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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 Art of Endorsement**

**By K.R. Nadreau**

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Remember the old time circus announcer who would shout at all oncomers, "Step Right Up. . ." Well things haven't changed a whole lot since then. Today, every time you open your email, someone is telling you the very same thing. . .

"Step Right Up and See the Miraculous, Awe-Inspiring, Dynamic, Never-Before-Seen, Guaranteed-to-Save-You-Thousands-and-Make-You-Twice-as-Much-as-Anything-You've-Ever-Seen-Before, Super-Deluxe, All-Powerful, Amazingly-Simple-to-Use, User-Friendly, The One-the-Only, The Most Versatile, Stupendous, Fire-the-Boss, Crazy-to-Pass-Up, Can't-Live-Without, Handy-Dandy (insert product name here)!!!!!!

You see, the old time circus announcer had something on the ball. His entire purpose was to lure people into the Big Top by way of a highly motivational endorsement of the product. And it worked like a charm!

People would stream into that Big Top tent even though there was an enormous chance that it was a huge scam.

Chances are they'd go in there and find a man in a gorilla suit or something as obviously fake. But in spite of that, the people loved it, because they were pre-sold on the possibilities due to the enthusiasm of the announcer. He sold them on the concept that "maybe this time it's real".

It became worth the two bits to find out. If he did it right, it was nearly irresistible!!

Now I'm not trying to encourage anyone to scam people. There's certainly enough of that going around and we don't need any more of it. But I am endorsing you learn the Art Of Endorsement!

## The Art of Endorsement

An endorsement is simply a statement, usually just a couple of lines, that express YOUR feelings about something. If you've ever gone to a particular restaurant and then told your friends how much you liked the food, you were giving the place an endorsement. Or maybe you went to see a movie and told others how much you enjoyed it. . .same thing! You can do likewise for your own products, or the ones you're selling for someone else.

It's really not all that hard to learn. If you already write ad copy, you can easily tweak your campaign just a bit and add an endorsement into your ad. Your website can also become a glowing endorsement for the products

you sell. It's just a matter of changing the view from which you're writing.

Many ads and websites feature all the great things the product or program promises to provide. Nothing wrong with that, and I would recommend you add all that in too. However, if you tell the people how you FEEL about the product or service, then you're giving them your endorsement.

For example, your site might feature an ebook you've produced and it tells all about the highlights and chapters your ebook has in it. It should stress the benefits of owning it, the results that can happen by using the information, and so on. But now you want to endorse your product. So, you could add a few lines like:

"I have to admit, this is the best ebook I've ever written. It took years of research to come up with all the tried and true solutions to internet marketing. I use this plan myself and I've never seen results like this before!"

You can write anything you want to, as long as it tells people how you feel about the product. If they see the pride you have in your work, it'll encourage people to look into it further. It'll add some personal worth to your sales copy that will make people take pause.

Now let's flip this thing over and look at the other side of the Endorsement scenario. If you've noticed on many marketing websites, the webmaster includes a section or two called, "Here's what others say. . ."

Those little sections are actually endorsements from other people about the product. Sometimes those endorsements are solicited by the product's creator, other times they're given freely and spontaneously by the person who's used the product and loved it.

Either way, it's a win/win situation for both of them.

I'll tell you why. . .

Nine times out of ten, an endorsement is followed by the endorsee's signature and website link. I don't know about you, but I consider that free, traffic getting advertisement! A lot of people are prone to researching the validity of a product by checking out the people endorsing it. So guess what they'll do? That's right, they click on the link!

So submitting your endorsement of other people's products can be considered a Joint Venture that's rewarding and profitable for both parties. The product creator gets your glowing recommendation to encourage others to buy, and you get a free link on his site!

Likewise, there's nothing wrong with seeking out other internet marketers or business people to give your site an endorsement. Sometimes they'll want a free copy of your product to look over, but that's a small price to pay for a "high level" endorsement! Most times all you have to do is write and ask.

Now I'd like to add just one more point to show the importance of learning the Art of Endorsement and using it as a Joint Venture. At this particular time, the major search engines are listing sites according to web popularity. That is, they spider your site and then check to see how many other sites have links back to yours, and what their ranking is. The more links they find, the higher your site's ranking will be.

