical action.

## Picture Persuasion

Example: "You don't build any cash value with term insurance."

Or... "You're burning up money every year with term insurance."

Or... "Avoid the sting of the IRS's whip by... "

Other Sales Metaphors. — This metaphor lowers sales resistance by reminding prospects that buying your product is just like buying a product they are already familiar with.

Example: "Buying this software is just like buying a video game for your son."

Or... "As you place your purchase for this video course, it's no different than buying a series of exercise videos."

Competition Metaphors. — This sales metaphor is used to gently demonstrate your superiority over your competitors.

Example: "They said that about us? Well, I guess everyone wants to take a shot at the fastest gun in the West.

Everyone wants to challenge the top dog, even if they're only a little puppy, right?"

Or... "Our software is the Cadillac of accounting software in this industry, compared to that of our competitors."

Familiarity Metaphors. — Here's a metaphor to further build a feeling of security and trust in your prospects. Simply match experiences or items that your prospects are sure to be familiar with to your sales presentation.

Example: "Many people first started out with this same software you've been using, but... "

Or... "I'm sure you're familiar with the Secretary of Defense, Donald Rumsfeld. Well our accounting firm does his tax work."  
"Many of your fellow graduates from Texas A&M are signing up today!"

Of course there are other types of metaphors we can discuss here, but there's only room for so many in this article. Using metaphors will immediately put life into your sales materials, and open up the potential for not only higher response but higher profits. Try them, you may be blown away by the results!

## Picture Persuasion

Yours FREE: 10 Minute Sales Letter Critique by Direct Mail Copy & Sales Letter Specialist Mike Jezek. Yes, see if your sales letters are ready to unleash a buying frenzy with a free critique from Mike Jezek. Email: miknlisa@gtcinternet.com, <http://www.irresistiblecopywriting.com>

"Activate Buying Frenzies With Your Sale Letters Using 4 Types Of Sales Metaphors"

If You Respect Them, They Will Buy — Closing the Sale

Why The Laws Of Persuasion Work

Three Secret Keys to Persuasion Magic

How To Create Instant Rapport with Anyone

Picture Gallery Webpages

30 Powerful Business eBooks

Forbidden Psychological Tactics

Vintage Crochet Patterns Bridal

ScreenShoot-It!



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**

**Impair Healthy Healing In People Over The Age Of 30!**

