

You Can't Hit Your Target, If You Don't Pull The Trigger!

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By John Colanzi

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How many times have you come up with a new idea that is going to make you a ton of money?

You've come with something new, that no one else is doing, and you know you'll have no competition.

You're excited, you can see the money flowing in. You're ready to act, but you hesitate.

Those nasty self doubts start creeping in:

** Who do I think I am?

** If this idea was any good, someone would already be doing it.

** What if I fail?

** What will people think?

You've gone from an excited entrepreneur, to a deer frozen in a cars headlights. You've just killed your dream.

Don't think you're alone, it can happen to anyone.

There's a story about a master swordsman in Japan that shows that it can happen to anyone.

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One day while he was practicing, a stranger came in and issued him a challenge.

The master agreed immediately.

As the master and the stranger were measuring each other for the kill, the master became baffled by the stranger's odd style.

The doubts started creeping in. What is this a new style I've never seen.

As time went on the master kept noticing openings in the stranger's defense. The doubts kept building.

It must be a trick, as soon as I attack an opening, he'll counter and send me to my death.

Finally after what seemed an eternity, the master attacked and easily destroyed his opponent.

That was the fateful day he started the "No Mind" school.

He realized you have to pull the trigger without thought, before the doubts creep in.

Give your dreams a chance. Set your goal ... Take aim ... Fire.

John publishes the "Street Smart Marketing". Subscribe now and receive a bonus copy of John's new ebook, "Street Smart Secrets Of Success." <mailto:streetsmart@makenetmoney.com>

The Secret Of Hitting People's Buying Trigger!

By Grady Smith

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It's a fact: You'll never make any real money online unless you know how to pull someone's buying trigger.

Sure, you may be a whiz at bringing people to your site. Maybe you're looking at 800 a day. But with that

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kind of traffic, I pull in \$864 daily. Why? Because I know how to make people pull the trigger and buy.

So, what's the secret?

1) You've Got To Know Your Audience

What does someone really want that visits your site and takes a look at your product? Do they want to make money quick? Are they on a budget, and want to do it with very little investment? Knowing the specifics of your target is step one to hitting their buying button.

2) You've Got To Prove You Can Give Them What They Want

Sure, you can say "I'll show you how to make money online", but that sure doesn't pull my buying trigger.

But if I visited your site wanting to learn how to make money online without much investment, and you said something like "I'll show you how to make thousands each week without investing a dime", I would become very interested. Specifics directed to your target audience make the trigger finger itch.

3) You've Got To Create A Mental Picture

Can you tell me how life will be different after I purchase your product. Can you make it descriptive and excite me?

Which of these works better at exciting you?

"Picture working from home with no boss, no deadlines, and great money"!

Or....

"Imagine walking in my shoes.....working from a laptop from anywhere I like in my motor home. No one to tell me I have to go to work when I don't feel up to it. A couple of hours of simple, pleasing work that I really

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enjoy and tons of free time. The option to stay up late, watch game 7 of the world series, and then sleeping in until whenever. That's the true freedom of working from home"!

Which excites you more?

Learn how to pull your prospects trigger by putting yourself in their shoes. Done right, it's the most effective sales tool you'll ever find.

Grady Smith makes a full time online living, and now you can learn how with his FREE marketing tips to build your online business fast! Check out <http://www.mountainhighpub.com/info.html>



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