Consider the benefits of having your endorsement with your signature line with a link back to your site on every affiliate program's site you belong to, every website for product you've bought, every newsgroup or ezine you subscribe to. The possibilities are enormous!

Yes, the Art of Endorsement can be extremely powerful in the right hands. Be sure, if you use it, you do so responsibly.

No gorilla suits please?

### **Lift Visage Selling With False Professional Endorsement**

**By Nanci Holloway–Prince**

### **Lift Visage Selling With False Professional Endorsement by Nanci Holloway–Prince**

Consumer Report Skin Care Alert:  
Lift Visage, Selling Very Expensive Skin Care

## The Art of Endorsement

### With False Professional Endorsement

Lift Visage, The Essence Of Youth and Jevene by Lift Visage, both developed by Dr. Santimoy Banerjee Scientist & CEO Emulgen Laboratories, has been marketed and sold with a false endorsement.

In 1997 I, Nanci Prince, endorsed Juvenesse, The Essence of Youth, a 5 in 1 moisturizer, which retailed for up to \$22.95. The value was consistent with the price and in 1997 it was the best product I had ever used, for the money. Most skin Care companies had products with Alpha Hydroxy Acids, Juvenesse was no exception.

Lift Visage , The Essence Of Youth and Jevene by Lift Visage, is valued at \$89.95, a discount is available with a membership that automatically charges your credit card. I have not and do not endorse , Lift Visage, The Essence Of Youth and Jevene by Lift Visage.

Formerly I was a professional skin care consultant, make up artist and business manager for companies like Estee Lauder, Christian Dior and Elizabeth Arden. I have 30 experience in the professional salon, retail cosmetic and cosmetic merchandising industries.

For the last five years I have been a Consumer Reporter investigating and proving expert reviews of, skin care companies and anti-aging products and procedures. I conduct frequent search engine queries of my name, Nanci Prince, I never thought to look for my name as N. Prince. Dr. Banerjee uses N. Prince instead of Nanci Prince as it appears in the original endorsement.

My writing credits include: "Never Buy Expensive Skin Care Again, Could This Be the Fountain of Youth, and Secrets Skin Care Companies & Dermatologists Don't Want You To Know".

If Dr. Banerjee who has a PHD in Biochemistry and have post-doctoral training in reputed academic institutions such as Harvard University, University of Chicago, and University of Illinois, had bothered to ask me before he used my name I would have told him no.

The false endorsement reads: "I have been a Professional Skin Care Consultant and Make-up Artist for companies like Estee Lauder and Christian Dior. Jevéné is significantly more effective than any other product I have ever used! In just 30 days I know some women will look ten years younger!"  
-N. Prince

I found my original endorsement on the Juvenesse (which is a registered trademark)

<http://my.execpc.com/~tnt/skincare/testimon.htm> the copyright on the page is 1997-1998.

This endorsement is now seven years old and I believe women can make skin care more effective than they can purchase even with a prescription, in less time than it takes to make an Internet purchase, I

do. Estee Lauder and Elizabeth Arden both starting making skin care products from all natural ingredients and developed chemicals to mimic the effectiveness of those natural ingredients.

If you or someone you know has purchased or tried Lift Visage, The Essence Of Youth and Jevene by Lift Visage because of my false professional endorsement, my attorney J. Drew St. Thomas, USVI

wants to know. Please send us an E-Mail [webmaster@worlddome.com](mailto:webmaster@worlddome.com) , you may be entitled to a refund. For more information on the false endorsement, please visit [www.worlddome.com/skincare.html](http://www.worlddome.com/skincare.html)

Thank you, Nanci Prince 8/26/2004  
President, Image Research & Communication  
Established since 1989 [www.worlddome.com](http://www.worlddome.com)

I have 30 experience in the professional salon, retail cosmetic and cosmetic merchandising industries. For the last five years I have been a Consumer Reporter investigating and proving expert reviews of, skin care companies and anti-aging products and procedures.



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