

# **“Sizzling Order Generators”**

**By: Henry Gold**

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### Chapter 1

1 People want to gain pleasure. They may want to satisfy their appetite or sexual desires. This will make them feel more fulfilled. Tell your prospects how much pleasure your product or service will give them. For example, you could say, "Our product will fulfill your cravings for rich, delicious chocolate."

2 Express the same views as your target audience. Bring up common likes and dislikes in your ad. This will create instant rapport with your audience. For example, you could say, "You, like me, know it's very important to find a good bargain." Another example, "Both of us know that money doesn't

grow on trees."

3 Add viral marketing into your promotional plans. Allow your visitors to give away your free things, just include your ad somewhere on all the freebies. By giving away one freebie with your ad on it, it could be passed on to thousands, if not millions, of people and web sites.

4 Design your web site to be less confusing. Don't use a lot of graphics, links or anything that takes away from your sales message. People will get frustrated and want to leave your web site if they get confused. People want an enjoyable and relaxing experience when they visit your web site. If they don't get that, they may never come back.

5 Give your visitors the option of viewing your web site in an autoresponder message or by printing it out. They might not have the time right then to look it over. Nowadays people are low on time. They are working longer hours and there are more single parents. Don't let time get in the way of them not buying your product.

## Chapter 2

6 Increase your opt-in e-mail list quickly by giving away a product at no cost. Just require people to subscribe to your e-zine in exchange. There are

thousands of e-zines offering freebies for sign ups. Your freebie needs to be original, timely and possess high perceived value.

7 Joint venture your web business with other offline businesses. Look for businesses that have the same target audience and create a win/win deal with them. For example, you could joint venture with a computer store. You could publish their ad on your web site and they could have your web site loaded up on all their computer displays.

8 Expand your target audience by adding a new product line or packaging your main products with other ones. You could also add-on extra services. For example, if you are selling marketing e-books to businesses, you could also start selling e-book software to online publishers.

9 Persuade your visitors to like you. People buy from people they like. You could tell them a joke, give them a compliment, give them a freebie, etc. For example, you could say, "I see you are one of those rare entrepreneurs who have a killer instinct for success."

10 Submit the free things you offer to online freebie directories. They usually get a lot of traffic because people like to get things for free. Of course include your ad in the freebie. Sometimes freebie directories allow you to mention your business with your free

listing too.

### Chapter 3

11 Use headlines and sub-headlines that are aimed directly at your audience. If you're selling things to lawyers use a headline like, "Attention All Lawyers!" You could also use the products your target audience normally buy to get their attention. For example, "Warning! Don't buy another coffee cup till you read this!"

12 You could end your ad copy by telling people what will happen if they buy your product. Use your most powerful benefit as the example. For example, you could say, "Just think, you could be writing order-pulling ads in 5 minutes!" Another example, "Picture what your friends will say if you could increase bowling score by 50 points!"

13 You could end your ad copy by telling people what will happen if they don't buy your product. Use a problem which they won't be able to solve without it. For example, you could say, "Imagine staying in debt, filing for bankruptcy and losing your credit." Another example, "See yourself 5 years from now still without the love of your life. How will you feel?"

14 You could end your ad copy with a question that

they will always say yes to. Then they will be used to saying yes when you ask them to order. For example, you could say, "You want to be able to afford the best things life has to offer, don't you?" Another example, "You want to meet the woman/man of your dreams, don't you?"

15 You could end your ad copy with a short review of your whole ad. Repeat all the major benefits and features they will receive. For example, you could say, "Like mentioned earlier, you'll get the e-book "How To Increase Your Sales", you'll get the report "5 Ways To Double Your Sales Instantly" and you'll get a "FREE 30-Minute Consultation With Yours Truly!"

## Chapter 4

16 You could end your ad copy with a deadline. Tell them it's a limited time offer and they need to order by a specific date. For example, you could say, "Order before Sept. 7, 2002, and you'll get the whole package for only \$19.67!" Another example, "I don't know how long I can offer the free bonuses, so order now!"

17 You could end your ad copy with a powerful guarantee. Give them a lifetime or triple-your-money-back guarantee. It's also good if you write your guarantee so it sounds personal and has some specific information. For example, you could say,

"I personally guarantee you'll be able to end writer's block 99.9% of the time or your money back."

18 You could end your ad copy with a testimonial. Use one or two of your customers' testimonials that are believable and include specific results. For example, "P.S. Read this testimonial: I was able to change my oil 7 minutes faster without all the mess! I would highly recommend this product to anyone! (their name) (their title or occupation)."

19 Join online business associations. Most will give you a membership graphic to put on your web site which will give your business extra credibility. When you are a member of these associations, you can create profitable business relationships, find joint venture partners, trade strategies and leads, etc.

20 You could decrease or increase the length of your ad copy. There is no rule on how long your ad copy should be unless space is a consideration. The ad should be long enough to sell your product. You'll just need to test each one to be sure. Test every section of your ad copy too, to increase its pulling power.

## Chapter 5

21 You could add some sub-headlines in your ad copy. Sub-headlines act just like headlines; they

grab the reader's attention. They'll keep the readers interested as they continue to read your ad. They are almost like transitions or copy connectors; the sub-headlines will interest and carry the reader to the next part.

22 You could ask your readers questions throughout the ad copy. They will answer the questions in their own heads as they read your ad copy. The questions you ask should persuade the readers into buying. People have been taught to automatically answer questions in school, from their parents, from friends and from authoritative figures.

23 You could highlight keywords throughout your ad copy. The keywords should be attractive to your target audience. You could highlight them with color, underlines, italics, etc. You could also repeat keywords one after another. For example you could say, "This is a soft, soft, soft rug."

24 You could bullet or indent your benefits in your ad copy. Most people won't read the whole ad copy, so make your product's benefits stand out and you won't lose the sales from all the skimmers. You can also indent other things like your guarantee, postscripts, testimonials, closing, etc.

## Chapter 6

25 You could change the size of your text in your ad copy. You want to make your text large enough so it's not hard to read. You also want your headline and major points to be larger so they will stand out. You could also use more space in between important parts of your ad copy to make them stand out.

26 You could raise or lower the price in your ad copy. A higher price could increase the perceived value of your product and a lower price could lessen your product's value. Either way, you need to test which price will pull the most orders. Another idea would be to use an odd number like \$19.46 instead of \$19.99, \$19.95 or \$19.97. It makes it look like there is a specific reason you priced it like that.

27 You could add proof of results in your ad copy. You should include testimonials, endorsements and factual statistics to prove your product's claims. You should only publish statements that are believable and have specific results. For example, here is a good line from a testimonial, "I increased my sales by 678%!"

28 You could add special offers in your ad copy. It's usually easier to sell the offer than the product. You could use discounts, free bonuses, volume sales, etc. For example, you could say, "You'll get 5 bonuses when you order by Aug 24, 2002!" Another example, "Buy one, get the second one half price off."

29 You should eliminate the hard-to-understand jargon on your ad copy. Unless your product calls for technical words, you want your ad to be read without people pulling out a dictionary. If you need to use a word your target audience might not understand, define it or use an example to help them understand it.

30 When you ask someone to sign up to receive a freebie, don't ask for really personal information. This is a fast way to lose a potential prospect. For example, if you ask them for information they want to keep personal, they might not want sign up. Another example, if you ask for too much information, they may not have the time or patience to fill it all out.

The End