

"Triple The Response Of Your \$ales Letters By Harnessing The Mysterious Power Of Mind–Reading"

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Mind–Reading"**

By Mike Jezek

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Want to know a clever way to instantly supercharge your sales letters?
One that most of your competition doesn't even have a clue
about or are just to lazy to implement.

What would that mean to you?
Perhaps a small fortune, or even a big one!
Well, in the next few moments as you follow what I'm saying...
you're about to discover exciting possibilities for you
and your business as you read this article.

Today, I'm revealing a proven way to potentially triple
the response of your sales letters. In fact,
this very technique called "Mind–Reading" may enable you
to eclipse your competitors, close more market share,
and make you far more money than you can imagine. Let me explain.

Your prospects are going to have questions about you,
and your products or services. And if you can answer
their questions in the manner they were going to ask them
and present it to them in a format resembling their
thinking processes – you're sales letter's potential for success
increases many times over!

When you ask the questions your prospects will want answers
to in a way that mirrors their thinking patterns, you can develop

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an almost "intuitive link" with them.

What do I mean by that?

If you discovered who your prospects were, what kind of people they are, and how they think, and then asked the questions they ask, you'll develop an incredible rapport and trust with them. And be able to tell your prospects exactly what they wanted to hear to make them whip out their credit cards and buy.

In fact, you'll be able to deal a knockout blow to your competition by having keen insight on this knowledge.

Here's a good example that comes to mind...

In politics, many politicians poll for data to

uncover the hot buttons that'll cause the masses to support them. Especially in the area of trying to weasel out of a looming scandal, they'll have political PR specialists do focus groups and poll for data that'll best give a troubled politician a workable strategy to get out of a dilemma.

And often, those politicians will create themes and slogans (even if they don't believe in them) that connect with their constituents on an emotional level. People will feel like that politician is concerned about them and understands them, whether it's true or not.

How does this apply to you and your business?

Do this... create a survey that asks what questions your prospect list will have. Find out exactly why your prospects do business with you. Ask why your prospects do business with you and not your competition.

Ask what changes your prospects want from you.

And find out what your prospects want you to emphasize in your products or services. You could go on and on for your particular situation. Once you have your survey created, contact your prospect list and give them an incentive for answering your survey. Something like a free ebook, a discount, a free report, or a free product.

Use your imagination.

Keep in mind that as you create your survey you also want to discover what kind of lifestyle your prospects have. Such as what kind of books they read, what kind of car they drive, their philosophies on life, and so on. Now, don't make your

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survey intimidating. Make it a fast and enjoyable experience for greater results.

And once you do this... apply the information you've gathered and reformat your sales letters, and the appearance of your sales letters and websites, to mirror the tastes of your prospects. Result? Your prospects will feel that you understand them. They'll feel much more inclined to trust you and believe what you tell them. And once you do that... you'll not only experience a windfall of money and profits, you'll also want to put your sales letter in a plaque and hang it up above your TV.

Bottom line: Build an almost intuitive link with your prospects by surveying them to discover what triggers them to buy from you. And discover what kind of people you're dealing with. Use that knowledge and infuse it into your sales letters. You'll make people feel like you know them, that you understand them. Now watch out! You'll be astonished at the tremendous results!

Even if your competition has a fantastic copywriter, you're sales letter has more statistical probability of eating your competition alive.

Why? Because, everything else... is just guessing!

Yours FREE: 10 Minute \$ales Letter Critique by Direct Mail Copy & Sales Letter Specialist Mike Jezek. Yes, see if your sales letters are ready to unleash a buying frenzy with a free critique from Mike Jezek. Email: <mailto:miknlisa@gtcinternet.com>, <http://www.irresistiblecopywriting.com>

5 Overlooked, Yet Deadly Reasons WhyYour \$ales Letter May Be Getting Poor Results

By Mike Jezek

Please understand, I'm not going to list every disease that can afflict a sales letter. Rather, I'm going to display 5 response killers I sometimes see when working with clients. Is your sales letter afflicted with any of the following?

1) To Much Windup. Get to the point right away in your sales letter. Make your offer crystal clear. Try to at least do this by paragraph #2 as a general rule of thumb. Most people skim online sales letters.

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2) Wordy Sentence Structure. If you're not a polished writer – odds are you have overburdened sentences. Cut out all excess and contradictory words to make your point. Wordy sentences make persuasive arguments weak. They kill response.

3) Inappropriate Use Of "Hot Words". Use "hot words" where relevant. Example: Unless you're writing about strange phenomenon in nature or health matters or supplements --- think carefully about using the word amazing, astonishing stunning, mysterious, miracle, potent, or the phrase "guaranteed to work."

4) Inappropriate use of NLP or Hypnotic Sales Techniques. Some of these techniques work. Because of the hypnotic selling craze, I'm seeing sales letters riddled with NLP and the like. Be careful. Many of these techniques are obvious – and can lead a reader to think you're playing mind games with them. The result? No sale. Just write a letter to your mom, ask for the order 3 times, back up your facts, then delete your mom's name and use the prospect's name in her place. You'll immediately gain people's trust. And close more sales!

5) An Unbalanced Sales Letter. Many people saturate their sales letters with too many exclamation points, bolding, underlining and too many font colors. Result: A hyped up sales letter decreases believability. Many people try to play the "no hype" angle. I have never written a successful sales letter with zero hype. Solution: Mix an equal portion of hype with believability and you'll see results.

Your's FREE! 10-Minute Sales Letter Critique By Pro Copywriter Mike Jezek. Find out where the weak spots are in your sales letter. And what's necessary to start your own buying frenzy. No obligation. Your's free. Go to www.irresistiblecopywriting.com and get your free critique today! Copyright 2002 Mike Jezek. All rights reserved.

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Harness Your Personal Power

"Activate Buying Frenzies With Your Sale Letters Using 4 Types Of Sales Metaphors"

Women and Men: Never The Twain Shall Meet

Cleaning Up Your Marketing

The Buy Impulse

Forbidden Psychological Tactics

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30 Minute Marketing Miracle
Copywriting Crash Course
Build Your Own Mail Order Empire



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