

63. "WOW" GETS THEIR ATTENTION IN ADVERTISING AND MANAGEMENT

All advertising must have a fundamental structure. That structure consists of four very specific guidelines, which should cause a prospect to react. (Your call to action !)

Not using these four RULES of advertising, will cost you many thousands of dollars in reduced sales due directly to lower response to that ad.

These same rules apply to the management of your business when dealing with employees or anyone that you wish to initiate an action with. Your productivity will be reduced and payroll expense will be higher.

PRESENTED IN THIS MANUSCRIPT ARE THOSE FOUR IRON CLAD RULES FOR ADVERTISING AND MANAGEMENT

These rules are presented in detail for you understand and apply, simply, to your marketing and sales material. This section is designed to show you how to get and hold the attention of your audience, be it someone you are trying to help hear better or a particular employee or even a talk at the Lions Club. MAKE SURE YOU KNOW THESE RULES !

The WOW in your presentation will grab their attention so that your message will be well received. We teach you how to initiate the appropriate attention getting "WOW" to generate interest and then your call to action.

OUR "PROSPECT MOTIVATOR" METHOD

Learn how to motivate people into doing what you want them to do by using the four "WOW" rules in each of your different phases of your closing process. Learn how greed and fear are motivational features along with the parameters set by emotion and logic.

**READ THIS SECTION OF THESE
MANUSCRIPTS THAT HAVE THE "WOW" RULES FOR
MOTIVATION**

**MOST IMPORTANT IN YOUR COMPANY'S
ADVERTISING AND MANAGEMENT PROGRAMS.**

READ THIS ONE !

In this manuscript, you will be told what you should do to motivate people or prospects. Regarding the advertising which is where this applies mostly, you will be able to disempower your competitors promotional pieces, using the structure of these four rules of motivational advertisement.

**"WOW"
GETS THEIR ATTENTION AND MOTIVATES PEOPLE INTO THE
ACTION YOU WANT THEM TO HAVE.**

THIS IS AN EXTREMELY IMPORTANT READ.

***IT WILL SAVE YOU THOUSANDS AND MAKE YOU ADDITIONAL
THOUSANDS OF DOLLARS***

WITH YOUR PROMOTIONAL PIECES !

IF YOU HAVE QUESTIONS OR NEED HELP

PLEASE

FEEL COMFORTABLE TO CONTACT US

E-Mail us at:

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OR

Just call us:

210 - 896 - 3030

***This is a VERY important section that explains
how to
develop your advertising.***

***READ THIS MANUSCRIPT ~ AND KEEP ON
WINNING !***