

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Author Within

By Esther Smith

The Author Within

by: **Esther Smith**

Just about every marketer on the Internet claims to be the best around and would have you believe that no one else knows as much or can teach you as quickly and thoroughly as they can. It would seem that they erroneously assume that by admiring someone else's teachings they will lessen their marketability as the "great persuader" in salesmanship.

In truth, while they may not admit it publicly, every marketer studies the technique or style of others on a continuing basis. I'll be the first to admit that I seek out, read and revise my methods of copywriting thanks to the best of the best. And I have discovered that perfection is often flawed.

We are in an age where videos, movies, television, radio and computer games scream for our attention. They produce more information than anybody can possibly retain. Therefore, if I want to hold someone's attention, make a written offer that compels them to read to the last line and reach for their wallet ---- then I must learn to outshine my competition and dazzle my readers.

If you think back, I'm sure you remember times when you were reading something so mesmerizing that you never heard the phone ring, or if you did you didn't answer it. So absorbed were you that you didn't realize where an hour had gone... or, held up a halting hand when someone attempted to interrupt you with a question. Yeah, I've been there too. And that's exactly the kind of writing that I'm talking about.

Irresistible writing rivets your eyes to the page. Words are so clear, so concise that the effect is nearly hypnotic... and you remember what you have read because it IS unforgettable. The only place to learn this is from the "proven experts".

Going back many years, I remember radio programs that my grandmother listened to daily. They were no more than half-hour serials like "Porsha Faces Life" and there was always a crisis at the end of the daily broadcast that left you hanging... "Tune in tomorrow and answer the question - how will Porsha

react with the news blah, blah, blah?"

In today's novel writings, each chapter will leave you with a similar "cliff-hanger", something untold that will stir your curiosity. A good piece of fiction will not allow you to stop between chapters, and a top-notch one will forbid you to stop until the end.

Now then --- if you can write an advertisement, article or eBook preview that will stir the curiosity of your reader without giving them the whole story... if the "cliff-hanger" compels them to fill out a form, send you an email, or sign up for a free trial, you have discovered the author inside you.

© 2004 Esther Smith

Esther Smith is editor of Partners-For-Profit Newsletter and copywriter for The Permanent Venture. Each publication of PFP get a weekly diet of marketing and advertising reports, free bonuses, ad space and resources for all their Internet needs.

More Articles by Esther Smith

Understanding Fair Use Rights

By Rose DesRochers

What is copyright? Copyright is defined as "The legal protection given to authors which protects them against unauthorized copying of their work." Copyright infringement is defined as "a violation of the rights secured by a copyright."

All writers at one time or another have quoted something someone else has written. I see it all the time throughout the writing industry. Maybe you quoted the lines of a poem or a line from an article or the words from a song. I quoted the work of another author in the above paragraph, where I defined copyright. Given my example in the opening paragraph, did I just infringe on the author's copyright? Should I have gotten permission from the said author to quote them? No, under what is known as "fair use", I may quote the author without seeking permission.

There is a misconception in the writing world about what fair use is. Fair use is defined as "a concept in copyright law that allows limited use of copyright material without requiring permission from the rights holders, eg, for scholarship or review."

If you were to publish an author's article in its full entirety without seeking permission from that author you would be violating their copyright even if you credited the author and provided a link to the source of the article. Quoting two lines from the news article with a link to the entire article would be considered fair use. Except for the facts in the article, news articles are protected under copyright laws. So when are you allowed the right to fair use? Fair use is allowed for purposes such as criticism, comment, news reporting, teaching, scholarship, or research.

The Author Within

I hope that this article has given you a better understanding of fair use. For more information on copyright, please visit

Acknowledgement: Help & FAQs – Jargon Explained (AF) [James Hardiman Library – NUI ... –

Rose DesRochers is the founder of Today's Woman Writing Community

,

a supportive online writing community for men and women over 18. Rose is also the founder of Blogger Talk Blog Community

, a friendly fast growing blogging portal.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E–Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!