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INTRODUCTION

Surviving In The Belly Of The Beast

Commercialism and marketing on the World Wide Web first started in 1994, thus making it a young child in that regard. This book is dedicated to the dreams and success of my readers, the true pioneers of this relatively new marketing medium, that we call the Internet.

"Winning is not a sometime thing; it's an all the time thing. You don't win once in a while; You don't do things right once in a while; You do them right all the time. Winning is a habit. Unfortunately, so is losing."

Those are the words of the immortal Vince Lombardi, considered the greatest football coach to ever play the game. He recognized that you don't just tell someone to do something well, you show them how to do it.

That is the method that will be utilized throughout this book. You will be taken step by step through the process of becoming a master presentation writer. Everything you need to be a marketing winner.

In writing this book I have drawn from my own experiences. You will be introduced to new and dynamic techniques that you just won't find anywhere else. Effective and useful methodology that you can put to work right away.

Knowledge should be imparted as easily and painlessly as possible. As Albert Einstein said, "The whole of science is nothing more than a refinement of everyday thinking."

You won't find any fluff here just to fill the pages and waste your time. There is a focus on conciseness and the effectiveness of what you need to learn, not quantity of words.

You came to learn the methods and your time is valuable so there is no need or value in superfluous verbiage to waste it. Every technique is straight and to the point.

This book will be your personal coach and you will be provided with a new arsenal of weapons to use in conquering the voracious Internet marketing beast that has swallowed up the dreams of many an entrepreneur in its short life.

The weapons you forge from your lessons here will be the tools you must use to market successfully on the Internet and transcend beyond your competition.

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The beast metaphor is simply another mental tool for you to use, to keep focused on what needs to be done, without getting lazy or careless. An analogy that is not beyond the pale. As you will learn, one ill conceived sentence, or even one wrong word in the right place, can kill the effectiveness of an otherwise masterful sales presentation.

Like the fearless hero of old fighting a dragon you must not leave anything to chance. You must hone your skills to a razor sharp edge as did the knight warrior, or your competition, like the dragon, will eat you alive.

Too Draconian you think? Perhaps, but consider this. The marketing and advertising business is a billion dollar industry. The big boys literally spend millions of dollars each year trying to get it right.

When a company pays a million dollars for a thirty second commercial spot during the Super Bowl, you can be sure great pains were taken to craft each word and image. You can be guaranteed that there was no room for complacency on the team that put forth that sales presentation.

Your own presentation on the Internet should be just as important to you. That is the essence of what I must succeed in conveying to you. No matter what your product or service, without a compelling sales presentation, you are doomed to failure. Do it right or you will wither and drop by the wayside as others leave you in their dust.

This book will provide you with the techniques you need to accomplish everything that needs to be done to market successfully on the Internet.

When you have read through this book you will know what to do and how to do it. You will learn the methods needed to maximize your chances of putting together a brilliant marketing presentation for your service or product.

Now, it is important to me, to give you all the tools and techniques you need to be successful in writing a masterful sales presentation for your product or service, on the Net. That is my desire for you. Now, let's work together, and see what needs to be done, to help you fulfill that goal for me.

You spent your money for this book and now I want you to learn the techniques and tricks that will put you far ahead of the pack in the marketing game.

You are going on a screaming marketing ride that will change forever the way you write presentations for the Internet, so hold on tight!

Wishing you much success,

Bob Silber

CHAPTER ONE

Your Artist Tools

The Care & Feeding Of Your Muse

"Love passed, the muse appeared, the weather of mind got clarity newfound; now free, I once more weave together emotion, thought, and magic sound."

Alexander Pushkin (1799-1837), "Eugene Onegin" dedication (1823)

Throughout history the genius of an artist has been their muse. In Classic Mythology a Muse was any one of the nine daughters of Zeus and Mnemosyne who presided over the various arts. Shakespeare utilized his literary license with his, "Be thou the tenth Muse." Sonnet 38, l. 9.

An artist painting word pictures is no different than any other artist. Whether you are a best selling author or an unknown writer for an ad agency, you search your being for the right word, the ultimate turn of phrase or the winning idea, and when it all comes together it is truly a work of art.

When we suffer writer's block it is easy to blame our muse but it is really our responsibility to provide the proper tools for it to function and blossom.

As Plato explained it so astutely.

"I would have you imagine, then, that there exists in the mind of man, a block of wax, which is of different sizes in different men; harder, moister, and having more or less of purity in one than another, and in some of an intermediate quality ... Let us say that this tablet is a gift of Memory, the mother of the Muses; and that when we wish to remember anything which we have seen, or heard, or thought in our own minds, we hold the wax to the perceptions and thoughts, and in that material receive the impression of them as from the seal of a ring; and that we remember and know what is imprinted as long as the image lasts ... "

Plato - (c. 428-348 B.C.) Theaetetus, 150.

As you read through this book and learn the tips, tricks and techniques presented here, you will see how this all fits together in the end. How all the methods, although extremely useful and equally capable of standing on their own merits individually, are all really distinct components that comprise the makeup of a master presentation writer.

Then what exactly is this muse and how does it affect what we want to do here. It is that which allows us to create. It is that tiny voice of artistic imagination and creativity that resides deep down in our soul, in varying degrees.

Given the proper tools, we all can depend on our muse to guide us through our struggles and toward that beacon of light, that ray of brilliance, that resides within us all at the end of the tunnel, and that ultimately will be represented by our own written masterpieces.

This book was conceived and written as a comprehensive resource manual for your muse. It is there to reference every time you need an idea or instruction and guidance on how to do a particular marketing writing task.

Your Indispensable Tools:

There are other tools that you must have before you even think about being proficient at this craft and writing a master sales presentation. Along with this book, at a minimum, you must have in your library the following:

- A dictionary
- A thesaurus
- A book of quotations

There are also optional resources to put in your library as you go.

- Every writing, marketing and advertising book you can afford to get your hands on.

Whatever professional field you are in there are continuing education courses and books and the area of marketing and advertising is no different. You can always learn more and continuing to hone one's skills is the true sign of a professional.

Now, let us look at the basic tools and how they will benefit us once we have learned the new techniques and methods presented in this book.

A dictionary

The dictionary. I'm not talking about using a dictionary to look up the correct spelling of a word. I have a computerized spell checker for that. I'm talking about a dictionary to improve your writing technique. Now before I get to that let me make one thing clear.

There are few things more annoying than a "how to" book that tells you to take an hour a day to do this task to improve your skills. It is unrealistic and most people don't have an hour a day to commit to little learning exercises. They want to know how to do something now. Just tell them what to do and how to do it.

The closest thing here to that, is my telling you about this one little thing you can do to feed your muse a new meal every now and then. It takes about a minute or so and you will find it of value. That brings us back to the dictionary.

Developing Your Own Resources:

Every day when I turn my computer on it takes time to load all the programs. I used to stare at the screen impatiently, which didn't intimidate the computer in the least, and it didn't load the programs any faster.

I now utilize that minute or so for something productive. I keep a dictionary and notepad on my desk and read through a page or more looking for unusual or catchy words.

For example, if you are up to words starting with the letter L you will at some point eventually come to the word lollapalooza. The word happens to have three different correct spellings in the dictionary but that is not the point. It is defined as an extraordinary unusual thing, person or event. You may be familiar with the word from the media coverage of various rock band tours that incorporated the word into their advertising.

It is a great word on its own, so you would write it down on your list of unusual or catchy words for possible future use in your marketing and advertising presentations. It doesn't take long to develop a great list from that otherwise unproductive minute or so of time.

Coining Your Own Words:

When you coin a word, you make, invent or fabricate a new word. The word coining technique is a very useful method for developing eye grabbing words for headlines. For example if you were writing an article for publication about Internet marketing you would need a short compelling headline for it. You could refer to your personal list of unique and catchy words and decide to use the word lollapalooza to gain the reader's attention.

"The Net Is A Marketing Lollapalooza"

That certainly generates more attention than the bland title of

"Marketing On The Net"

Now, let's tune it a little more by coining our own word

"It's A 'Marketing-Palooza' On The Net"

If the reader is interested in marketing on the Internet than that should prompt her to ask "what's up with that?", even more than the others. It is enough to pique the reader's curiosity, it sounds interesting, and it brings the reader to the article to find out "what's that all about?".

You can also make use of popular coined words that are already floating around. Look at the word jig.

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"Net Marketing - Get Jiggy With It!"

Try it the next time you are racking your brain for an attention grabber.

The Thesaurus

A thesaurus lets you put some pizzazz in your writing.

Never use the same word twice in the same sentence. That statement breaks its own rule so let's correct it. Look up the word "same" in your thesaurus and presto, one of the choices having the same meaning is the word identical. Now you have the solution to better and more interesting writing.

Never use an identical word in the same sentence. Much better.

If you can avoid it in the same paragraph that is even more desirable in terms of writing skills.

When it is time to polish your masterpiece pull out your thesaurus. Read through your presentation and pick out the words that could sound a little better. Check the thesaurus for words having the same meaning that convey your message in a more powerful way.

A Book Of Quotations

Public speakers and writers all recognize the value of a quotation to reference a particular subject or theme. Quotations are a phenomenal tool for making a powerful point or for adding interest and appeal to your writings.

