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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!

Using Emotional Triggers in Ad Writing

By Jude Wright

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Writing ads for either you own products or affiliate products is a large part of a marketing plan. You need to find the emotional "triggers" that will excite your prospects and get them to buy.

Take a good look at the product you are promoting. what does it do? What is its purpose? Now, see if you can find the emotional triggers that fit the features of the product. Those triggers are really the benefits of that product.

Here are a few of those triggers to help get your ideas flowing:

1. **Become More Successful.** No one wants to be a failure, so telling them how a product can help them achieve success is a good way to promote it.
2. **Avoid Loss.** Prospects need to know that they won't lose by trying the product. Using a "Guarantee" headline such as "Guaranteed to give you _____ or your money back," lets them know that if the product is not what they need, their money will be refunded.
3. **Make More Money.** Everyone wants to make more money. This one is a no-brainer!
4. **Save Money.** Along with making more money, people want to save the money they already have. Tell prospects how much money they can save by using your product.
5. **Save Time.** time is money. It's a cliché, but it's true. Can your product save time in research, organization or marketing methods? If so, tell customers how.
6. **Make It Easy.** The less "brain power" a person has to use to do a task the better he likes it. Tell prospective customers how "easy" a product is to use.
7. **Curiosity.** Any headline or ad that makes prospects curious will be more likely to get them to click to the sales letter.

When you understand what emotional triggers will "get the click," it makes it easier to write those ads. Give prospects what they want to save time, make more money or help them gain success. Helping them find those things will ultimately help you.

Jude Wright has been working online for three years. She currently has six websites and two more "in the works." Visit her most popular site at: <http://aboutaffiliates.com> for information about affiliate marketing.

How To Discover Your Hidden Asthma Triggers – Taking Control By Tracking Your Asthma

By Susan Millar

Asthma is a serious lung disease effecting over 20 million people in the US alone. An asthma attack is caused by a trigger, which can be any external stimulant such as perfume, food, air pollution, cold air, animals, dust, etc., which our bodies react to. Knowing what your personal triggers are and avoiding them will help greatly to prevent asthma attacks. However, what triggers an asthma attack in some people may not even bother another asthma sufferer at all.

To make things more confusing, sometimes a trigger will cause a mild reaction one day and then a severe one the next day. This could be the result of being exposed to multiple triggers, for example one of your known triggers could be pollen, but when combined with a few new unknown triggers – fabric softener, detergent, perfume or a food additive can hit very hard and trigger a major attack. On days when you are feeling tired and haven't had enough sleep or are under stress, you may also find that things which never seemed to bother you previously now suddenly do.

As you see tracing them can be rather complex and requires a bit of detective work to track down and eliminate or minimize these triggers at home or at work. Keeping track of your asthma attacks by writing a journal for a few days is a good way to start. First it's a good idea to note how you were feeling the day you had an attack, if you were tired or didn't sleep well, had a fight with your friend.

What did you eat? Make this detailed and include food ingredients, additives and coloring since they can be a trigger for many people. Where did you go that day? Were there weeds or flowers blooming nearby, animals, damp moldy smells around you? Did you start using a new detergent, fabric softener or household cleaner? Make a note of any exercise you do and your body's reaction to it. On one particular day did the exercise have negative results? Why? What was the weather like? What was the room where you exercised like? If the room is where you regularly go to exercise, was there anything different about it on that day?

After only a few days of writing in your journal you will soon see a pattern emerging. You will have uncovered your asthma triggers and now you can take control and prevent an asthma attack by avoiding, reducing or eliminating them.

However it just isn't practical or even possible to control or eliminate all triggers, particularly outside the home, at work, school or in public places. Fortunately, there is a safe non-drug solution that you should know about, a simple and natural allergy and asthma treatment, which many people have found to be

very effective.

Susan Millar is a former asthma and allergy sufferer. She is a researcher and author of The Dramatic Asthma Relief Report, based on extensive research about a genuinely effective drug-free allergy and asthma treatment, helping people worldwide become asthma and allergy free. Please visit

for more information.



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