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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!**

**Why Dream Merchants Make More Money**

**By Joanne L. Mason**

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Want to know the secret to creating your best sales letter ever?

All of the classic copywriters have said for ages that when you help someone else achieve their dreams that you'll never run out of customers.

It's true. Dream merchants always make more money. A dream merchant is someone who knows how to help you achieve your dreams. He understands the dream that you're pursuing and can offer the necessary tools to make your dream a reality. He also knows that the fastest way to achieve his own goals is by helping you reach yours.

Think about it in everyday terms. Consider going on your dream vacation. No travel agent would ever just tell you how much a ticket to your desired location is going to cost you. Instead, the agent's job is to sell your dream.

Travel offices are plastered with breath-taking posters of exotic locations from every corner of the globe. Whether you want to bask on the sunny beaches of Jamaica or ski the snowcapped-mountains of Montana, your travel agent can get you there. What's more, by the time that your agent finishes painting a glorious picture of fun and relaxation in your head, you'll be so excited that you won't care what it costs as long as you get there.

The same principle applies to writing winning sales letters. You must appeal to the dreamer that lies inside every prospect. Help them to see your products as more than peddled goods. Build up the benefits that your product offers. Focus on fulfilling your customers desires so much that your price is seen as a minimal exchange when compared to the ultimate satisfaction of achieving their goals and dreams.

## Why Dream Merchants Make More Money

Study your niche and understand what they want. Do they want to make more money and become successful in business? Do they want to save money and feel secure? Do they want to lose weight and live healthier? Discover what exactly it is that they want.

Examine your potential customers until you understand the motivational triggers that make them buy. Use this information to become a dream merchant. Tell your customers how you can help them achieve their dreams and you'll have an instant increase in sales.

Let Joanne Mason show you how to increase your income by as much as 1700% by using one simple secret for pulling more sales and profits from every ad, promotion or sales letter you'll ever use! Details at [www.moneymakingsalesletters/greatheadlines/index.html](http://www.moneymakingsalesletters/greatheadlines/index.html)

Joanne L. Mason is the owner of [moneymakingsalesletters.com](http://moneymakingsalesletters.com) and publisher of Sales Letters Secrets Ezine. Subscribe now at [www.moneymakingsalesletters.com/ezine.html](http://www.moneymakingsalesletters.com/ezine.html) and receive 2 FREE ebooks valued at more than \$49!

### **Shopping search engine**

**By David Kay**

Shopping search engine by David Kay

Sortprice is a free shopping search search engine that allows shoppers to find millions of products from hundreds of merchants. They also give you the option to compare prices and search within a price range for a product. Many top quality merchants listed at great prices.

An up and coming player in the search engine industry continues to take the spotlight and grow at a brisk pace. SortPrice.com will be the next industry giant and is on its way to revolutionize the market. They are a product search engine with a large database of products collected from a wide variety of internet merchants. Shoppers can search for almost any product and find the cheapest possible prices. SortPrice does not charge any merchants to list their products on SortPrice.com. They deliver customers directly to the merchants' product pages converting shoppers into sales without the merchants having to pay heavy costs of advertising. They also offer several other efficient advertising programs that allow merchants to stand out above the competition at very low costs. Too many e-commerce companies have fallen to the heavy costs of internet advertising; companies like SortPrice.com will help bring merchants and shoppers together. More information at [www.sortprice.com](http://www.sortprice.com)

PR Specialist [www.sortprice.com](http://www.sortprice.com)



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