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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!

Words Sell

By Bob Osgoodby

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They say that a picture is worth a thousand words. While this may be true if the picture is a schematic of a complicated gizmo you're trying to put together, it is hardly the case when it comes to your ads.

An image should be used to get attention, and it should draw people in to read the words used in the ad. Words sell – not pictures. Each word used in the ad should lead the person to the desired outcome. In the case of a classified ad, the desired outcome should be to have them request more information. Sales are seldom made from the first ad someone sees describing your product, service or opportunity. If you can get someone to ask for more information, your ad has done the first part of the job.

Anyone involved in Internet Sales without a web page is simply spinning their wheels. Many of the web pages however are disaster areas. People get so creative in their design, they forget their primary purpose. Once you have gotten someone to this point, it is now time to close the sale, and this is where many people "miss the boat".

Think about it – your ad had to have been effective as it got them to your web site. They are looking for additional information. Some people want the presentation in the quickest possible fashion, while others are willing to spend the time researching your offer. To be effective you should try to accommodate both groups.

An effective presentation will provide a synopsis of what you want to cover. It should also have a "link" where a person can be sent for in depth information. This is definitely a case where more is better. But you should not use words simply to fill space – they should all be carefully crafted to bring the person to your order page.

Studies have shown that one large web page with internal links to additional information will rank better with the search engines. Think of these internal links as bookmarks within your page, which will quickly advance someone to the desired spot.

An image will make your page more attractive, but don't include one unless it has a purpose, and will help close the sale. A large image that takes a long time to load will many times have the reverse effect of what is desired. If the visitor simply "clicks away" from your web page because the image loads slowly, it is defeating its purpose.

Some guru's recommend power words like "free" or "earn without work", but these terms have been overused. While power words may still have a place in your "teaser" ads, you should use down to earth language at your web site. The words must be vibrant and alive, driving the person toward the desired outcome.

You must learn how to write persuasive words specifically written for your targeted customer. If your target market is professionals, write your message geared to them. Remember however that the vocabulary of many potential customers may be limited, so don't use words that will not be understood by the average person. Avoid the use of terms that will not be known by your prospects.

Your text should be written in a black, legible font with a light background, preferably white. While yellow text on a black background is "cute" you should avoid using fancy fonts or backgrounds that are difficult to read – people will simply "click away".

Remember – every word you use should have one specific purpose, and that is to lead your prospect to buy you are selling . When writing sales copy, use words like "you" and "your" – write as if you are speaking with just one person -- one on one.

Finally, be aware that many Internet users are apprehensive about

making a purchase on the Internet. You must put your potential customers mind at ease by displaying your full name, company name and contact information. This will put their mind at ease by building their confidence in you and your product. While a picture may be worth a thousand words, it is the words that will sell.

Did you know that subscribers to Bob Osgoodby's Free Ezine the "Tip of the Day" get a Free Ad for their Business at his Web Site? Great Business and Computer Tips – Monday thru Friday. Instructions on how to place your ad are in the Newsletter. Subscribe at: <mailto:tipofday-subscribe@topica.com>

Your Personal Fortune Is In Your Words!

By Ron Pioneer

What is the most important skill you can possess as an Internet Marketer?

Your words!

The words you choose to use in your ad copy, in your sales letters and on your website will determine your success in sales!

Improve your "word" skills daily. Read the ads that come to your mailbox (spam) and learn what words others are using to SELL their product. More important read your competitors ads. What words do they use to SELL their product?

Carl Jung did a study and has determined people fall into one of 4 groups:

1. Thinkers
2. Feelers
3. Sensors
4. Intuitors

Thinkers are detailed oriented, logical and their fear is criticism. They will check and recheck facts. Targeting this group you will need to use factual numbers, precise words outlining benefits of saving money and value for money spent. Be professional and conservative giving the thinker facts and space to make their decision.

Feelers are risk takers and highly competitive. Entrepreneurs and investors fall into this category. They are assertive and confident and do not have time to waste time. To target this group you will need to use "strength" words, saving time, money and appeal to health related issues. Be quick and confident with your words to attract a "feeler".

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Sensors are idea people, advertising, writers...anything creative. People of this group are prone to buy "status". Use words that will make them feel important, well liked, and recognized. The sensors are into things that will help them become more organized, they like software and books. Approach this group with friendship, show you are not "all business".

The Intuitors are excellent listeners and patient. They are slow in making decisions. They are "comfort" people and if they are comfortable with you, will purchase from you. They are turned off by fast talking salespeople so you will need to make friends with them first, selling yourself and finding a common ground between you and them. Use comfort words.

Look at your product. Think about the above groups and write down words you feel would attract each group. Go to

and

expand on the words you have

written down. Avoid hype but find some words that will spice up your adcopy.

Do not try to sell your product in your ad. You are only writing to your target group to get them to take the next step. Use your email address or set up an autoresponder so you can capture the email address of your prospect, and to send them a more details of your offer. Use words that will appeal to each target group.

Create a picture in the readers mind. It's like telling a story, you have a beginning, a middle and an end. Your ad is a 'teaser' to get them to WANT to read your story. (know more about your product)

Finally, please follow "truth in advertising". Educate yourself on the FTC guidelines.

Your product must be legal and you must be ethical and honest promoting your product. No amount of words can fix that!

The words you choose WILL sell your product...choose them well!

Ron Pioneer

Learn more secrets in my website..

Your Personal Fortune Is In Your Words!

A Winning Web Site Requires Winning Words

Is Your Domain Name Worth A Fortune?

Compelling Words that Sell With the Magic of Pixie Dust

Power Words That Sell !

Character Counter Software

English Slang Dictionary
Say A Few Words
Ezine Filter and Format software
The Gurubuster Doubler



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