Many famous quotations have withstood the test of time. Their teachings and eloquence have transcended the ages. More recent pearls of wisdom have taken their place alongside the others.

Arranged by subject matter or key words it is a valuable resource to improve your presentations. Use it to your advantage.

Admittedly, It Isn't All Fun & Games:

To produce the ultimate presentation, one that sparkles with its brilliance, you must treat each little word as a rare gem. You must take each little word and polish it, refine it, work with it, play with it, dissect it and perform an autopsy on it to find out what makes it tick. Only then will you be able to say that you have accomplished all that needed to be done.

As Vince Lombardi so eloquently put it, "... I firmly believe that any man's finest hour , the greatest fulfillment of all that he holds dear, is that moment when he has worked his heart out in a good cause and lies exhausted on the field of battle - victorious."

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In the materials presented here you will be given the right tools and winning techniques to put you ahead of the pack. Make no mistake about it though. If it sounds like work, it is. If you are not up to doing it the way it needs to be done, then retain a professional to do it for you. You need to beat your competitors. You must have a winning presentation. The end result of your work is too important. Your success and livelihood depend on it being done right.

Robert Townsend sums it up like this. "If you don't do it excellently, don't do it at all. Because if it's not excellent, it won't be profitable or fun, and if you are not in business for fun or profit, what the hell are you doing there?"

CHAPTER TWO

Jump Start Your Project Or

How To Avoid Writer's Block Forever

"... every man will speak his dream. And when a man talks from his heart, in the moment of truth, he speaks poetry... As we must learn to do in our writing. As we can learn from every man or woman or child around us then, touched and moved, they tell of something they loved or hated this day, yesterday, or some other day long past. At a given moment, the fuse, after sputtering wetly, flares, and the fireworks begin."

Ray Bradbury - "Zen In The Art Of Writing"

It is time to write the content of your online sales presentation. You sit at your computer and stare at the monitor screen. Magically, the text flows across your monitor. As you lightly tap the keyboard the most captivating sales presentation you have ever seen is forming before your very eyes.

Just as it is completed your alarm clock goes off and you realize it is time to wake up from your dream and start the daunting task of putting together your sales presentation from a blank computer screen.

You are about to learn the secret to never having to worry about writer's block again. It is a technique that not only allows you to compose the needed words but to do it surrounded with an aura of truthfulness that shines through to the reader.

The personal sales message is the heart and soul of your online marketing campaign. Write a good one and you can make money marketing your product or service. Perhaps the income generated will even surpass your wildest dreams. With a poor one you are destined to fail.

Here is an effective method you can use for creating a first draft. Write a personal letter to your best friend, or someone you love, explaining how this product or service will really benefit him or her and why you recommend it. Now read that again and memorize it.

If you take only one thing away from this presentation, that tactic should be it. It will work wonders for you.

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This method accomplishes many of the writing goals at the same time. It makes you communicate one on one with the reader which is the essence of an effective presentation.

Writing to someone you care about allows your sincerity to flow naturally from the writing. Conveying your excitement about a product or service is much easier when you are addressing someone you are fond of.

Don't concern yourself with the length of the writing as it is the content and presentation that is key at this point. When you are finished you have the skeleton for an effective sales presentation.

Now, it is time to add to the framework. Focus on the single most important benefit. Explain to the reader how this product or service will enhance their lifestyle. Go down the list of benefits and explain how each one will do something positive for them.

Rewrite, analyze, tinker and dissect it with the goal of presenting it in the most interesting and compelling manner possible. Continue to rewrite and polish every word until you have the best possible presentation that you are able to compose.

Finally, when you think it is ready, review all the techniques in this book in your mind and apply each one to what you have written. Then, when you are positive that there is nothing more that you are able to do that will make this particular presentation sparkle any brighter, you have completed your presentation gem.

CHAPTER THREE

How To Create Movies & Dreams

In The Mind Of Your Reader

"The unconscious sends all sorts of vapors, odd beings, terrors, and deluding images up into the mind - whether in dream, broad daylight or insanity; for the human kingdom, beneath the floor of the comparatively neat little dwelling that we call our consciousness, goes down to unsuspected Aladdin caves. There not only jewels but dangerous jinn abide."

Joseph Campbell - "The Hero With A Thousand Faces"

If you read my article "Secrets Of The Marketing Gurus," published by InternetDay, you have already touched on imagery as a technique of writing.

There are excerpts here from that article, to illustrate certain key points, that are important to learn. However, this presentation, unlike the article, provides an in depth analysis and explanation of the methodology, that you must employ to master the style of painting word pictures.

It really doesn't matter what product or service you are marketing on your web site or in your sales presentation. Peel away the glitz and the glitter, to reveal the core, and the underlying foundation of a successful presentation remains the same. That, of course, is good news for you. It makes it easier to recreate our successful efforts using the same proven systems.

Images In The Mind:

But wait, don't go scurrying off. Stick around. Don't you want to learn the secrets of the marketing gurus? Stay awhile. Really, I am a master magician.

Not a wizard of old, carrying a long, gnarled wooden staff in my hand. You will see no long, straight, grayish hair protruding from a tall, dark, pointed hat with yellow, half moon images. Not even a long beard.

Nor do I wear long, flowing, deep purple velvet robes, that trail down to the floor and drag behind me as I walk. Nothing to telegraph my true identity until I am ready to reveal myself.

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For you see, I am a modern day sorcerer, in a three piece suit. You say that's not enough for you? You have read it all before? Well then wait, there is more.

However, don't forget, I already warned you. I'm a conjurer of marketing magic. A master magician. A seer with no equal. A hypnotic story teller that will mesmerize you with his words.

Now, I know you're thinking this is just another clever marketing ploy, trying only to convince you to read on. Don't be like that. I just want to show you how the human mind works. Really, that is all I desire.

I only want to tell a few secrets providing you with a glimpse into the deepest recesses of the human psyche, and my only motive is to improve your business. Surely there is no harm in that. I'll make a deal with you. You don't even have to believe it. All I ask is that you listen for awhile.

The preceding paragraphs were written to provide you with an example of the fundamental core of this article. The heart and soul of this powerful technique, called imagery. Those paragraphs all contain power words that allow you to create images in your mind's eye.

That is the key. Your presentation, to be effective, must create images in the mind of the reader. You start by appealing to the needs and desires of the reader and move into the benefits of how the reader's life will improve and how wonderful the reader will feel after making the purchase. You must however, do it with descriptive words that create images.

Imagery, How It Is Utilized:

Now, let us look at how it is put to use.

You are putting together a sales presentation and want to deliver the main benefit of your product. Let's examine two ways of describing the same main benefit.

Presentation One:

Use our time saving winkly widgets and be guaranteed you will have more free time to spend as you want.

Presentation Two:

The other day while walking along the beach I just stopped and looked out into the vast ocean, marveling at how the sunlight reflected off the clear water in various shades of blue. Now and then tiny ripples would appear as a slight breeze blew across the calm surface.

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I reached down and picked up a handful of white sand. It was warm and pleasant to the touch. I extended my arm and released tiny grains of the sugar like substance, a little at a time, letting it flow from my hand. I continued to watch as it dropped back onto the beach, much as one would watch the sand trickle down in an hourglass. It had a calming, soothing effect on me.

The sound of the seagulls as they called to each other, while gliding effortlessly overhead, in the pale blue sky was so peaceful. The warming rays of the sun on my skin and the ocean breeze blowing casually through my hair was so very relaxing.

Taking in a long deep breath and slowly exhaling, I was able to savor the distinctive, fresh, salt aroma filling my lungs, for the first time in a long time.

I thought how long it had been since I really had some free time away from the business. This is what life is all about, isn't it. I owe it all to those time saving winkie widgets. Without them I would still be doing it the old fashioned, time consuming way.

It almost seems silly to ask which has the more effective and persuasive delivery of the main benefit. It really is a "no brainer" after all.

Imagery, Putting It Into Words:

Here is the technique of how it was done. The main benefit, of the time saving widget, was having more free time to do whatever you wanted.

The first step was to start thinking of all the things that were enjoyable for me to do, and that I had actually done at some point in my life, whenever I had time away from work. Next was to select from all those activities, the one with the most universal appeal. Most everyone would enjoy or has enjoyed a carefree day at the beach so that was the selection.

Sitting back and closing my eyes I relaxed and recalled as vividly as I could in my mind's eye, the most pleasant day at the beach I was able to remember. Recalling the sights, the sounds, the scents, and the feelings, from deep within my memory, I was utilizing all of my senses, to bring me back to that moment in time, and relive the essence of what was memorable and pleasant about it. A waking dream was created and being played on my mind's movie projector and then written down.

A Technique Of Craft:

These sense memory techniques are similar to the methods taught to actors at the famed Actors Studio in New York where the legendary Lee Strasberg taught some of the craft's most respected actors for twenty years, based on the elements of the Stanislavski method to acting.

Perhaps, to the public at least, "The Method" actor label was publicized more with the work of Marlon Brando and James Dean, than the many others associated with the Actors Studio.

Strasberg's genius, of course, transcended beyond the Stanislavski approach.

"The important thing in using affective memory is to maintain one's concentration, not on the emotion, but on the sensory objects or elements that form part of the memory of the original experience. This is why the actor must master the concentration exercises in sense memory before he attempts work in emotional memory.

