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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 Power of FREE

By Kristy A. Taylor

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Every single day thousands of people from around the world are logging on to the Net for the very first time. Every single day thousands of people from around the world are attempting to factualize their dream of running an Internet business from home. And every single day, these same thousand people are searching the Net for that ultimate product or service that will BE their home business.

Would you love to be the one selling these same people the products and services that they need? I'll just bet you would! But firstly you need to get these peoples' attention. You want them to visit your site but so does every other marketer out there. What you need is a lure... a bait! Surveys have shown for years that the one word that gets peoples attention is the word – sex! Yes, sex... but we're not going to use this word, (tricked you didn't I) we are going to use the second most popular word – free!

Free, free, FREE, fReE... it doesn't matter how you say it, it always means the same thing – some item of some description is going to cost you: nilch, nadda, nitch, nill, etc... You know it won't cost you anything and if it is something that you can use in your business, something that will help with some aspect of running your business, then you are more than likely going to take those few seconds to click on that link, fill in your email address, and grab your 'freebie'. You know you're going to do it if it's something that you want, so you know that others will too. A 'freebie' will go a long way towards gaining new customers. Offer them something for free that directly relates to

your web site and watch your customer base grow!

Kristy A. Taylor is the publishing Editor of Digital DollarsEzine, dedicated to helping others earn their share of digitaldollars. To subscribe to this free e-zine and receive freesubscriber ads and products, send a blank e-mail to:=====> <mailto:subscribe-art@digitaldollars.biz>=====> or visit <http://www.digitaldollars.biz>

Using 'Power' Words when Writing Articles

By David McKenzie

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Capturing the attention of your reader is paramount when writing free articles.

You can make the greatest impact in capturing your readers' attention by having a good title.

One of the ways to do this is by using what I call `Power' words. By using these special words you can get the attention of your reader much more quickly and easily.

But what are these `Power' words that I am talking about?

For me they are something that makes me read on. Makes me want to find out more. Makes me want to find out what's in it for me.

Power words are exciting words that draw the reader in.

For instance, the word powerful is a good power word. Exciting is another good power word.

I have a list of power words I like to use from time to time to make the greatest impact I can with my articles. Here are a few of my power words from that list:

Free
Tips
Methods
Exclusive
Fantastic
Secrets
Success
New
Techniques
Opportunities

How about some examples of using these power words in the titles of articles. Here are 3 examples:

The Power of FREE

17 Free Home Gardening Tips

An Exclusive Opportunity to Profit in Real Estate Developments

New Techniques Revealed for Stock Market Success

Do these titles grab your attention?

They should do, because they use power words. In fact, each title uses 2 power words for maximum effect.

One of the key objectives of an article writer is to get their article read by as many people as possible. The best way to do this is by having their articles featured in as many ezines and on as many web sites as possible.

When ezine owners and web site owners scan for articles to feature they usually make an initial decision based on just the title of the article.

By using power words you stand a much better chance of ezine owners and web site owners picking up your article. Then you can multiply many times over the number of people who will read your article.

David McKenzie is offering a Free Email Course "5 Secrets to Making Money Writing Free Articles"==> <http://www.brisney.com/how-to-write-free-articles.htm> Click now for your FREE course!



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