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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
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What Is Advertising?

By Bill Hawkins

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It's important, the answer to this question. Because when you discover the solution the way you look at your advertising campaigns will be changed for ever.

In fact, it will change your outlook towards everything you do on the Internet. Every sales letter, email, web page and marketing venture.

So what is advertising? It's just three simple words "Salesmanship-in-Print".

That's right, salesmanship-in-print.

Now, you might be saying to yourself Salesmanship-in-Print? Big deal, so what, who cares and how is this going to help me with my on-line business?

Well let's stop for a moment and take a look at this statement "Salesmanship-in-Print" shall we.

What does it really mean? More importantly, how can you leverage this knowledge and use it to your advantage in your business.

Is it possible that these 3 simple words can make such a big difference in the way you do business? Will it affect how many sales you make?

The answer is a resounding YES.

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Why? Because every page on the Internet is nothing more than printed words.

Of course there are other things like graphics and animations but do they speak to people as well as words. Do they really?

No, they don't, not even close.

Therefore, the most important part of everything you do on the Web must be how you write. What you say in your printed

words.

Words are what get your message across to the person sitting on the other side of the screen. They are how you speak on the Internet.

In the traditional (off-line) selling you have a salesperson doing the talking. Visiting each and every customer one at a time.

Telling them everything they need to know about your product in order to get them to buy from you. Right?

They anticipate your customers desires, questions and attitude. Looking for any buying resistance and removing it to get the sale.

Well in cyber space you don't have a salesperson meeting with your customers face to face or do you?

Instead your salesperson is your written word, yes written. You might even call it printed. Hence the phrase "salesmanship-in-print" and that's what advertising really is.

Accordingly, it is the job of every page you have on the net to do the same job as a salesperson would do. And speak to your customers as if you were sitting across the table from them.

So now do you see the importance of this phrase, Salesmanship-in-Print? And how important writing is on the Internet.

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That every single word does its job and becomes your best salesperson. I'll bet you do.

Then how are you going to this? Speak to your customer as you would if you were talking face to face.

You write the same way as you would speak, saying the same things you would say to your customer in the real world. And how do you know what to say? Become your customer.

Pretend you are the one who is viewing your offer or reading your sales message. As if it was you who was thinking about spending your money.

What would you want to know about your product?

Think about the questions you would like to have answered before you would spend your hard earned money and answer them.

Tell the person who is reading your message the answers to her questions. Remember, your customer is feeling just the same way you do each and every time before they make a purchase.

So speak when you write, just the same way you would if you were talking face to face. And you'll be amazed at what a difference it will make to your sales.

Bill Hawkins, EffectiveWebMarketing.com. Billspecializes in showing you proven no-risk web marketingstrategies to multiply your online profits. Check out hisweb site at <http://www.effectivewebmarketing.com/> . You'llbe glad you did!

Traditional Advertising Can Not Work, Find out what's happening.

By Jerry Klabunde

Traditional Advertising Can Not Work, Find out what's happening. by Jerry Klabunde

Why traditional advertising does not work. How effective advertising will work. We study why advertising works and does not work. There are fundamental reasons why today's advertising does not work. We help you understand what is happening in the advertising arena. Effective Advertising provides lectures, workshops and hands on help. Effective Advertising helps you understand true effective advertising. Effective Advertising started providing our services in 1977. That culminated a life time of

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studying communications academically, the Voice of America (VOA), Radio Free Europe (RFE) and major top 10 traditional domestic media properties. Effective Advertising is the difference between knowing how your advertising is performing rather than guessing, as we are today. Why traditional advertising does not work is because we have not changed the way we advertise since we began to advertise. You will be shocked by what you will learn.

Jerry Klabunde

Prresident

www.effectiveadvertising.com

Effective Advertising and Associates

Voice of America, Radio Free Europe, Major Traditional Media Properties, Academic, Several Degrees, Pratical Experience Studing Advertising and it's Effecency, There are parts missing that is keeping it from being a communication.



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