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1) EDITORIAL from Merle
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Do I live in Alaska? I woke up this morning looked outside and immediately jumped back into my bed. Brrrrrrrrr....cold.. snow....yuck.....It's going to be a cold one. I did flip on the vented fireplace as I stumbled to get my first cup of coffee.....Yes, coffee, the elixir of life! I can't even function without it. Driving would be totally out of the question and just having someone speaking to me before I've indulged is risky business. Can you tell I'm not a morning person? Don't know why, but I've always been this way. Matter of fact every day job I've ever had I always had a problem being on time. Believe me, I got the "you need to be on time" lecture a little too often. Maybe some people are just wired differently. Yea, that's got to be it. I'm sure there are others as strange as I am, right? Yea, right <LOL>

So what's new in your neck of the woods. Have you missed Old Merle? If you haven't please use the "go away" link at the bottom of this email. If you have drop me a line and say hey. Yea, last year I did plan on publishing on a more regular basis, which should be at least twice a month but somehow the whole year got away from me. I'm still trying to adjust to the fact that it's not 2007 anymore. I'm not sure when it happened but it's as if someone has hit "fast forward" on my life and I keep trying to slow it down. Do you know how? Some things you want to go fast, like work, the flu, seminars that suck, but the good stuff needs to last longer. When I find out the secret I'm sure I'll be rich beyond my wildest dreams.

My dogs are sleeping on the couch again. Matter of fact they're always sleeping. What gets me is why are they so tired? It's not like they have a job or anything. Are they just bored out of their skulls so they sleep all the time to get away from it all? Since there are 7 dog years for every person year does that mean they have multiple weeks in one day? Say every time they wake up from a cat nap <no pun intended> do they think it's a whole other day? Got you thinking now don't I? After all these are important things to think about. <LOL> If you've missed my crazy logic it feels good to be back. Like I said before if you don't like getting email from someone who hates the morning, has 3 dogs, 1 bird and thinks we should all hibernate till Spring, please use the link at the very bottom to make yourself disappear forever. I'm off for more coffee.

Have a great day!

Merle
<http://MerlesWorld.com>
Editor/Publisher

PS. If you love animals Like I do see what you can do to help Spanish Greyhounds. This is a sad situation.

<http://tinyurl.com/38rte2>

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**2- Copywriting Selling Secret # 11: 10 Powerful Stories
To Get More Customers**
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(c) 2008 Scott Bywater

Remember, as a child lying in bed and listening to stories? Remember how engaged you were? Remember how you never got bored of them and always wanted to learn more?

Well, there's a good reason why... and here's how what you learnt as a young child could help you attract, and keep more customers...

Metaphors and stories have proven to be a powerful way of influencing other people. They are also extremely interesting to your potential customer, and connect with a deeper part of the human psyche.

Here's 10 of the most powerful types of sales stories you can incorporate into your ads and sales letters.

1) **Introductory Stories:** These are stories about who you are, why you're writing to them, and how you have assisted other people and/or businesses.

This is a perfect way to connect with your target audience and generate rapport. Reveal something personal about yourself within the story, and establish credibility and trust.

2) **Stories Which Overcome Fears:** Everyone has fears of some type. Identify the greatest fears and concerns your customer has. And then show how other people, just like them, who had the same concerns, overcame them, and discovered there was nothing to worry about.

If you're selling a health product, the client may be concerned it will not work for them. Tell the story of somebody else who felt the same and where they are now. Perhaps incorporate this structure within one of your testimonials.

This is a classic "Feel, Felt, Found, approach" I understand how you feel. My previous customer used to feel the same way. His experience now is.

3) **Ego-Enhancing Stories:** This type of story shows how people respect and look up to people who use your services, or own your product.

For example, if you were selling a Mercedes Benz. you could talk about a guy who bought one recently and how his colleagues, family and friends were so impressed.

4) Attention Grabbing Stories: These are used to get people to focus on you, your products and how you can benefit them. They explain why your customer should sit up and listen to you, right now.

Here's an example from a sales letter from a company called "The Supper Club".

"How can I get in on this deal?"

The question was posed by a Daily Reckoning reader who was referring to a deal I mentioned. Unfortunately, it wasn't a stock. It was a private deal. And it was too late to get in anyway.

But it's why I'm writing you today.

5) Product Information Stories: Don't just list the features & benefits of your product or service. Tell a story which integrates this information.

6) Improved Productivity Stories: Outline exactly how your services and/or products have assisted companies to increase their profits, become more efficient, increase output and reduce down time.

Tell a before and after story of one of your customers. You'll never guess how much (other customers) business has changed since they started working with us.

7) Family Togetherness Stories: This type of story demonstrates how your product or services has caused families to come together.

8) Money Stories: The idea here is to show people how your product or service will save or make money for your customers.

For example, if you're a mortgage broker, give a case study of a past customer, and how much money they have saved through swapping over to you.

If you're a PR company, give an example of how you helped one company get out of a rut.

If you're an accountant, reflect on how you helped a specific customer save thousands of dollars on tax last year, because you're up to date on all the tax changes.

