

Use Comparisons To Make Your Point: It Works Like a Charm!

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!

Use Comparisons To Make Your Point: It Works Like a Charm!

By Ron Sathoff

Use Comparisons To Make Your Point: It Works Like a Charm! by Ron Sathoff

One of the first lessons I ever learned about advertising was that you have to get your point across quickly, before your audience loses interest. There's a big problem with this, though: many sales messages are too complex to get across in just a few seconds or paragraphs. This is especially true when it comes to selling new technologies or sophisticated business opportunities -- two "biggies" in Internet business.

So what can you do? On one hand, you want to make your message short and easy to understand, but on the other hand, you don't want to over-simplify your sales pitch. This can be quite a puzzler.

The best tool I've found for making my point when it comes to explaining complex ideas is to use a comparison. If you try to explain a new concept from scratch, you're never going to be able to keep the audience's attention. With a good comparison, however, you are not starting from scratch -- rather, you are using your audience's prior knowledge about something else to make a statement about your product or service. In essence, you are just taking what your customers know already, and then "tweaking" it a little bit to help make your point.

There are at least two ways that you can use comparisons in your persuasive messages:

1) Comparison and Contrast: This is probably the most common form of comparison. You simply use people's knowledge of some product and service and then show how yours is different and better. This

Use Comparisons To Make Your Point: It Works Like a Charm!

allows you to focus your valuable "message time" on the benefits and advantages of your offer.

For instance, if you were trying to market a new software program, you could say, "Our program works just like a word processor, but allows you to edit, modify, and upload web pages as well. It's the power of an HTML editor with the ease of a word processor!" By phrasing it this way, you can do a lot of explanation in just a few words. You are also doing the one thing that we all desire — you are distinguishing yourself from your competitors.

2) Analogy: Analogies are also very good for explaining complex subjects. In an analogy, you help people understand your idea by showing how it is similar to something else. This, of course, will only work if you use something that the audience is already familiar with — if you don't, you're only doubling their confusion!

An analogy that we've all heard is the one about fishing: "By providing information to you about marketing (or promotion, or copywriting, or whatever), we are showing you HOW to fish rather than just GIVING you a fish" — the reason we understand this is because we understand the difference (and advantage) of being able to provide for ourselves over a long period of time, rather than just having a one-time benefit. By using the analogy, you don't have to go into a tedious explanation of what you mean (as I just did!).

These two forms of comparison may seem fairly obvious on the surface, but, like an iceberg (see what I'm doing?), there's a lot more substance below the surface. Just remember a few simple tips when using comparisons:

- * Use points of reference that are well known to the audience. This will make your explanations easier to understand. "Our system is organized in the same way as the 18th century Ottoman Empire" is probably NOT the best analogy to use.
- * When using a comparison and contrast, express differences as being advantages. That is, don't just show how your product or service is different; show how it is BETTER.
- * When using analogies, compare your product or service to something LIKED or RESPECTED by the audience. Not only will this

Use Comparisons To Make Your Point: It Works Like a Charm!

help you explain your message — it will also help create the right attitude towards it. "Our product has been copied by our competitors, just like Crystal Pepsi was!" might get your point across, but it probably won't make your product any more desirable.

Please realize that these tips are just a starting point. As with any persuasive strategy, you will have to study your own situation and target audience to figure out the best way to use comparisons in your sales messages. Whatever the situation, however, you should remember that understanding the experiences, knowledge, and attitudes of your audience is always the first step in reaching them. Good fishing!

Ron Sathoff is a noted speaker and manager of DrNunley's <http://InternetWriters.com> Ron works with business speakers and writers, helping them with their copy-writing, marketing, and Internet promotion. Reach him at ron@drnunley.com or 801-328-9006.

Wine charms for every occasion

By John Lamont

Wondering what to gift your hostess for today's cocktail party? Here is the perfect gift. Wine charms. It is as charming as it sounds. Perfect for dinners, get-togethers, parties, wine tasting events and theme parties. With an attractive wine charm, you can keep track of your glass, as it will be tagged with an elegant charm. It can also be used for beer mugs and other glasses. Wouldn't it be fun to tag a Monopoly wine charm to your glass? With pieces such as Free Parking, Community Chest and Go To Jail, it will surely make excellent conversation. At a poker game, you could choose the poker wine charm, which comes with six different cards. Loop it around your glass and you are surely bound to win!

Going to a bridal shower? Or a wedding party? Carry along a set of Pewter Wine Charms. It comes with a wedding car and cake, a wedding invitation and a bride and groom! It is ideal for the occasion. Do you prefer gold and silver metal beads? You can get it at just \$9.99. It comes along with a silver pouch. For the same price you can get gambler charms, mythical charms and art charms. If you are looking for elegance and a little class, then multi-colored beads should be your choice. For those who love the sea, there is a boating wine charm. It has several attachments such as an anchor, wheel and sail. For beach lovers there is a beach wine charm complete with sun, sea and surf!

Or maybe you prefer a BBQ wine charm or a Big Money Pewter Wine Charm, both available at \$9.99. A perfect gift for a woman would be a flower based wine charm, which looks so attractive you will want to carry it away with you. If you host is a stargazer, then the celestial wine charm is best suited. There really is a charm for every occasion. You name it and someone has already created it. Such a variety

Use Comparisons To Make Your Point: It Works Like a Charm!

is difficult to find in other products. These wine charms are made with such precision and care that one would think it should be more expensive. However, wine charms are quite affordable and you can buy one that suits your taste.

For example, a golfer could go for the golf wine charm and an artist can go for the art wine charm. You can even find wine charm that relate to different countries in the world. The Egyptian wine charm comes with colored beads. During the festive season of Christmas, the Christmas wine charm is very apt. There is wine charms based on dogs, cats, insects, pets, wild animals, medicine, winter... the list goes on.

John Lamont is a successful author and regular contributor to –

<http://www.acewineracks.com/fine.pl/building-kedco-plan.html>

an online resource for all kinds of wine

racks, including wall wine racks, metal wine racks and more.



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



Use Comparisons To Make Your Point: It Works Like a Charm!

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