In affective memory you try to see the people that you saw. You try to hear the things that you heard. You try to touch now the things that you touched then. You try to remember through your senses what your mouth tasted and what you wore and the feeling of the garment against your body."

Lee Strasberg - "Strasberg At The Actors Studio" Tape Recorded Sessions

Emotion memory was also an important technique for Stanislavski and can be found throughout his teachings.

"Another reason why you should cherish those repeated emotions is, that an artist does not build his role out of the first thing at hand. He chooses very carefully from among his memories and culls out of his living experiences the ones that are most enticing. He weaves the soul of the person he is to portray out of emotions that are dearer to him than his everyday sensations. Can you imagine a more fertile field for inspiration?"

Constantin Stanislavski - "An Actor Prepares"

One of the most valuable books you could read to enhance your skills in this area is "Movies In The Mind - How To Build A Short Story", by Colleen Mariah Rae. Since discovering this gem it occupies a place of honor on my library shelf.

It will literally change the way you write your sales presentations. Colleen's techniques will keep you on the road of being a master presentation writer. As Colleen so eloquently phrases it:

"Through the alchemy of image, we can be instantly transported to another place, another time. That is why they are fiction's building blocks. They ignite the dream by letting us hear; taste, touch, see, feel and smell in our mind's eye."

You can learn more about the book by visiting my website at <http://www.webhello.com>

Inside The Consumer's Mind:

We all desire things that make our life easier or make us feel better. That is human nature. On one of the FBI's secretly recorded tapes that ultimately convicted John Gotti, he is discussing "family" business, and under the pressure of a particular exasperating moment makes the following remark:

"All I want is a good sandwich. You see this sandwich here? This tuna sandwich? That's all I want -a good sandwich." Now, that is a powerful glimpse into the human mind. Let's examine the psyche and look at that remark for what it is.

That simple tuna sandwich was the most wonderful, pleasing thing that satisfied the immediate need or desire, at that particular moment, for an unquestionably powerful figure. A person that could have probably had whatever he wanted at the time.

The valuable lesson that rises to the surface from the statement is that we all need to present our "tuna sandwich" in a way that fulfills the reader's desires and needs. That is the key to successful marketing.

Striking The Right Chord:

Now, let's take a look into how that seemingly daunting task can be accomplished with the easiest of techniques. We now know the most powerful presentations are the ones that are able to create imagery in the mind of the reader.

Some images are so powerful that they will trigger flashbacks long after the reader has moved on to other things. That is the ultimate to strive for. The words of imagery, presented in such a vivid manner, that they make an indelible impression in the reader's mind long after the presentation.

You must create a movie in the reader's mind by being a master story teller with your words. You must create the dream for your reader in your presentation. When you are able to do that, you have developed some pretty powerful stuff to work with.

Take the acting genre. You have seen bad acting and good acting. With the good acting you don't even realize they are acting. The trick. Every successful actor is not acting, but rather telling a memorable story through their words and actions.

Once you are familiar with writing to create images in the mind of the reader you will have learned the trick to successful marketing. Now it is up to you to weave that magic into the time proven AIDA formula.

The AIDA Formula:

Attention: You must get the prospect's attention by seizing the reader by the throat with a killer headline.

Interest: You must capture the reader's interest with tantalizing benefits not features.

Desire: You must create an irresistible desire in the reader to want the product or service. This is where you can make the offer irresistible with free bonuses. Make the reader feel the need for the benefits of the product or service.

Action: Compel the reader to act. Tell them to buy it, act now, don't wait, or they will lose this opportunity to enhance their life. Make it as easy as you possibly can to place an order.

That is the "AIDA" formula that the experts use and one that has been proven so effective over time. Follow it and utilize it to increase your sales.

Weaving It All Together:

The goal is to get your reader so excited, make the presentation so interesting, create such a vivid imagery, that they read the complete presentation and are compelled to action.

If you are utilizing email to deliver your presentation use short passages, separated for easy reading. If the presentation is on a web site you have the added advantage to add bold or underlined text, as well as color, to highlight important points and make an effective presentation.

Another important thing to discuss is to present as much personal contact information as you can at the end of the presentation to add credibility to your presentation. Include an address, email, telephone, and fax number to humanize yourself and show that you are a real person and not just another faceless, online entity.

Get testimonials and more testimonials. Satisfied customers go a long way to dispel any fears the prospect may have that he is making a mistake. Take the risk out of the transaction. If you can, give the reader a money back, risk free, guarantee as a good faith showing of honesty.

In order to maximize the impact you must deliver your presentation as if you were personally speaking to your prospect one on one and while utilizing the foregoing proven elements.

Above all, don't forget that you are a verbal artist, not merely a copy writer.

CHAPTER FOUR

This Twist Technique Is A Wee Wicked Marketing Tool

"A phrase is born into the world both good and bad at the same time. The secret lies in a slight, an almost invisible twist. The lever should rest in your hand, getting warm, and you can only turn it once, not twice."

Issac Babel, from "Guy de Maupassant "

When discussing an appreciation of story telling where it concludes with a twist it is only fitting to pay homage to author Henri Renee Albert (1850-1893), writing under the pseudonym Guy de Maupassant, a master of the technique.

Of course television and movies introduced us to our own modern day masters of surprise twist endings in Rod Serling, creator of the Twilight Zone and Alfred Hitchcock.

The unexpected never fails to grab our attention and if enough of an impression is made it can continue to occupy our thoughts for some time after.

Since our success depends on not only attracting, but also keeping the consumer's attention, it serves us well to study another tool that we will call the twist technique, and how we can use it to our advantage in writing our presentations.

For our purposes, to demonstrate how it is done, we will utilize the twist technique with an already familiar phrase plucked from the headlines. You can choose any product, so for our example let us use Zippy Cola.

Who could forget President Clinton's overly publicized, television denial to the American public when he said, "I did not have sex with that woman...".

No matter what television channel you were watching it was played over and over again, ad nauseam, all day and night as background footage for network news commercials. Take the most repetitive product commercial you can think of and it didn't even come close to the network's use of that one line.

I venture to say that it was seared into your memory so vividly by the news media, that if you were to think about it, you would be able to recall the image of the President making that statement, in your mind's eye, even now.

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Suffice it to say, you won't have an advertising budget that even comes close to generating the exposure that one sentence denial received. The trick is, how would you be able to cash in on that image, already burned into everyone's mind, for free. The answer is, to twist it to fit your own purposes, generating attention for your product Zippy Cola.

Here is how you would be able to do it. The statement is already familiar and ingrained in our subconscious. Simply twist it by removing the word sex and substituting whatever you like.

"I did not have _ with that woman..." is transformed to ...

"I did not have Zippy Cola with that woman..."

Use it alone, add to it, incorporate a photograph of a man looking into the camera and gesturing with his hand as the President did, or in any other manner you can think of. The result is an immediate attention grabbing parody, that is already familiar to all of us, now, with the name of your product.

This technique can be utilized successfully with any statement that has received a high degree of exposure with the public. The key is to use what is already familiar.

Another source of supply for this method is to use a popular saying from the cinema. When they are hot, grab one and run with it. Some examples that you could have used include the following:

Show me the money. Tom Cruise & Cuba Gooding, Jr. in Jerry McGuire.

Show me the Zippy Cola!

I made him an offer he couldn't refuse. Marlon Brando in The Godfather.

I made him a Zippy Cola offer he couldn't refuse

Go ahead, make my day. Clint Eastwood in Dirty Harry.

Go ahead, make my day, with a Zippy Cola.

Beam me up Scotty. William Shatner in Star Trek.

Beam me up a Zippy Cola Scotty.

You get the idea. Some publicized statements you may just want to incorporate without a twist. Try it and reap the benefits of built in familiarity from other's media exposure.

CHAPTER FIVE

The Art Of Manipulation Or Spinning Gold

As A Marketing Spin Doctor

"We are spinning our own fates, good or evil, and never to be undone."

William James - "The Principles of Psychology"

Political spin doctors are the most familiar to us. They are often in the spotlight providing their commentary on the political events of the day. The concept is simple but the actual finished product requires considerable skill and expertise.

They take an event, often unfavorable, and spin it around with an interpretation it in the light most favorable to their client or side.

The spin is well thought out and sometimes when the stakes are at their highest, even results in saving a politician's career with the party line interpretation neatly packaged for public consumption.

Lawyers are the masters of spin having been trained in the art throughout their graduate school existence. There are always two sides to a disagreement and a lawyer never knows which side they will be called on to champion.

In marketing, an advertising spin doctor takes what hopefully is a good product or service and presents it in a format that makes it stand head and shoulders above others similarly situated.

In marketing and advertising you often are spinning gold out of mediocrity or at least distinguishing a product or service as more desirable than all of its competitors.

Selling The Same For More:

Let us now take a look at some real life marketing examples and some rather ingenious advertising spinning concepts for products already familiar to all of us.

You may or may not know that all household bleach is the same. Those readers that didn't know that fact are probably thinking that is a crazy statement. You use brand X and you know that it works better than all the others you have tried. If that is your response you are a victim of an effective advertising spin campaign.

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The next time you are at the supermarket pick up the different brands of household bleach and look at the label ingredients of each product. You will see the same ingredients in the same proportions for every brand, from the generic to the most popular and heavily advertised household bleach product. It will be active ingredient, sodium hypochlorate 5.25% by wt. and inert ingredients 94.75% by wt.

