

When the Clock Strikes Twelve!

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**When the Clock Strikes Twelve!**

**By Jaruda Boonsuwan**

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I just finished reading another sales copy ending with the Deadline Marketing!

And it's the sixth I see today saying "If you order by midnight, blah blah blah..."

I'm sure you've seen it. And I'm sure you're getting (if not very) a little bored.

The deadline trick has proven itself to be overwhelmingly successful. It's a deadly-effective "countdown trigger" that pushes reluctant people to ACT at the scene.

BUT right now the Internet is getting OVERCROWDED with sales letters that try to lure you in with the deadlines.

And now what happens is when prospects get to witness this technique too often, they learn to catch up. They learn NOT to buy it!

So be "extra careful". It's been OVERUSED!! Imagine how your prospects will feel when they come across your website and see that your sales copy is not different from others. Imagine yourself in their shoes!

What's WORSE is not keeping the deadlines...

A lot of marketers specifically use the deadlines to explode their sales faster. And their sales letters are forever like that...with the NEVER-ending deadlines. So prospects can't help but lose faith in the deadlines.

You could easily risk losing your credibility from your prospects, if they check up on your site again and still find the same "midnight deadline" technique.

## When the Clock Strikes Twelve!

This is critical. If you use the deadline, make sure you keep it. When you say the promotion is ending as soon as the clock "strikes at twelve", prove that you really MEAN it!

Once your prospects see that the discount really ends like you said it would, they'll regret not having bought from you earlier.

Now that they know you always keep your words, they'll keep in mind not to let the next opportunity slip away. Next time they won't wait for another second to buy from you!

What I have for you here is a groundbreaking idea for your deadline marketing...

Instead of saying,

"If you don't delay and order now, you'll get 50% off. The original price is \$100, but order now and you pay only \$50. Order before midnight and you'll get this special price. Remember if you order after midnight, expect to pay \$100!"

SAY,

"Take an unfair advantage of our online marketing test. For 7 days only, our company decides to slash 50% off the original price in order to see whether pricing affects sales. In our doing so, you are the one who gains! During our marketing test, don't pay us \$100. Keep \$50 to yourself now!"

See the difference? Feel the impact?

If you decide to use the deadline marketing, don't forget to make it right and make the most out of it.

Apart from writing a HARD-TO-SAY-NO deadline, here is the "one-of-a-kind" tool to accelerate your prospects' buying decision....

Go get yourself a dynamic countdown javascript and put it on your site...

It's FREE! And it works like miracle. Believe it or not? People tend to feel the rush to act when they see the clock ticking!

P.S. Be different. You can still offer the deadlines, but make sure you take a different approach!

The author, Jaruda Boonsuwan, is offering one-of-its-kind, deadly-effective copywriting e-course -- at NO charge. Beat your competitors now at

**Cuckoo Clocks: Tracing The History**

**By Robert Thatcher**

## When the Clock Strikes Twelve!

The craft of clock making is said to have started in Black Forest, Germany. The abundance of both time and woods have fashioned the idea of creating clocks, which was followed after an imported clock from a nearby area.

The first clocks that were produced in this region were rather primitive but are great alternatives for the sundials hourglasses that were ordinarily use during those times. Wooden toothed wheels were the first parts and the weights are normally made of stones. The pendulum was created from the wood named as Waag that runs back and forth on top of the dial to keep the cuckoo clock in time.

In due time, the inhabitants of the Black Forest became artisans in their own fields. Some specialized in wood carving, others on clock making. Still others became clock painters while some make the toothed wheels and the chains.

And from this peaceful countryside of Black Forest town of Schönwald, Germany did the cuckoo clocks originated. Later, cuckoo clocks have gain worldwide popularity due to their uniqueness. What was originally the Dutch clock was reinvented to capture a nature's sound—the cuckoo's call. Franz Ketterer outlined the system of a clock that imitates the whistles and billows of the cuckoos. Refinements on the original design of the cuckoo clocks had led to the familiar set of a chalet or a birdhouse.

Since 1738, the production of the cuckoo clocks is still centralized at the Black Forest area in Germany, specifically in Neustadt and Triberg. However, cuckoo clocks are often thought of having its origin from Switzerland.

This confusion may have been due to the fact that there are other versions of the cuckoo clocks from neighboring regions, which had been around for quite some time even before the making of the cuckoo clocks. One good example is the rooster clock.

A cuckoo clock typically has a pendulum built into it. Conceptualized after the striking of a gong, the cuckoo clocks are characterized by whistles and billows that are imitated after the calls of the cuckoo birds. The designs of ordinary cuckoo clocks are often conventional with birds popping up from the openings and rustic designs all over with occasional nature designs like animals and leaves. Cuckoo clocks are hanged on the walls and are frequently enclosed in wooden boxes.

As the clock strikes, the bird that is hidden within the cuckoo clock appears through the trap door and vanishes immediately after the striking is done.

The typical cuckoo clocks have birds that move everytime the clock strikes. This is done through an arm that is being lifted from behind the carving. Most cuckoo clocks are programmed to play musical tunes from a musical box before the hour strikes. This type of cuckoo clocks has other automata that creates the musical tunes. Most clocks are driven by weight, they are seldom made with spring drives.

With modernity comes the change in the cuckoo clocks. There had been created clocks that imitate the billows and whistles of the cuckoos, only electronically. Mostly of these are fake quartz that runs

through battery.

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With the clocks' fame, many of them have moved their ways into the homes worldwide. Many are still fashioned after the traditional cuckoo clocks but many were created with the touch of modernity. A display of these clocks is a genuine mark of Germany.

Robert Thatcher is a freelance publisher based in Cupertino, California. He publishes articles and reports in various ezines and provides cuckoo clock resources on

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