9) Security Stories: This is a prime example of how you would go about selling an insurance policy. Tell a story about how your products have allowed your customers to sleep safely, and with peace of mind.

This could be used in the insurance industry, alarms, people selling trusts, pest and termite controllers, safe cars like Volvos, or any industry where people buy to feel more secure.

At the same time, it could be used for anybody who helps people to make more money, or ensures reliability. For instance, a marketing company could explain how safe one of their clients feels about their business with all the extra income being generated.

10) Closing Stories: Stories can be used here to close the sale and sum up all the benefits you have to offer.

What stories could you use to promote your business?

Chat soon,

Scott Bywater

Scott Bywater is well known for getting results as a professional direct mail copywriter. And also the author of Cash-Flow Advertising. To get a free subscription to his "Copywriting Selling Secrets" newsletter where you'll discover the truth about why most ads and sales letters don't work (And how to make yours different) scamper over to his web site at: <http://www.copywritingthatsells.com.au>

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Click2Sell

If you're looking for an alternative to Clickbank you have to check this out. Sell your products and let others promote them with their built in affiliate network. No charge to set up an account. If you're looking for awesome features you have to take a look at this. Features and Benefits galore.

<http://tinyurl.com/3drxkk>

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3- WebMaster Resources
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BackLink Checker

So who's linking to who? Use this backlink checker for your own sites or to spy on your competition.

http://www.iwebtool.com/backlink_checker

Sitemap Generator

Free for sites of 500 pages or less.
Crawls all levels of your site and
gives you a HTML site map.

<http://www.xml-sitemaps.com/>

Adding Sound to Websites

This article is really based for those who sell on Ebay
but if you want to add sound to your website it can
be used for that too. The software is all free so it
won't cost you a thing.

<http://www.news.iwantcollectibles.com/ebay-audio.shtml>

Photoshop Tutorials

Stop paying someone to create ebook covers and software
boxes for your information products. With these tutorials
and Photoshop you can now make your own for a lot less
then it would cost to farm the job out.

<http://www.graphicsguru.com/graphics/tutorials.php>

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4- News From The Net

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New Web App Could Expose Untapped Niche Ad Market
<http://www.clickz.com/showPage.html?page=3628161>

MySpace Has What Facebook Will: Ad Targeting
<http://qigaom.com/2007/08/24/myspace-has-what-facebook-will-ad-targeting/>

Google Hooks Students with Online Marketing Challenge
<http://www.clickz.com/showPage.html?page=3628145>

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DealDotCom.com is the place on the web to find all the
Internet Marketing products you really want for
rock bottom prices. They sell products and services
that help save you time and money when it comes
to running your online business.

<http://tinyurl.com/2ge8xm>

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5- Software
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Free Screenshot Software

"CamStudio is able to record all screen and audio activity on your computer and create industry-standard AVI video files and using its built-in SWF Producer can turn those AVIs into lean, mean, bandwidth-friendly Streaming Flash videos (SWFs)"- If you sell software or you need to show someone how to do something using software grab this one.

<http://camstudio.org/>

Fr-ee Virus Protection

"AVG Anti-Virus Fr-ee Edition is the most popular solution available at no cost to home users and provides the high level of detection capability that millions of users around the world trust to protect their computers."

<http://tinyurl.com/3bt1c7>

Free search engine script for your site

"If you have hesitated to install your own site search engine because of the complicated setup, now is the time to grab a copy of Master Search. Setup is a breeze. Just install the program like any Perl script." Merle loves the Willmaster!

<http://willmaster.com/master/search/>

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6- Just For Fun or Useful
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"Fr-ee Report"- "An Obvious Truth"
by Armand Morin

"Internet Marketing Multi-Millionaire Breaks His Silence To Finally Lift The Veil Behind The Myths of Complexity When Creating an Online Business.

It's Simple, Obvious And It's One Of The Most Powerful, Eye-Opening Special Reports Ever

Written About How To Instantly Succeed On The Internet!"

Armand is someone in the know when it comes to online marketing so don't miss out.

Download this valuable report now:

<http://tinyurl.com/2ufo3p>

Ebay Map It

Find Ebay items that are close to where you live. Includes a zip code search and the results are visually reproduced on a map.

<http://mapit.ebay.com/home>

Google Voice Local Search

Stop paying for those 411 calls. GOOG-411- This is a great one to program into your cell phone.

<http://labs.google.com/goog411/>

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Hi Grade Article Submitter

Submit Your Article, To More Than 1500 Article Directories, within Minutes.

Use Higrade Article Submitter and your articles to generate more free traffic, sales & income, publish articles, backlinks

<http://msmerle.wwwahlhig.click2sell.eu>

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Important Stuff
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Well, that wraps it up, once again thanks for joining me. If you have any comments please send them to comments@merlesworld.com or visit <http://www.merlesworld.com>

Read Back Issues at: <http://MerlesMission.com>

For advertising rates for this ezine visit this page to place an order <http://www.merlesworld.com/advertising.htm>

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