If you have a product that is exactly the same as your competitors how do you sell yours to the consumer? One way may be to sell it at a cheaper price but you decide against that. In fact you want to charge a higher price than your competitor. So how is that possible?

Effective marketing and advertising is the answer. You will be able to sell more units at a higher price and even pay for the increased cost you pay for your effective marketing campaign.

Of course you won't be able to do that unless you market your bleach as a better product that is deserving of the higher price. How do you do that without running afoul of the State and Federal consumer protection agencies you ask?

Call in a doctor. Not just any old doctor but a spin doctor that is able to work magic with words and your mind.

In walks the spin doctor extraordinary . You explain to the doctor that you have a product. It is household bleach, and even though all household bleach is the same you want to sell more of it than your competitor and even charge a higher price.

The Magic Of Spinning:

You watch as the doctor goes into a deep trance like state, her brain cells whirring furiously, all the while drawing on her years of skill and expertise. As you watch what you believe to be a mental possession she finally emerges from the almost catatonic trance. The spin doctor's prescription, is a marketing and advertising campaign built around the following slogan:

"When you need whitening power, no bleach gets clothes whiter and brighter than Moreox." Throw in some footage of happy, smiling mothers holding up their kid's clothes, all white and clean and then cut to the exuberant mom holding a bottle of Moreox.

And of course, it is true. Behold the beauty of truth in advertising. No bleach will get clothes whiter and brighter than Moreox because it all is the same and will all do the same job, but to be effective we will leave that part out of our ad campaign. Good job Doc!

More Spin For Another Product:

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Let's try it again with a different product to get a better feel for the spin doctor's unique talents. How about aspirin? Yes all aspirin is the same. Aspirin is aspirin, but take a look at the label if you like.

You need to spin a statement that will allow you to sell more of your product than all the competitors and again even charge the consumer more for the privilege of choosing your brand.

"When you have a pounding headache and need relief, you can't buy a stronger aspirin than Slayer." Add a frowning, wincing in pain actor, swallowing a couple of Slayer aspirins and then fade to the same actor, now smiling and obviously relieved.

Works for me spin doctor, what about you?

Let's Spin Some More:

Okay, my clothes are clean, my headache is gone but I still would like to shed a few pounds so I visit the over the counter diet pill section of the local drugstore or supermarket. I look down and I spot the Hexatrim brand capsules I remember from television. It is four dollars more for the same size box as the other brands but I am familiar with it from the ads I have seen.

"Lose weight fast with maximum strength Hexatrim. Strongest formula available without prescription."

Witness another good spin. It is what it says. It is the maximum strength allowable by law. It is also the strongest allowed by law without a prescription, just like all the others on the shelf. Let's take a look at the appetite suppressant ingredient. There it is, Phenylpropanolamine Hydrochloride, 75 mg.. The same as all the other brands.

Now these spins were all for products that were exactly the same as their competitors except for brand name, advertising and packaging. You have an easier spin when your product or service is unique in some manner or different in some way.

With the spin technique and a little ingenuity you can set your product or service apart from your competitor every time, in the mind of the consumer.

One of the best examples of what a clever spin accomplishes can be seen on a poster by the Crispin & Porter Ad Agency in Coconut Grove, Florida. The poster shows two photographs, each side by side, of a boy hitchhiking with his thumb out and carrying a sign. The photographs are identical except for the wording on the sign.

In the left side photograph on the poster the sign simply reads, "To Jacksonville." Under that photograph, in big bold letters on the poster, it says "Sales." In the right side photograph on the poster the sign reads, "To Moms For Christmas." Under that photograph the bold letters read "Marketing." May all your spins be "To Moms For Christmas."

CHAPTER SIX

Become A Marketing Savvy Whirlwind

Using Word Stories

"I'm not much of a golfer. I don't have any friends. And, all I like to do the day of a game is to go home and be alone and worry about ways not to lose."

"Bear" Bryant - Legendary Football Coach.

Every trained public speaker knows the value of including a short story in their presentation in order to drive home a particular point. Whether you are a speaker at a function or an attorney delivering a closing statement, it can be a valuable and dramatic delivery technique.

The same holds true when writing, whether it is an article for publication or putting together a compelling sales presentation. The short story must be that, short and relevant to the point you are making. It can be in the form of a quote, analogy, or any word story that relates to a point you are making or to the overall theme of your presentation.

Advertising and marketing is all about understanding human nature. Life is no different in terms of getting what you want from people. Whether you are selling, persuading, manipulating or just plain old motivating, the key to it all, is knowing the human mind and what makes it tick. It is about people, period.

Since this is a how to do it book let's look at some real life examples of how a short story can help obtain the desired results by persuading and motivating people to act as we want them to.

Renowned basketball coach Pat Riley in his book "The Winner Within" provides an education on motivating people. He is a master at creating success. Let's look at one example and then examine how it applies to marketing.

When Riley was coaching the New York Knicks he and the team were going up against the Chicago Bulls in game six of their last playoff series, trailing three to two. Let's listen in on the locker room speech where he utilizes a short story to make his point to the team.

"And there's one more thing. Sometime this summer, some shoe company's marketing executives will hold a conference. I'm wondering if any of you will be there, in the form of a photograph. Every game the Bulls play, photographers wait for Michael Jordan to come hard to the hole, flying in with the ball over his head, tongue hanging out, eyes riveted on the rim, going for a monster dunk.

Now, somebody's always underneath Michael in these pictures. They might be bent back, getting out of his way, or they might be standing flat-footed, totally faked out. The marketing experts will review dozens of photos. They'll pick the best one, slap it on a poster, and print eight million copies.

If your photo comes out real nice, if Michael looks like a god while you look like you don't even belong in a gym, then you could be Michael Jordan's newest poster boy."

A great story by a master at motivating people. Riley remembers that the whole mood of the team changed. Their body language changed. They sat up straighter in their seats no longer slouching. Players got the point of the story.

Let's analyze it for what it is. Basically at the story's core is the message that if you don't do what he wants you to do, play the best professional basketball game you can, you will have the opportunity to be memorialized for posterity, on a poster with the game's greatest player, looking like a fool to the whole world.

Nobody wants to look or be foolish. That is human nature. There are many compelling sales presentations that utilize that bit of knowledge and incorporate it into their sales presentation in a short story or message.

An in depth examination of the concept is presented in the chapter "Anatomy Of A Master Sales Presentation."

As it relates to the theme of this chapter let's just look at the following sentence from the story sales presentation in that chapter.

"Then I thought about how long I was doing without it and I was really mad at how foolish I had been."

Basically, the use of that sentence conveys to the reader, that the writer was foolish for not purchasing the product sooner. It conveys a subtle message, that it is a mistake and foolish not to own the product, and by the writer's technique of using himself as the example, he is not insulting the reader.

A nice example of subtle psychology at work in one seemingly simple sentence. You can build an interesting short story around any point you are trying to make or use it own its own.

Remember that the short story is an effective and valuable tool. Weaving your words together in the form of a short story or message, to imbue inanimate objects with value or to make an important point in your presentation, is just one more psychological cattle prod available in plying your trade as an image merchant.

CHAPTER SEVEN

The Marketing Of Chicken Lips Or The Theater Of The Absurd

"If you only knew the power of the dark side."

Darth Vader to Luke Skywalker - Star Wars, The Empire Strikes Back.

George Lucas made some of the most successful movies in the history of cinema built around a theme of exploring the demons within us.

Being a student of human nature is fascinating. Delving into the human psyche never seems to lose its magic. Learning the various aspects of what makes people tick is a marketing survival necessity.

From the carnival freak side shows of old, to the popular television shows of today, displaying the oddities of others has been good business. The television show by the Guinness Book Of Records, displaying its oddities from around the world, is a testament to our fascination with the bizarre and the macabre.

It has been said that the fans of auto racing don't go for the race but the crashes. We pass an automobile accident on the side of the road and everyone slows to gawk at the disaster.

People are drawn to the weird, grotesque, unusual, odd or fantastic. This facet of human nature then becomes fodder for another marketing technique we will call "the marketing of chicken lips."

Trolling The Right Bait:

It is a very valuable tool for developing an irresistible, must read heading or title. Breaking it down into components, your ad headline is nothing more than an ad for your ad.

The difficulty in composing an arresting headline is that it is limited to only a few words, a short blurb. Because of that factor the headline becomes the most valuable piece of real-estate in your presentation.

Remember that the whole purpose of the headline is to get the reader to read the ad. It is the bait that must draw the reader into your marketing lair.

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An appeal to the bizarre side of our human nature works well in that regard. For example, if I were publishing part of this chapter as an article in a marketing and advertising periodical and wanted it read which of the following headline titles do you think would be more effective?

"Marketing Your Product"

or

"Marketing Chicken Lips"

In terms of attracting readers to the main body of your article, the latter headline pushes more psychological buttons. "Marketing Chicken Lips" is bizarre and curious and teases the reader, that is interested in the field of marketing, just enough to take the bait. Again, getting the reader to the ad or article is the sole purpose of the headline.

Pushing Psychological & Emotional Hot Buttons:

Consumers buy for any number of reasons. Here are some of the common motivating stimuli. Often it is possible to work these psychological triggers into your headline or sub-headlines.

