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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!

Use The Magic Of Words For Effective Advertising

By Lena Sanchez

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Words are magic bullets to convey your desire, when used properly.

Whether you are selling something or just trying to get a point across the words that you use are going to compel or repel customers or clients...

Since we entrepreneurs online or off, are trying to either sell products/services or get people to subscribe. The words we use will sell our product/service, therefore we need to learn to use words in a tried and true personal manner.

Getting the customer to take actions that you desire require;

Using correct action words! You must be specific about what you want them to do.

The action words or expressions like "click here," "subscribe today," "visit this," "join now," "go there," "discover how" and "learn these" "order here" are commands in which you compel people to take action. Taking them "by the hand," with words.

There are also phrases of take-away words that compel immediate action;

Statements such as, "To be candid with you, I don't know how long I'm going to keep the doors open to this (product(s), service, new members, whatever) because..." add your reasons for closing the door, such as, "only so many people can be effectively handled by one person," or "only so much product is available and so on...."

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Or "We can only guarantee that people who sign up through [specific date] will qualify for membership, because..." Support this statement with "free bonuses worth over \$!" Then seal it with a catchy phrase such as, "You snooze, you lose." "The early bird gets the worm." Then be sure to add an action phrase, "So, don't wait. Join NOW!" Or something of that sort! Remember Words are magic bullets to get people to act, but you must tell them what to do!

Then there are those curiosity words that pull large numbers of sales/people;

Curiosity is nothing more than something that's "secret," "rare," "private," "unavailable," "exclusive," "limited," "scarce," "uncommon," "prohibited," "hidden," etc

People are curious when they can't see the whole picture of something they are interested in; words like "private site," "exclusive members area," "insider access" or "restricted info." Moreover, people not

only love the security of hidden information and the idea that the information/products/services is all together in a single place that's easy to access, learn and digest creating, all of which creates curiosity as well.

Words that give perceived value is a grabber of sales/customers/clients also;

Perceived value is another grabber of sales/customers and the words that convey perceived value are; "secret formula," "custom checklist," "unique process," "specialized system" "mystical secrets" and so on, all helping to heighten perceived value because these phrases imply less time, money and effort in finding that same information elsewhere should you desire that particular information.

Michael Fortin and many other internet successful long lasting Internet business people, use terms such as: "Proficiency Program," "Secret Formula," "Inner Circle," "Hidden Vault," "Mentoring System," "Treasure Trove," "Coveted Toolkit," etc. Grabbing their customers/clients with them.

A word of "caution" here – These words or any other success words will not work if you truly do not have the information or product/service that stands up to their hype. So first rule is to make sure your product/service really is what you want the words to convey! Otherwise somewhere down the road you will gain a reputation of "liar," "dishonest," "untruthful," etc. Killing your business!

Real success is the follow up (known as backend selling) business, not the first time customers/clients so it will not pay to falsify advertising!

Use those words that will make you a success NOW!

Honesty is imperative!

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Magic Happens

By Julie Jordan Scott

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Those are the words in an advertisement on the television screen when I walked into the living room yesterday. I was doing my usual morning routine of getting the children up and out of the house so Katherine would arrive at school on time.

Usually the TV is not something I notice. My normal words are, "Turn off the TV before you leave the room."

Two words on the screen stopped me in my tracks.

More common was another saying that tells us "Something Negative Always (my translation) Happens"

I noticed a few specific details of this advertising.

1. It was provided by a company whose mission includes creating the most universally positive experiences for people who participate in their products and services. The company? Disney.
2. It made the statement as pure truth: obviously it is a belief they are sending out to the world. They translate this belief into something tangible each and every day to consumers who are ready and willing to share in their vision. I have many personal experiences where Magic HAS happened at Disneyland, while watching a Disney movie, listening to a Disney soundtrack, shopping in our local Disney store.
3. The statement is supported by creating the context for Magic to happen consistently, as I illustrated above. They don't just say that Magic happens, Disney actively creates magic.

So how can we share this vision, not only in the arena of amusement parks, resorts, cruises, and other entertainment venues?

We can actively create a space for magic to happen in our lives. We can support our context with the firm heartspaced belief that magic is already happening all around us. Taking action towards magic continually makes more magic.

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Sure, you could choose to have a "Something Negative Always Happens" mindset. Wouldn't you rather have a "Magic Happens, and I am the Personification of the Magic Wand" mindset?

Try it out.

Magic happens.

Passion Activator: Where in your life would you most like to apply some magic today? Take a moment to decide what the context will be, what first step you can take to create the space, and what beliefs you will need to shift to support you in your magic creation?

You WILL experience significant change when you commit to this process and create your own magic!

Activate your passion!

Julie Jordan Scott is a Personal Success Coach who left her career as a government bureaucrat and built a successful business in less than six months. To subscribe to her newest ezine, Daily Passion Activator, the Little Ezine with the Powerful impacts, send a blank email DailyPassionActivator-subscribe@yahoogroups.com or via web: <http://www.5passions.com> to subscribe today.



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