

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

ersonal Profile Of The Week: Yanik Silver

By Larry Dotson

ersonal Profile Of The Week: Yanik Silver by Larry Dotson

Yanik Silver is a direct response marketer who specializes in creating powerful tools and resources for entrepreneurs to enhance their businesses and profits. He runs several successful web sites, including:

www.instantsalesletters.com
www.instantinternetprofits.com
www.33daystoonlineprofits.com
www.milliondollaremails.com
www.autorespondermagic.com
www.getfitwhileyousit.com

Nickname: "Big Kahuna" (no just kidding)

Age: 28

Birth Date/Place: 9/25/73 – Moscow, Russia

From: Russia

Present Residence: Maryland

Name Of High School/College: University of MD
(Go Terps!)

First Full/Part-time Job: Selling medical equipment

Marital Status: married

Personal Profile Of The Week: Yanik Silver

Computer: Just upgraded to a Dell Inspiron 8100 notebook

Years In Business: 3 (Internet 2)

No.1 Marketing Strategy: Joint ventures

Most Prized Possession: ideas

Indoor Hobbies/Interests/Activities: Ice Hockey

Outdoor Hobbies/Interests/Activities: Beach volleyball and skiing

Favorite Software/Video Game: Tiger Woods Golf

Favorite TV Show(s): Who's Line is it Anyway?

Favorite Movie(s): Gladiator

Favorite Book(s): Influence: The psychology of persuasion by Robert Cialdini

Favorite Food(s): Pizza

Favorite Beverage(s): Bourbon

Favorite Actor(s)/Actress(s): Nicholas Cage

Favorite Music Artist(s)/Group(s): The Smiths

Favorite Sport Athlete(s)/Team(s): Washington Caps

Favorite Color(s): Lime Green

Favorite Place(s) To Visit: Greek Islands

Your Dream Possession/Vacation: 1 month vacation to Australia/New Zealand

Yanik Silver Asked Some Questions That Peaked My Curiosity

By Jason Blackston

It's so simple! I wish I'd discovered it a year ago!

There are a few marketers that stand out from the crowd. One of the hippest guy's on the internet scene these days is Yanik Silver.

He's about to turn 30 and has already made a huge name for himself online. Since I am almost a year younger than Yanik, I find his success a tremendous motivator.

So what has Yanik Silver taught me?

Actually lots!

But the one thing that stands out like an 8 foot tall man stepping out of an elevator, is Yanik's use of questions in his sales copy.

The title of this article is, "Yanik Silver asked some questions that peaked my curiosity." That title may lead some of you to think that Yanik actually called or emailed me some questions. But this simply is not the case.

The truth of the matter is that when I went to some of Yanik's web sites and read the sales copy, it was like he was personally speaking to me.

If you've ever read any of Yanik's copy, you'll notice how he poses questions. Some questions are simple and obvious questions, while others make you think a little harder. But he doesn't stop there...

He asks you a question and then he puts you in a situation where you start seeing the benefits. For example, he has a site called "Instant Sales Letters."

Here's how it starts and here were my initial thoughts:

Dear Friend,

How much is one good sales letter worth?

ME: I'm not sure...

Suppose you could sit down, write a simple letter to your prospects and customers, mail it and then have your phone start ringing off the hook.

ME: I'd like that.

Imagine...one letter could bring you tons of hot leads and new customers, get them to keep buying over and over again, reactivate `lost' customers, and even provide you with a constant stream of referrals. So anytime you need more business – you simply turn the tap on... it's like having the goose that lays the golden egg.

ME: WOW! I want to know more!

Yanik asked a simple question then he followed it up with a hypothetical situation. He's peaked my interest and I want to know more.

He has hooked me into reading the rest of the sales copy...

And the funny thing is that he never gave me a direct answer. Why does he do this?

Simple. The value of a good sales letter is going to differ depending upon the person. Yanik's objective is to get you to think about the question on a personal basis.

So what can be learned from this information?

First, don't just ask a question to your readers! Make them use their imagination. Put them in a position where they want to know more about you and your product.

It's kind of like this:

How does a 5 day 4 night all expense paid trip for 2 to Hawaii sound?

Suppose you could lay on the beach and be waited on hand and foot for 5 whole days..

Imagine..seeing some of the world's most beautiful scenery and experiencing the peace and tranquility of the Hawaiian islands. And it won't cost you a penny!

Sure a 5 day 4 night all expense paid trip for 2 to Hawaii sounds nice. But it's the hypothetical situation that hooks the reader. Just asking the question is not enough...

It's imperative that you involve the reader. Make them imagine sitting on the beach being waited on hand and foot! By doing this, you are peaking their curiosity and they will inevitably want to know more.

Asking a question seems so simple, but it's what you do with that question that makes all the difference!

GoVisitors.com –

Discover how to turn your web site visitors into paying customers! Sign up for your free e–package at:

GoVisitors.com © 2003

You can download a formatted (60 Character version of this article at

* Read the 'Read Me First' text file for distribution information.

Have a great day!

Yanik Silver Asked Some Questions That Peaked My Curiosity

Pure Silver... Fine Silver

Colloidal Silver Water Benefits

3 Simple Sales Triggers to Hook in Your Lead & Make the Sale!

Personal Profile Of The Week: Jim Edwards

Info Product Marketing Secrets Exposed!

Ebook Authors Interviewed

Web Copywriting Tune-Up Kit

Online Dating Secrets Revealed!

Free List Pro



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Personal Profile Of The Week: Yanik Silver