Let's do it with a fictitious product. A fishing lure that you market that you have personally used and it catches fish. Keeping with our chapter theme we will call it "Death Lure". Some of these emotional hot buttons overlap.

- Benefits - The champion of them all. Hammering home the benefits of a product or service is without question the most important aspect of your presentation.

"Death Lure Fish Magnet Triples Your Catch"

- Emotion - Impressing others is one of the elements of an emotion based response.

"Death Lure Fish Magnet Will Amaze Your Friends"

- Perception - How we perceive something defines our reality for the moment.

"Win Big Fishing Events With Death Lure"

- Features - Generally you turn features into benefits.

"Death Lure Is Aerodynamically Designed To Prevent Snags"

- Solutions - Solving a problem for the buyer is very effective.

"Never Get Skunked Again Fishing With Death Lure"

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- Comfort - With this product we turn it into a benefit.

"The Death Lure Case Fits Neatly In Your Pocket For Travel"

- Quality - Superior workmanship or materials add to its perceived value.

"Death Lure Made From The Finest Stainless Steel"

- Price - The consumer generally is shopping for the best value for their money. If you are able to include a statement where the consumer can rationalize that the product will eventually pay for itself in some manner, it can close the sale.

"Death Lure Pays For Itself In Fish"

- Service - The service you provide enters into the decision making process.

"Death Lure Ships The Same Day"

- Warranty - The better the warranty the safer the purchase in the consumer's mind. Remove any doubts the buyer may have about the quality of the product.

"Death Lure Replaced Free Anytime"

- Guarantee - If you can remove the risk from the buyer's fear of making a bad decision, it will significantly increase the odds of an order.

"Full Refund If Not 100% Delighted With Death Lure"

This is not an all inclusive list but a starting point of possible building blocks for your use. It is always important to push as many of the prospects potential psychological and emotional hot buttons as possible in your presentation. The more trigger points you touch on, the better your chances of closing the sale. Weave it all together for a powerful presentation and you will have a convincing sales vehicle.

CHAPTER EIGHT

Using Superstar Endorsement Power Free With The Name Game

"Well, we are big rock singers, we've got golden fingers and we're loved everywhere we go. We sing about beauty and we sing about truth, at ten thousand dollars a show. We take all kind of pills, to give us all kind of thrills, but the thrill we've never known, is the thrill that'll get you when you get your picture on the cover of the Rolling Stone."

Dr. Hook - "On the Cover of Rolling Stone"

Of Gods And Idols:

The major advertising companies spend millions of dollars each year paying top celebrities to endorse their products. It is good business in a society where celebrities are elevated to an almost God like status and have the ability to skyrocket the sales of any products endorsed by them.

They have built in name identification and become larger than life figures, idolized by the public. As Marlo Thomas said, "Fame lost its appeal for me when I went into a public restroom and an autograph seeker handed me a pen and paper under the stall door."

Your small business probably can't afford to pay a celebrity to endorse your product or service but there is a technique that you can utilize, to at least cash in on, some of the superstar name recognition from the public.

This is a technique we call the name game and you can play it absolutely free. The product or service could be anything, but for our example let's say you have a good marketing tape you want to sell.

You have finished writing a compelling sales presentation for your marketing tape listing all of its benefits and you now need a powerful title to grab the reader's attention.

You select the superstar of your choice and associate the celebrity to your product by utilizing an appropriate analogy that the reader will recognize. The title of the ad could read as follows:

"Start Hitting Sales Homeruns Like Mark McGwire"

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The ad headline is effective on several different levels. It provides a concise message by utilizing an analogy with the sports hero. It entices the reader to find out how he could be as effective as the superstar in the reader's own business. It also attracts the reader's attention based on the familiarity of the celebrity name.

Let's look at another example. You have a members only website that you are selling memberships to. The website provides information that allows the member to have a competitive edge in his business over those that don't have access to it. Again, pick your favorite celebrity and presto, another effective headline for your sales presentation.

"Slam Dunk The Competition Like Michael Jordan"

Perhaps you are merchandising a service or software to better a website's position in the search engines. How about this?

"Get Noticed Like A Bikini Clad Cindy Crawford "

The celebrity name game provides you with interesting possibilities for your marketing exposure. Give it a try the next time you need a headline or sub-headline for your ad or sales presentation. It is an extremely effective technique.

CHAPTER NINE

The Piggyback Game

"Imitation is the sincerest of flattery."

Charles Caleb Colton (1780-1832) "Lacon" vol. 1, no. 217

Piggyback On Their Millions:

The piggyback game is a neat little trick to capitalize on the millions of dollars spent by the major advertisers. It involves the technique of borrowing slogans from ads that the major advertisers have branded into our brains and rewording them for our own sales messages.

How about that truck that is built "like a rock." It is not so much that those three words on their own convey a concept but the millions of dollars spent on the commercials to brand that message and its imagery into our minds is what you are looking for.

Since 1991 Chevrolet has based its successful truck ad campaign on rocker Bob Seger's 1984 song, "Like A Rock" with astonishing results. According to USA TODAY's Dottie Enrico, Chevrolet spent more than \$250 million on truck ads last year and the campaign is popular with both men and women. That is a lot of branding money for "like a rock."

Hopping On For The Ride:

Just recently I was putting together a list of benefits for my ghost writing services for articles that businesses could submit to ezines under their own name. One of the benefits of a well written article, published in one of the major ezines, is that it "builds credibility" for the author.

That was the message that I wanted to convey to the reader but was looking for something with more power and pizzazz. After playing around with the piggyback technique for a while this became the finalized version.

- Builds trust and credibility like a rock!

Certainly much more interesting and powerful than simply listing as a benefit that it "builds credibility."

Building A Resource List:

The next time you are looking through magazine ads or watching a television commercial that catches your eye with its highly advertised slogan, jot it down. Soon you will have a list of phrases that you can build on for your own purposes.

"Just Do It."

The power of advertising transcends sales. Many times a jingle or slogan is remembered long after the product fades from our memory.

"Let Your Fingers Do The Walking"

"Good To The Last Drop"

"Reach Out And Touch Someone"

"We Try Harder"

There are classic old ones ingrained in our memories. As you read this, millions of dollars are being spent to brand new ones. You will never find a shortage of material for this technique.

CHAPTER TEN

The Quick & Dirty Guide To Getting Published By The Major Players

"In the future everyone will be world-famous for fifteen minutes."

Andy Warhol - Catalogue of his photo exhibition in Stockholm (1968)

Your fifteen minutes of fame is even closer with the advent of the Internet. You literally can rise from obscurity to having an omnipresent stature overnight as you will soon see. Your ability to now instantly reach the masses, with your message, product or service, and without any cost, is truly astonishing.

In this chapter you will learn to do what the pros do. Take a few hours of your time and write an article for publication in the online ezines. This provides you with the hottest marketing and advertising promotion you can have.

Every experienced Internet marketing expert will agree that one of the best Internet marketing tools is a well written, authoritative article, with your byline, that can be given free to ezines, newsletters, and websites, for them to publish.

It provides you with the ultimate exposure for you and your product or service on a continuing basis, while branding you with a professional image along with the prestige and recognition that flows from being published with quality writings.

You can power explode visitor traffic to your site whenever you allow it to be published in another newsletter or ezine. With this strategy you will receive exposure to hundreds of thousands of new prospects that you would not have reached without it, while building credibility and trust that you couldn't buy before they even see your site, product or service.

It is truly the gift that keeps on giving. Websites and newsletter-ezines are always looking for fresh and informative articles to publish. Your exposure and website visitors multiply exponentially with each subsequent publication.

The beauty of it is, that the more exposure the article receives, the more it will continue to be published by others. Only one article will have an ongoing "snowball" effect.

By submitting a quality article to the "right" ezine I consistently draw in excess of 1000 new unique visitors, at a minimum, to my site each & every time. That is a single unique visitor to the site and not page view hit counts which jump into the thousands. The "right"

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ezone depends on matching your product or service to the subject matter of the ezine so you reach a targeted readership, the same as if you were going to place an ad.

At my website, listed at the bottom of each chapter in this book, you can read about the Directory Of Ezines which provides you with the circulation statistics and subject matter of every ezine in their database. You can search for the ezine with the largest circulation in the category that is targeted to your product.

I literally cannot find paid advertising anywhere that produces the same results that a published article generates for free. Of course, once you have a quality article, you can submit it to as many ezine-newsletters as you want, as often as you like.

How To Do It:

You can write an article for publication even if you are a novice and this is your first article. All writers had to have written their first presentation at some point.

If you ever wrote a high school or college research paper you can write an article of interest that is worthy of publication.

Even if you are writing about a subject in which you are not an expert, simply follow the same rules you used in writing a term paper. In that case, the key to writing a worthwhile article, is to do the proper research and formulate your presentation from that information.

First, choose a subject to write about and then for your research utilize the Internet, your public library or even books you own. Use three by five inch index cards to make notes as you research. Utilize a separate card for each source. If you are recording a quote, identify it with quotation marks and a footnote. Make a notation on each card as to the source of all the material.

Organize the cards in the sequence you want to use them to write your project. The index cards are easy to organize and their order can easily be changed when you are grouping them by subject matter for the written rough draft. A well researched article has value to everyone interested in your subject.

