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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 Life and Times of a Grizzly Ad!

By Wild Bill Montgomery

The Life and Times of a Grizzly Ad! by William /"Wild Bill/" Montgomery

The first point would have to be the most desired but most often missed. How do you perceive your own work? Your ad just isn't a bunch of words pushed together to make that sale. It is an actual memory you are trying to implant. Don't necessarily write your ad to leap out at the reader, sometimes it's better to have the reader dive in. It's something that the reader walks away with, whether knowingly or unknowingly.

You have 3 steps to conquer:

You must first "grab" the readers ATTENTION !! In a sea of advertising it seems nearly impossible to catch the quick eye of the consumer. You are not only in a sharkpool of competition, but the consumers of the new millennia are skilled at tuning it out. This by far is the most important point. If you can't grab their Attention, you can't leave a message behind.

Ok, you have grabbed their attention..Now what happens? The reader becomes consciously aware of you. Your ad now has a glimmer of life. This is the readers "Conscious Stage". The memory chip you call a brain has just engaged. No matter how deep, the memory is now there. Often, building a conscious awareness, is just that, a process of building. A consumer may not click with you the first time they see your ad, but they may the second, third or twentieth time. It could be a matter of days or even years, but that long, not forgotten memory has built a foundation of familiarity.

What's Next You Ask?

They form an "opinion". This activates decisive reasoning. They react one of three ways.

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1) They react positively and most assuredly shift into the fourth and final stage.

2) They react negatively and that long planted memory has either been erased or has drawn what I sometimes refer to as the "I should Hate'em" attitude. This is where some advertisers draw the consumer in by openly attacking it's competition. Not always ethical, but often quite effective.

or
3) They have absolutely no opinion at all. These are the most important readers. The others have already opted to continue or abort. These people remember you but you have not drawn a strong enough opinion to pull them

through the third stage. This requires you to re-assess your ad. You "ARE" catching their attention, but you have not gained their complete interest. Go back. See what catches their attention and what comes off as the weak link of your message. Try again.

Now (assuming they reacted positively) your reader is in the last stage of the process. They are required to take action. Yes, I'll go with your product. No, I don't think so at this time.

"This Time".

For Web Site owners; If at all possible, leave two major impressions with your now potential buyer when they reach your page(s). First, make it clear that if they go with you today, there is an extra incentive to do so. Secondly, if they can't decide today, make it clear that you want to see them again. That's called "Invitation and Follow-Up". Just a note to the wise. Make these impressions (Incentive & Invitation) apart from one another, not together.

Your potential customer now decides to take that final step of action. It all come down to this:

1) They buy your product, try your product, or ask for more information. But no matter what, your potential customer is now a legitimate sale or lead.

2) They have now decided against you. Website owners, don't forget about that second impression (Invitation & Follow-Up). Not now doesn't always mean forever.

Best of Luck

William "Wild Bill" Montgomery <http://www.MakingProfit.com> Join our Sizzlin' HOT Ezine – The InfoZone

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The Great Career Switch

By David Leonhardt

"Hello. Is the doctor in?"

"I'll be with you as soon as I finish filling in these forms."

"But I really need to see a doctor."

"There, now what can I do fo - EEEEEK! You...you....you're a grizzly bear."

"Yes, ma'am. Can I see the doctor, please?"

"Wh...why would you want to see the doctor? He doesn't usually see grizzly bears, you know."

"Some movie actor thought he'd be a real smarty and kiss me."

"Oh, oh, I saw that on TV. That was Brad Pitt. You're the Brad Pitt Bear."

"That's what I've been trying to tell you."

"Ooooh, you lucky bear. How did it feel?"

"Look, miss. This actor comes up and slops one on me. Now I have icky human germs. It's given me a rash. How would you like it if Brad Pitt just walked up to you and kissed you?"

"Ooooh."

"And to add insult to injury, he recorded it on national television. How would you like that?"

"Ooooh."

"And instead of giving me antibiotics, Jennifer Aniston starts pawing me."

"Ooooh."

"I feel so used."

"Wow, for a bear, you sure lead an exciting life. Kissed by Brad Pitt. Pawed by Jennifer Aniston. National television. Ooh, how thrilling."

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"I wouldn't call such abuse 'thrilling'. It's not like I have an exciting job...not like yours."

"What, this? I spend all day filling in forms."

"Wow. I've never filled in forms before."

"And I have to book appointments for sick people all day long. And people who think they are sick. And people who don't know if they are sick. And sick people who think they are not sick but don't know if they are sick. And people who are sick but think they are not sick and wonder if that means they might be sick."

"Wow. I've never helped sick people before."

"And I have to keep explaining why the doctor can't see them yet, because he is busy tending to another patient. Have you any idea how it feels to have to keep explaining that over and over, day after day, week after week?"

"Pure happiness. You must have the doctor's excuses memorized by now"

"And I am stuck here under these flood lights, force-fed muzak that sounds like somebody grabbed a CD player and stuffed it with pancake mix and maple syrup until all that is left are the beatless, rythmless memory of a pre-civilization melody."

"I love muzak. Big Griz is my favorite muzak composer."

"You like that drivel? Hmph. You would probably love this job."

"You bet! Filling in forms. Talking to people. Making appointments. Basking in glorious musak - what could be better?"

"Well, you can have it then."

"Really? But, then who will kiss Brad Pitt. It's a dirty job, but somebody has to do it."

"Hey. How about me?"

"You? You want to kiss Brad Pitt?"

"Sure, since you do need somebody to do it."

"That is so kind of you. You would sacrifice yourself for me."

"Yeah. Yeah. Move over. I've got to get puckering."

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"And so, children, that's how the lady found herself stuck in the grizzly bear cage over there."

"Wow, Uncle Jimmy. You sure teach us a lot of great stuff every time we come to the zoo. I thought she was just a zookeeper cleaning the cage."

"Ah, yes, but she no longer has to listen to muzak, so she is happy. Different people like different things. What brings this lady happiness are not the same things as make a grizzly bear happy, for

example. Understand?"

"I sure do, Uncle Jimmy. It also explains how come Dr. Block has such a grizzly receptionist."

The author is freelance writer David Leonhardt,

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The Great Career Switch

The Canadian Rockies: Trail Of The Grizzly

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Animal Or Skin Rugs

The Best Sites In Alaska

The First and Second Adam

How to Use Your Mind for Study

If I Can, Anybody Can!

Insider Secrets to Flea Market Profits

Press Release E-Manual



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