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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!

The Anatomy of Hype

By Marcia Yudkin

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On a copywriting board I frequent, someone expressed bafflement that several respected marketers criticized the tone of a sales page he wrote. "Why did they apologize to their subscribers while linking to my pitch? This approach sells," he said.

Hype was the problem. If you use the following tactics, many educated shoppers cringe and go elsewhere:

Overblown claims. "If You Can Write Your Name, You Can Write a Book in 30 Days – Guaranteed!"

Overexcited tone. Lots of exclamation points, phrases in bold capital letters with underlining and a drumbeat of emphasis. "Programmers poured out their TOP-SECRET strategies that you, too, can use to earn a GATES-LIKE FORTUNE in the software business!!" "Take out your credit card and order RIGHT NOW!"

Unsupported and extreme superlatives. "The most important new product launch, ever."

Adjectives and adverbs you would not encounter from Exxon or IBM. "Mind-blowing" "Exclusive" "Huge" "Incredible" "Wildly" "Literally" (necessary to distinguish truth from hoopla).

Exaggerations. "They've made millions under the radar." (When most haven't made that sum and the "secrecy" is just not having been asked.)

Sounds impressive but untrue. Calling someone a best selling author who has not appeared on a recognized best seller list.

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Lack of qualifiers. Statements that should include a bit of backpedaling but don't. It's really not "all," "only," "never," "sure-fire" or "will."

Marketers who favor a style full of hype argue that the numbers prove these techniques succeed, whatever the audience. When they tone down the pitch, sales drop. When they toss decorum to the winds and reinsert that hammering excitement and the fervid embellishments, sales return to previous levels. Case closed, they say.

Assuming their numbers are valid, this argument does have a point, but one of limited relevance to many situations.

Hype may sell, but it may also undercut other business goals, in these ways:

Reputation. In whose eyes do you want credibility? Use this tone and you can expect snickering rather than respect from established journalists, academics, Fortune 500 companies, most people with postgraduate degrees and colleagues who use any of those groups as their benchmark of respectability.

Partnerships and opportunities. If you're aiming at joint ventures with banks, universities, community organizations, trade associations and the like, hype counts very heavily against you. You may also endanger your chances of getting a contract from a major publisher if that's among your goals.

Trust. Are you aiming at a one-time sale or a long-term customer? Hype works better in the former situation, especially where a buyer believes they can obtain a refund if the purchase doesn't live up to the promises.

Staying out of legal trouble. Some of the techniques listed above either flirt with deception or cross the line to lies. The other day I read through a Federal Trade Commission judgment against an Internet marketer for deceptive marketing and believe me, this is wrath you do not want to bring down upon yourself! Make sure you have a nitpicky lawyer to vet your copy if you favor a hyped style.

Please note that it's possible to use a hard-hitting, dramatic direct marketing style with descriptive bullet points, calls to action and so on in connection with entirely truthful and completely respectable copy.

Hype does sell. But that's far from settling the issue of whether or not you should use it.

Lawsuit Anatomy

The Anatomy of Hype

By Frederick Graves, Esq.

Anatomy of a Lawsuit

Learning the anatomy of civil lawsuits is as easy as spelling "CAT".

Complaint – Answer – Trial

It's as simple as that!

Master this simple truth and you will soon be operating successfully in court.

Plaintiffs file complaints.

Defendants file answers.

Judges examine the facts and law at trial to decide who wins.

It's not difficult if you keep these three steps in mind.

Every lawsuit has this same fundamental anatomy.

Complaint. Answer. Trial.

If you can spell "CAT", you can master the basics. C = Complaint ... Where the case begins, when the plaintiff complains. A = Answer ... Where the defendant responds to the plaintiff's complaint. T = Trial ... Where the judge (or jury) decides the final verdict. After the plaintiff files his complaint, the defendant may file a flurry of motions that seek to have the complaint stricken or dismissed so he need not answer.

If the flurry of motions fails, the defendant must answer the complaint.

Once the defendant is compelled to answer the complaint (and sometimes before) both parties are permitted to engage in discovery of evidence procedures, i.e., to demand production of documents and things, to require the other side to admit facts and law under oath, to ask relevant questions of anyone, to put evidence on the public record, and to attempt to settle the case and avoid the expense, delay, and uncertainty of going to trial.

If the parties cannot settle their dispute during the discovery phase, the court must examine the evidence, hear testimony, consider arguments of law, and render its final judgment.

It's just that simple.

By knowing this, you can write a powerful complaint or avoid filing an answer by moving the court to dismiss or strike the complaint or require a confusing or poorly worded complaint to be re-written. You

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can get the evidence you need with effective discovery tools, getting facts into evidence, demanding your rights, and forcing the court to do what's right ... according to law.

The anatomy of a lawsuit is no more complicated than this. CAT. By knowing the basics you strengthen your case.

Resolve conflicts peaceably, according to the rules that control both judges and lawyers in our courts.

Attorney Frederick Graves created Jurisdictionary (

) in 1997 to provide

self-help for those who either cannot afford a lawyer or aren't sure they can trust the lawyer they have. Learn more at

Lawsuit Anatomy

Are You a Passive Advertiser?

Captives of a Concept (Anatomy of an Illusion)

The Holy Land as a Human Shape

Internet Marketing Novice Appeals To Web Gurus

Real Estate Investment for Beginners

The Power Of Laughter

Auction Strategies

Take Control of Alcohol

Email Marketing in 2006



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