Another method for writing a compelling article is to interview an expert in the field you want to write about and compose the piece in an interview format.

The Rules Of Publication:

In writing an article for publication keep in mind two golden rules, one for marketing and one for being published.

The first rule in marketing is people don't care about you or your company, only what you can do for them in the way of ultimate benefits.

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That is why you will never see one of those million dollar ads on television for a Ford automobile telling you how they put the engine together utilizing only the latest technology that they have developed. Nor will you see that for Nike footwear or any other product. When you do, you can rest assured, "Fords and Nike footwear ain't sellin' this year!"

The first rule for getting an article published, is to understand that the article isn't a sales pitch for your product or service. It should be a well written article of interest, to the readers, with at most, a clever and subtle weaving in of your product or service to fit the article theme.

The benefit comes in the form of free exposure for your company. In short, it is about publicity not promotion. The article should be written with a journalistic, objective, factual style that should not be a promotional piece for your product or service.

Be sure to read any submission policies the periodical has available, prior to sending your article for publication, so as not to waste your time or theirs. Each publication targets a specific readership so be sure your submission subject matter is what they publish. Read past submissions by other authors to get a feel for the publication and writing style they accept.

Editors are picky, and well they should be, as they have an obligation to their readership to uphold their journalistic standards. If you are not accepted at one publication go on to the next. Keep trying until you are successful.

There is one sentence that you can include with your article submission that will almost guarantee publication of a well written piece.

In the first line of your query include the following. This is a new, original submission, never before published and you are being offered the first publication rights.

Obviously you can only say that prior to the article being published so it is important to use it to your advantage by submitting to the ezine or periodical with the largest subscriber base to obtain maximum value and exposure.

CHAPTER ELEVEN

Interviews with DEMC & InternetDay With Tips On Getting Published

"Fool!" said my muse to me, 'look in thy heart and write."

Sir Philip Sidney - "Astrophel and Stella" (1591)

Interview with InternetDay at <http://www.internetday.com>

Interview with DEMC: <http://www.demc.com>

DEMC reaches over 275,000 readers and InternetDay reaches over 150,000 subscribers daily. They are two of the major publications on the Internet.

An article in either can produce a significant number of substantial new visitors to your website. Publishing my articles with the "big guns" have always generated a minimum of one thousand unique visitors to my website and several thousand hits to my site pages every time. That is considerable new, free traffic to your website where you are promoting your product or service.

What follows in these interviews are some comments that give you a glimpse into the behind the scenes thinking from the publisher's viewpoint rather than the writer's.

You now will have straight forward tips from the other side on what to do to increase your chances of being published and avoid the rejection slips.

Introduction:

Your publications are certainly in a select group of publishers, having a large readership, and a reputation for consistently high standards in only publishing quality articles. When a writer is published by you I know they consider it a feather in their cap. Thank you for taking the time to do this interview.

Interview With InternetDay: <http://www.internetday.com>

Question:

How difficult is it to maintain your high quality standards for articles taking into account your publication frequency?

InternetDay:

Quality is certainly a subjective term but, we feel that we get enough article submissions to 'weed out' what we feel our audience is not interested in.

Question:

What is your rejection percentage average in relation to the number of articles submitted?

InternetDay:

Unless the scope of an author's article is completely out in left field for our readers, we generally like to work with the authors in giving suggestions to help them get published with Internetday.

Question:

What do you think the most significant repetitive problem is, with articles that are submitted to you for publication, that causes you to reject those submissions?

InternetDay:

Not following our suggestions on our submissions page.

Question:

With your experience and the vast number of articles you have to read, what is it about an article that would motivate you to really sit up and take notice?

InternetDay:

Authors with unique perspectives on certain issues. Our readers tend to warm to authors who have the ability to mix humor with education.

Question:

Do you have any advice that will improve the chances of a writer being published by you?

InternetDay:

Follow the instructions on our article submission page.... Keep it clear and don't try and sell something other than an idea. We don't like when authors are more motivated by what we can do for them as opposed what they can do to help our readers.

Question:

My closing question is, what is the one thing you would like most to communicate to the writers submitting articles for publication?

InternetDay:

Again, keep your ideas clear and concise and follow the instructions that we provide on our submission page.

To submit an article to InternetDay review their guidelines at <http://www.internetday.com/articlesubmission.html>

Thank you.

DEMC Interview:

Interview with DEMC: <http://www.demc.com>

Question:

How difficult is it to maintain your high quality standards taking into account your publication frequency?

DEMC:

Certain weeks it can be difficult to find a quality article. However, DEMC, usually receives numerous article submissions. A benefit of our large readership is that it attracts a good number of authors to submit their work to DEMC.

In addition, having a large readership also provides us with a large base of possible article contributors. Many of our readers will write and send in articles, so we receive these submissions in addition to those of the regular ezine article writers.

Question:

What is your rejection percentage average in relation to the number of articles submitted?

DEMC:

On average DEMC E-Magazine will see about 20 new articles a week. We are able to run 4 articles a week. Thus we reject about 80% of the articles submitted and run about 20%.

Question:

What do you think the most significant repetitive problem is, with articles that are submitted to you for publication, that causes you to reject those submissions?

DEMC:

There are a few reasons articles are rejected. One of the main reasons an article would be rejected is due to the fact that the article has run in other publications or the author has submitted the article to be run in numerous publications.

If I believe the article will be seen by our readers in other large Internet publications I am less likely to run the piece. We want the readers of DEMC E-Magazine to find our publication's content useful and valuable.

If our readers believed they could find that same information in another newsletter, they would be less likely to read future issues of DEMC E-Magazine.

Another main reason an article may be rejected is that it covers the same issues we see regularly. We receive articles that cover the following three topics quite frequently - Internet marketing, self-improvement and copy writing.

We can only run so many articles on these issues before, we believe, our readers will become bored with DEMC E-Magazine.

A final reason an article may be rejected is due to the fact that the article is too large for our publication. We are looking for 2 main types of articles, one type of article is a short tip of about 200 words and the second type of article is a longer more informative piece of about 500 words. Unfortunately, many of the articles submitted do not meet these guidelines so we are unable to run them.

Question:

With your experience and the vast number of articles you have to read, what is it about an article that would motivate you to really sit up and take notice?

DEMC:

First and foremost a well written article is an important factor to being selected. Secondly an article that provides good information on small business issues whose topic is different than the 3 main issues I mentioned above.

Question:

Do you have any advice that will improve the chances of a writer being published by you?

DEMC:

I have a couple of suggestions that can dramatically improve a writers chances of being published in DEMC.

- 1) A writer who submits their work to DEMC and gives DEMC the exclusive right to publish their article has a very good chance of being selected.
- 2) A writer who composes an informative article that meets our article size guidelines of either a small tip of about 200 words or larger article of about 500 words.

Question:

What is the one thing you would like most to communicate to the writers submitting articles for publication?

DEMC:

Please do not be shy. Send your work into us to review for possible publication in DEMC. You have nothing to loose by letting us take a look at your article and lots to gain if we are able to publish your piece in an issue of DEMC E-Magazine. All submission can be emailed to us at publish@demc2.com I look forward to reading your work!

Just as a final quick note, article writers need to make sure that they do not submit their work as email attachments. All article should be copied and pasted into the body of an email message when submitted.

To submit an article to InternetDay review their guidelines at <http://www.demc.com/html/publish.html>

Thank you.

CHAPTER TWELVE

Secrets To Writing Killer Internet Ads Like The Pros

"You have to perform at a consistently higher level than others. That's the mark of a true professional."

Joe Paterno

Let's start by putting the ultimate result that you need to achieve in its proper perspective. The sole purpose of any marketing communication is to get the reader to take action.

Whether the presentation is designed to have the reader request additional information, visit your web site, send in an order, or take some other action you must be clearly focused on this goal., before you write one word.

Then as you write each sentence and paragraph, evaluate it as to whether or not it is an effective vehicle, for accomplishing the consumer response you need to obtain. Ask yourself whether or not what you are writing will compel your reader to act.

Always resist the temptation to tell the reader how great you or your company are. That is not your purpose and it only detracts from what you are taking great pains to achieve. Stay focused and evaluate your objective every step of the way. As they say in some sports, keep your eye on the ball.

The Secret - Learn From The Masters For Free:

Advertisers are hunters, on a relentless safari to capture your mind. They spend millions of dollars formulating state of the art ammunition for the hunt. Their methods must be on the cutting edge to attract and snare their quarry.

All of us are subjected to a continuing barrage of ads throughout our day. Ads on the radio, the television, magazines, newspapers, billboards, signs and the Internet.

The majority of those ads you skip right over. You have become skilled in eluding your captor. Your mind's subconscious just ignores their best efforts. You have tuned them out. You have learned to escape the hunter. They have missed their mark.

Occasionally one of the ads catches our mind's eye and we absorb it. The hunter at that point has come close to the bullseye. When that happens they have been successful, but even more importantly, is the fact that you have struck gold. You will now be able to analyze how this hunter has been victorious in capturing your attention.

Secrets To Creating Killer Net Ads That Sell

If the ad is in the traditional print media, cut it out. If it is on the Internet print a copy. If it is on some other communication medium write it down. Preserve it. Save it for later study.

