

# Are The Words That You Use Powerful Enough To Affect Your Customer

By Andrew Laing & Gary Wilkinson

Are The Words That You Use Powerful Enough To Affect Your Customer

Andrew Laing & Gary Wilkinson  
ajglobal@btinternet.com

The Affiliates Club <http://www.theaffiliatesclub.com>

Here is a lesson that highlights a very important area that each one of us could work upon....the art of telling a story (or selling a product) using very few words but powerful enough to affect your customer.

This is a very simple story but we am sure that you will agree that it manages to paint a huge picture purely by it's simplicity:

## Death Speaks

There was a merchant in Bagdad who sent his servant to market to buy provisions and in a little while the servant came back, white and trembling, and said, "Master, just now when I was in the market-place I was jostled by a woman in the crowd and when I turned I saw that it was death that jostled me.

She looked at me and made a threatening gesture; now lend me your horse, and I will ride away from this city and avoid my fate. I will go to Samarra and there death will not find me."

The merchant lent him his horse, and the servant mounted it, and he dug his spurs in its flanks and as fast as the horse could gallop he went.

Then the merchant went to the market-place and he saw me standing in the crowd and he said, "Why did you make a threatening gesture to my servant when you saw him this morning?"

"That was not a threatening gesture" I said, "it was only a start of surprise. I was astonished to see him in Bagdad, for I had an appointment with him tonight in Samarra."

-----  
There are many more powerful lessons in  
The Affiliates Club.

Come and find out what makes us such a close-knit  
community.  
<http://www.theaffiliatesclub.com>

-----

[Get-Articles.com](http://Get-Articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)