

Stop Your Readers In Their Tracks!

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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 Livvie Matthews

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Studies have shown that while 75% of the people read headlines, only 25 % keep reading "the rest of the story". Breaking it down even further, you have about 4 seconds to convince that reader to read on!

When writing, the two most important elements are your headline and your opening statement. These two elements must stop your readers in their tracks!

Headlines must grab your readers attention. Just as you only get one chance to make a good first impression, you only get once chance to grab your reader's attention!

For example, when you read an ad, you don't read it just to be reading, you read it because you are interested in it. Something about it grabbed your attention.

Since your information will be read only by interested people, the purpose of your headline is to pick out those who are, or can be, specifically interested in what you are talking about.

You want to grab their attention and if you can create curiosity, that's even better. Curiosity your reader can only satisfy by reading your information! People are so hurried and they are not going to give you their time unless you make it worth their while.

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Make your headlines draw your readers interests. Emotions motivate and sell. Use words that invoke emotions and that clearly describe the benefit to the reader in terms of action! Reinforce major benefits and points. Your headlines should either conceal an interest or reveal an interest.

Spend time learning to use power words. These words are known to trigger emotions and bring about desired results. Power, appearance and greed, are all powerful motivators. Also consider basic human motivators such as physical, safety, social and esteem.

Power Words would include:

Dynamics, Money, Sure-fire, Innovative, Specialized, Bonanza, New, Breakthrough, Soar, Affordable, Effective, Savvy, Crucial, Rewards, Harness, Unleash and the most powerful word of all...Free. These words make it difficult for your reader to just pass by.

One, two and three word headlines are the most powerful. Smile! Got Milk? Just Do It! These are examples of one, two and three word headlines that have been powerful attention getters plus, made a dollar or two.

People do not read ads for amusement or to be entertained. They read ads because they have an interest. Their "hot buttons" have been pressed.

If you are writing advertisements, this is the one time you are not trying to build a relationship with your reader. You are selling a product, service or information and if your ad doesn't get their attention, you won't make a sale, it's that simple!

I spend more time on creating the headlines for my articles than I do the articles themselves. Because without the right headline, viewers probably are not going to read the information contained in the article.

Don't misunderstand here, your content must be of quality and of interest to the reader, but if your don't pique your readers interest in the headline, you most likely will have lost your reader.

Readers will decide at a glance --- by your headline

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or your opening statement—if your information interests them.

Address the people you seek and them only by.....

Stopping Them In Their Tracks!

Livvie Matthews, Internet business specialist, author and consultant, helps people interested in creating information products, niche marketing and building relationships while building their business! Market Your Goldmine! <http://www.simplebizpublications.com> List of other articles of interest <mailto:articles-simplebiz@getresponse.com> Subscribe: <mailto:subscribe@simplebizpublications.com>

Tips For Recording Music With Your Electric Piano

By Gabriel Adams

Electric pianos, also called digital pianos are become increasing popular, due to their many benefits. Quality digital pianos now how a sound and feel very close to an acoustic piano. In fact, some digital pianos can rival the best grand pianos in sound quality.

One of the best benefits of digital pianos is their digital output of sound, so it's very easy to record music using just your digital piano and your computer.

Most keyboards and electric pianos have a one quarter inch stereo output. Most computers have a one eighth inch stereo input, so you'll need an adapter. You can get the necessary adapter at Radio Shack or a similar store.

Once you have your electric piano plugged into the microphone port on your computer, you'll need software to record with. Audacity is about as good as you can get. It's free, and supports multiple tracks, plus has many useful effects.

Once you install Audacity, you'll need to adjust your keyboard volume. You can adjust the volume via the Audacity interface or on your keyboard.

To record, just click the record button and start playing...then click stop when you are done. To record multiple tracks, just click record again and play along with the track you already recorded.

If you add acoustic tracks, such as guitar, vocals, drums, etc to your recording, you should use the Noise removal effect on Audacity. This tool is very helpful in removing static and noise from your recordings. It usually won't be necessary for your electric piano, though, since all the recording is digital.

Using your electric piano and Audacity, you can easily create recordings with a "full" band. If you need more voices for your keyboard, you can get midi boxes or software to add 100's of extra voices - everything from drums to flutes.

Find electric piano parts @ Vintage Vibe:

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