When you have time analyze every aspect of the ad. What elements of the presentation did you find interesting enough to make you take the time to read it? Make notes and use it as an aid in creating your own successful ammunition.

Now wait, it even gets better. Here is what really should get you excited. Of the small percentage of the ads that catch your eye, on the Internet, there is an even rarer commodity among them. That is when you find an ad that makes you want to spend your hard earned money on a product or service.

When you are tempted to dig into your pocket you should jump up and down with joy. This is your lucky day. You have just found an extraordinary and precious gem. In the pursuit for capturing your mind this hunter is truly a master. The best of the best. A champion.

Take that ad or presentation and study it over and over. Use it to propel yourself into a learning frenzy. Dissect it. Perform an autopsy. Pick it apart. Analyze it. Turn it inside out. Find out what makes it tick. These ads are priceless learning experiences.

What elements of the ad did you find compelling enough to make you want to take your money and part with it? What particular wording grabbed you? What part of the presentation was irresistible to you?

The components of that ad are what the marketing game is all about. When you have completed your analysis and distilled the essence of that marketing presentation you have a reference for marketing magic. You have discovered the elusive nectar of the gods.

The Components:

Make careful notes of your analysis and start a reference notebook for your findings.

As you study the various components of your rare finds, catalog them in your reference notebook for future use. Perhaps not all of the components were stellar in terms of the specific presentation that initially grabbed your attention. Record what was captivating and persuasive and discard the rest.

You will soon have an invaluable resource for your own projects that money couldn't buy. Your reference book will enable you to use similar winning methods for your own presentations.

The Headline:

Utilize the new techniques you have learned throughout the various chapters in this book. You will now find that your own writings will not only be easier and more productive but substantially more compelling.

Review your reference notebook and weave it all together using your new tools and skills. Utilizing your new talents you will have transcended the expertise of most entrepreneurs in the arena of advertising wizardry and the alchemy of marketing. Whether you want to improve an old headline or create a new one put your new skills to work.

The wording of your ad headline is the most important single factor in determining the success of the inquiries you receive. If the headline doesn't persuade a reader to look at your presentation, the rest of the delivery, no matter how brilliant, will never be seen.

The decision as to the type of wording for your headline will be key to your achieving more sales. Headlines must have dynamic, powerful, grabbing capability. The headline has to get the reader to look at your ad and then make the reader curious enough to read further.

It pays to give a great deal of time, thought and research, to the actual wording of the headline as well as the ad copy. Don't rush it. Nurture it and continually analyze your results until you know you have mentally exhausted every possibility for improvement.

Sub-headlines are also very important, especially in your subsequent presentation, where the ad copy may be longer. It's what you say and how you say it that determines whether your ads work or not. It is all about composing the right words.

With the specific techniques you have learned in this book, your work in that regard, will now be much easier and more fruitful. Applying those techniques you will be able to work quicker and smarter, while all the time developing the ultimate, compelling sales presentation.

The Content - Hammering Your Benefits Home:

Your approach to the content should be the same. Again, review the methods you have learned in this book, the ideas from your reference notebook and apply them to the content section of your presentation.

First, you must determine your target market. Know who you are trying to reach and what that customer wants. Then you will be better able to analyze how they can benefit from what you have to offer. How your product or service will improve or make their life better. Then it is time to put it into a dynamic word presentation.

Secrets To Creating Killer Net Ads That Sell

Features of the product or service, such as how fast you deliver something, what color it is, or how it can be assembled are less important to the buyer than the benefits to them of having the product.

The benefit of sitting on your new outdoor lounge chair, in your yard, on a beautiful evening, enjoying the nice breeze and a cool beverage are far more important than the fact that this product comes in different colors, and is delivered in two weeks.

It is important to understand that benefit concept. That is why the automobile manufacturers spend millions of dollars on commercials showing their beautiful automobile cruising around a beautiful area, driven by a beautiful model. Those images are carefully calculated to run the gamut of the psychological triggers and hot buttons presented in this book, in the chapter, "The Marketing Of Chicken Lips."

What is conspicuously absent is any presentation on the features of the product, such as gas mileage or the many colors available. Again learn from the pros. That is not what sells cars. It is the benefits that sell cars, products and services.

Try to convert every feature into a benefit. For example if your outdoor barbecue is made of aluminum then that feature can be turned into a benefit as follows: "Never have to clean rust from your barbecue again." There are always ways in which you can turn features into benefits by wording them as such.

Testimonials:

Testimonials for your product or service are important once you get the prospects to the presentation. As buyers, we all have a fear of making a mistake. Seeing the responses of satisfied customers puts our minds at ease and helps eliminate the fear that may be standing in the way of the consumer responding to your presentation.

Ideally, for a testimonial you can get permission to use the full name, email address and website if the satisfied customer has one. Few people will bother to check the information but if they want to they know it can be done. In that way you add credibility and trust to the recommendation.

The Guarantee:

One of the most important elements to engender trust in your presentation is to offer a money back guarantee to the customer if at all possible. If you are unable to do that, for whatever reason, try to formulate some other type of guarantee to minimize the risk of purchase to the buyer.

One of the biggest psychological obstacles to overcome in a sales presentation is the fear the buyer has of making a purchasing mistake. Like the testimonial, the guarantee can help overcome that concern in the mind of the customer.

Secrets To Creating Killer Net Ads That Sell

Your sales will increase dramatically if you can eliminate the risk to the buyer. Marketers find that there is a low return to sales ratio with a good product. The increase in sales that flows from a money back guarantee more than makes up for the number of returns.

Additionally, especially on the Internet, a liberal guarantee is less costly to you than a customer chargeback and an unhappy consumer. Every unhappy customer who can't return a product is an expensive, damaging, ongoing negative advertisement for your product or service.

Against that background, a money back guarantee is just another cost of doing business and a wise long term public relations investment for your company.

The Closing:

Once you have concluded your power sales presentation it is time to ask the reader for the sale. You have skillfully woven your benefits to the needs of the reader and hopefully have instilled an element of trust in the buyer's mind with your delivery.

The basic psychology of selling dictates that you can't depend on the potential customer to take action. You must ask for the sale. Some of the prospects may be ready to buy at this stage while others are not. The problem is that you have no way of knowing which category they are in at this point.

In closing you must ask for the sale, in a none threatening manner, firmly and confidently, with the assumption you will get it. This is not the time to continue selling your product or service. Everything that needed to be done to address the needs of the prospect in terms of benefits should have been done. If it hasn't you have arrived at the closing step prematurely and need to return to the presentation stage to complete it fully.

When you are ready, examine your notebook for masterful examples and employ any of the various methods you have learned in developing your closing.

Marketers know you must direct the person to act now. Even where the prospect decides he needs what you are offering, most people by nature will not act on the offer immediately, unless you give them a reason to do it now. Urge them to act now. Provide them with a reason to act immediately. You have seen the phrases used to overcome this inherent procrastination trait.

"This is a limited offer."

"This offer good only if you act in the next five days."

"Act now and receive these bonuses and free gifts."

"If you are one of the first ten people to order..."

Make the offer and ask for the order. To close the sale give a compelling reason why the prospect should act, and act now.

The Follow-up:

When presenting your sales presentation on the Internet, one of the most important aspects in closing the sale is the follow-up.

It is not always possible to follow-up your presentation, but to increase your chances for this opportunity, put a vehicle in place to have ongoing contact with the consumer.

If your presentation is delivered at your website one of the most valuable resources you can have is an email list which you can generate with a free newsletter or ezine. This method not only provides you with a subscriber base but a method of ongoing contact as well.

If your presentation is presented by an autoresponder you also have a vehicle for follow-up contact. With the advent of the automatic follow-up autoresponders you are able to increase your sales effortlessly, with a series of follow-up email presentations, that can be sent at various intervals after the initial inquiries. Be sure to include a link to activate a remove request if the recipient chooses to.

Many people who are interested in a product or service don't buy right away. The follow-up contacts will increase your sales dramatically. Sales that you might have lost otherwise. It is good business to have as much continuing contact with your potential customers and buyers.

CHAPTER THIRTEEN

Anatomy Of A Master Sales Presentation

"Success in life comes not from holding a good hand, but in playing a poor hand well."

Denis Waitley and Rem L. Witt

The psychology of words has an important impact on every presentation. You will learn the different psychological reasons behind each of the following examples in the subsequent analysis. These statements, to the untrained eye, may seem like innocent and even sometimes unimportant or silly lines in the story to be told, but they have been carefully crafted for their psychological impact.

The underlying concepts, in these illustrations, are used by many marketers and very successfully. As you read them, some of the words may sound familiar, and that is because they are. However, now you will be privy to the underlying reasoning behind their use.

The theories apply universally so you can use them for any product or service you want. For this demonstration let's use a clam shell as our product and call it the screaming clam shell.

Allow for the fact that you have arrived at the sales presentation for more information, as you would have in real life for any product or service, where a small ad or banner was successful in getting you this far.

Your product is the finest clam shell available, harvested only from the best East Coast screaming clams, and you have discovered many unique uses for it.

The sales presentation could open something like this:

"I have to tell you I was stunned. Really shocked! I usually try to not have things dictate my moods but only a week after receiving my clam shell I found myself very angry."

This type opening is used often in longer sales letter type presentations. It sets up various reader responses, which we will examine, and does so immediately.

