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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!

Simple Writing For Super Sales

By Grady Smith

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Is your sales letter not converting readers into buyers? It just might be your choice of words.

Listen. People don't stop by your site to be wowed by your stunning prose. They want to be sold. And the fact is your sales letter needs to be compelling, but you also need to write clearly and use words that won't trip up a sixth grader.

Bottom line, your goal is to communicate. To do so properly, the reader needs to fully understand what you're telling them. You can achieve this by going through your copy and replacing words like facilitate with help. Do you see what I mean?

NO TECHNICAL TERMS

Your sales materials should never contain technical terms. Always write your sales letter from the angle that someone reading it has no experience or clue about your product. The end result will be better clarity, and more profits.

GET TO THE POINT

Right after you design your headline, jump right into the heart of your offer.

Don't waste any time or words explaining things that don't hit at the bottom line. Your goal is to provide a no fluff explanation of how the reader will benefit with your product. If your paragraphs or sentences don't drive at this, then you need to change them or remove them completely.

Nothing turns a reader off faster than reading a jaw−dropping headline, then reading the first few sentences that don't compliment what grabbed them in the first place.

A headline is to introduce them to the first

paragraph. The first paragraph leads them into the second. This continues throughout your sales letter. If one paragraph doesn't lead to next by straying form the subject, then you've just lost a customer.

SIMPLE CONVERSATIONAL WRITING

Write like you speak. Keep your tone simple and conversational. Envision yourself sitting across from a friend explaining your product to them. I use this technique for everything I write, and believe me it works.

A personal, me to you sales letter is the secret to good copy. Your words are your salesperson, so they need to be human and show that everything you're saying is directed right at the reader.

BREAK UP YOUR SALES LETTER FOR SIMPLE READING

People get really overwhelmed looking at a cluttered page of copy that seems to run on forever.

Put them at ease. Let them take in your sales letter in small gulps by breaking it up into easy to chew bites.

Keep your paragraphs short and tightly focused. Throw a few one−sentence paragraphs into the mix

to create a clean, orderly, reader friendly page.

The best sales letter can be understood with no thought needed by the reader. They shouldn't have to research your terminology or whip out a dictionary to understand your offer.

Remember keep it simple. Your bank account and visitors will thank you for it.

Grady Smith is the owner ofhttp://www.cheap−copy.com . Stop by and get FREEmarketing articles, FREE sales letter critiques,and FREE advice to help you make more money.Also, check out http://www.mountainhighpub.com forFREE e−books to build your business FAST!

Super Bowl Sunday Is The Biggest Unofficial Holiday

By Kadence Buchanan

In the 40 years since the first Super Bowl was played between Green Bay and Kansas City, Super Bowl Sunday has grown into an unofficial national holiday that has shopping and economic effects rivaling Christmas, Thanksgiving and other major official holidays. Whether it's a casual get together with a few friends or a lavish, catered party, 125 million Americans celebrated the Super Bowl in some fashion in 2006. Even those with little interest in football get in on the craze, if only to watch the commercials.

Understanding this unique opportunity, advertisers spare no expense to showcase their products and services during the Super Bowl. Advertisers paid up to $2.5 million dollars for each 30 seconds of advertising during Super Bowl XL in 2006. Agencies work on their advertisements all year, and the Super Bowl has become the unofficial Academy Awards of advertising. There are almost as many websites and television programs analyzing the advertisements as there are analyzing the game.

The food and beverage industry also profits from Super Bowl Sunday. Super Bowl Sunday is second only to Thanksgiving in the amount of food that Americans prepare and consume. In the weeks leading up to Super Bowl XL, Americans spent $55 million dollars on food for their Super Bowl parties and spent ten million hours preparing it. Since it is estimated that an average of 17 people attend each Super Bowl Party, these figures are not surprising.

The king of Super Bowl food is the avocado. More avocados are sold in the weeks leading up to the Super Bowl that at any other time of the year. It is estimated that 12 million pounds of avocados are purchased and turned into guacamole for Super Bowl parties. Since guacamole requires chips, 15,000 tons of chips are consumed as well. All that food needs washing down and soda and beer sales also top out during the weeks preceding the big game.

It's not just food and beverage manufacturers who profit. Millions of dollars are spent on party supplies like paper plates, cups and plastic cutlery. Electronics stores also benefit. After all, you need that

big−screen TV in order to properly appreciate the game. Even sales of antacids spike on the Monday following Super Bowl Sunday. There's a good reason for that. The estimated total time that party−goers take to consume all that carefully prepared food: 15 minutes.

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