At this point, the psychology is to have you continue your reading out of curiosity. I mean, what's up with this? You want to find out more. You continue on.

"At first, I have to admit I was amazed at how many uses the screaming clam shell had. Then I thought about how long I was doing without it and I was really mad at how foolish I had been."

Let's examine the underlying psychology of the presentation so far. The presentation isn't explaining the writer's anger, mentioned in the opening, at this point and the reader has to continue reading to find out the answer. Just like a good mystery, the longer you can keep the reader curious, the better chance you have of them reading on to the finale.

The major benefit of the product is reinforced when the writer was "amazed" that the product really did have multiple uses. Nothing is even mentioned, at this point, about the reader purchasing the product. Also, the writer knows that the reader doesn't have one or they wouldn't be reading the presentation.

The short excerpts are packed with subtle psychological triggers. Let's examine them.

Notice that the writer has used a clever personal testimonial. The writer pointed out why the reader should own one by using himself as an example, simply by saying that he was basically foolish for not getting it sooner, and nobody wants to be foolish. He humanizes himself, having feelings much like the reader, saying he is foolish to not try new things and angry because that behavior is a mistake.

The writer has conveyed to the reader, in a subtle way, that it was a mistake to not own the product, without telling the prospect that he must buy it.

Let's continue and analyze where we are headed, as we go.

"I won't promise you that it'll do exactly for you what it did for me..."

This one line is very powerful indeed. It is an honest statement and boosts your credibility. You are acknowledging the product is not perfect and that the reader will be the ultimate judge of how useful the product is to him.

"... but it has saved me so much time and allowed me to concentrate on other things in my life. My business now makes more profits and runs much more efficiently, freeing up even more of my time."

Now the benefit is disclosed. This is what the reader was waiting for. The delivery of how the product will fulfill an important need. That is the core of the presentation.

The benefits of owning the product are more income as well as providing more time to do what the reader wants. Depending on the product or service the benefit could be happiness, better health, or more enjoyment of life, to name just a few.

"After using it only a few times it saved me enough money that it really paid for itself."

Secrets To Creating Killer Net Ads That Sell

If you can demonstrate to the reader how the product will save them money in some manner, you can make the claim that it will eventually pay for itself. This is a very effective point for you to make as the reader will be able to rationalize the product as practically cost free.

Now it is time to cover the other benefits of the product or service for the reader. Weave in emotionally charged words wherever possible, in the presentation, to stimulate the reader's emotions and keep them reading. Utilize power words designed to convey emotional responses such as vivid, exciting, stimulating, powerful, shocking, or wow!

You now have the framework for an effective sales presentation so take the time to polish it. Check the presentation for structure, grammar and spelling.

Many marketers still use the insincere sounding "Dear Friend" type opening which can be a turnoff. Just move right into the presentation. If you feel compelled to open with something just say "Hi or Hello."

You will also need a good closing before your signature and "Sincerely" isn't it. Try something snappy like "Wishing you success and happiness!"

Add some testimonials and a guarantee to eliminate the risk of purchase in the consumer's mind and you have a winner.

CHAPTER FOURTEEN

Special Free Unadvertised Bonus

We really appreciate your business. Please register this copy of your book by email, so we can provide you , any updates or revisions that take place within the next year, at no charge.

All registration information is private and will not be given, sold or disclosed to anyone.

Our Gift To You:

We will send you the Internet address of our **members only website** and your own user name and password so you can enter and download your own free bonus gift.

For your gift you will receive a free bonus ebook with the following:

- "Lethal Psychological Hooks For Knockout Banners & Ads" A full length book chapter on what they are and how to use them.

Along With The Following Free Resource Download Locations:

- Free Forms Script: You can now have free fill-out forms which email you feedback from your website visitors! You do not need to be able to access CGI on your provider's server. You don't even have to know CGI! This will also generate the HTML script for you, so there's nothing complicated to do or learn.
- Free Screen Capture: Free software program Quick Screen Capture for Win95/98: This easy to use utility will capture your entire screen and save it to a bitmap file.
- Website Visitor Analysis: Free software program that is a small log analysis tool which tracks which browsers and operating systems users of a webpage has. The logfile does not need to be in any specific format. You may save the gathered statistics as a report in text or HTML format or print it directly. The lists may be sorted, either alphabetical or by number of hits. You may also choose to display the browser list with all different versions of the browsers, just the major versions or only the browser titles.
- Meta Tag Generator: Free software program Meta Tag Generator allows you to easily create meta tags for your web site to give you better hits on the search engines.

Secrets To Creating Killer Net Ads That Sell

- 300,000 Free Website Graphics: 300,000 free website graphics you can download including icons, backgrounds, balls, clip art, animated gifs, buttons and pictures.
- Free Affiliate Tracking Software: Free affiliate tracking software is a database that puts all the ongoing information from your affiliate programs at your fingertips. This unique database will track all of your information including the total amount of sales per affiliate, what's paid, what's in process and how much money you have coming from your receivables.
- Logo & Banner Generator: Create free professional logos and banners at this online generator service which provides real-time generation of graphics customized exactly the way you want them.
- Free Search Engine Submission Software: Free software program which allows you to submit your Web site or Web pages to major search engines, and thereby increase your traffic. All you have to do is enter some information about you and your site and with a few clicks, and the software will automatically submit it.
- Hundreds Of Free Books: A free library of hundreds of books online. Read the book of your choice online or download it in zip format for off-line reading.

A Small Favor:

Please do us this small favor. When returning your registration we ask that you include in the comments section a line or so telling us whether or not you enjoyed the book and if you found it helpful. Thank you so much.

For a copy of the registration form you can send a blank email to:
<mailto:register@webhello.com> and the form will automatically be forwarded to you within a few minutes.

or copy (using the copy command cntrl-c) and paste (using the paste command cntrl-v) the form from at the end of this book into your email.

Epilogue

"Success is like anything worthwhile. It has a price. You have to pay the price to win and you have to pay the price to get to the point where success is possible. Most important, you must pay the price to stay there."

-Vince Lombardi

Congratulations! You now have the information that most of your competition doesn't. You have all the techniques that will put you ahead of the pack. A unique approach and style you won't find anywhere else.

Utilizing the methods you have learned in this book places you in the top few percent, of those on the Internet, with the knowledge to put together a powerful and compelling sales presentation, from beginning to end.

Today you have jumped far ahead of the competition on knowing what to do and how to do it.

Your Competitors:

It is always good business to know what your best competitor is doing. Let's take a look at a great majority of the competition out there on the Internet, how they do things, and why you now have the tools to be successful whereas they, most likely, will not.

It has always amazed me that so many of those entrepreneurs wanting to sell something on the Internet are on a continuing quest to do it without spending a nickel. These same people may have a successful business off-line and yet abandon all business sense when they want to sell a product or service on the Net.

They waste their time each day looking for free information and free services and expect to be successful. A lot of the information they find is wrong, or simply rehashed over and over. These businesses inevitably fall by the wayside. It happens on an ongoing basis, and all of their time and efforts are wasted.

The truly valuable gems of information to be found on the Internet are few and far between. When you do find them, they are singular finds. It is unlikely you will ever find a whole mine. That is because, you can be guaranteed, none of the experts are giving away all of their knowledge, tips and tricks for free. They save the best for their paying customers.

The Puzzling Mentality Of Your Competition:

Every time a marketing article of mine is published in one of the major ezines, my mailbox is flooded with email requests asking me to look at various websites, and to tell them why they aren't selling anything.

Invariably, upon asking them what books they have bought or read on marketing, advertising, or website design, the answer is the same. None, is the reply.

Now what is interesting, is that they know what they are doing isn't working and they realize that something should be done differently. They rely on a few free ezine subscriptions for their marketing tips, techniques and knowledge.

They stubbornly refuse to do more if it involves any expenditure of money, all the while knowing that they don't currently have the knowledge to do it right.

Many still rely on free website providers when the cost of owning your own domain name is only thirty-five dollars a year for registration. You can find hosting for less than ten dollars a month.

I jump up and down with glee not having to pay thousands of dollars a month for a storefront, insurance and all the attendant expenses of running a business off-line. I am happy to pay the paltry sums associated with running an online business, that reaches a global market, instead of funneling money into an expensive business operation that is only regional.

You Are Different:

Obviously, if you are reading this, you are not in that category. You realize that being successful is an ongoing learning experience and that if a product or service can help you in your efforts to do that, great.

My expenditure on books and materials, to improve my craft, is two to three hundred dollars a month. I'm not advocating you do that, but my point is, you realize that learning the craft of marketing entails an ongoing effort of improvement to succeed.

It takes some money to make a lot more money. The beauty of the Internet is, when compared to a traditional business, it is a relatively small investment to do it right.

In closing, I want to tell you about some valuable resources for feeding your continuing marketing expertise, as well as enhancing your ability, for making more money on the Internet. Just visit my website at <http://www.webhello.com> for my personal recommendations. See you there!

Registration Form For "Secrets To Creating Killer Net Ads That Sell."

Registration For "Secrets To Creating Killer Net Ads That Sell."

<mailto:badpup@iname.com> Put "Secrets Registration" in the subject line of the email.

Upon registering you will receive the location of our "members only" website along with your user name and password to download your free bonuses.

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