

Humans: The Other White Meat

By Barry Goss

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- or -

The First Rule of A.I.D.A - Grab  
the Prospects ATTENTION ("The Hook")

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As a Virginia Beach resident, I was somewhat humorously reminded of the local tragedies we had here - at the beach - prior to the horrific national tragedy that hit home for ALL of us on September 11th.

In late August (or, I believe, early September), in the span of two days and no more than 100 miles apart, there were three shark attacks. Two people were killed and a third lost her left foot.

While two or three shark attacks in Virginia Beach may pale in comparison to two or three Terrorist attacks on the nation, they certainly still stick in the minds of everyone who decides to even just dip their toe into the cool Atlantic ocean these days.

But, hey ... as you already know, this isn't an e-letter about recent tragic events, it's an e-letter about building wealth through referrals. An e-letter about the most exciting, fastest-moving, and most fun industry on the planet: Network Marketing .

While you definitely don't have to be a super salesperson pitching a lot of B.S.& Hype in this industry (like you usually have to do in conventional direct-selling methods), you still definitely have to talk to people.

And, wudn't cha know, before you can talk to people and elicit INTEREST in what you're doing, you first have to command them to ATTENTION.

One of the most-proven formula's for taking prospects from nothing-to- action is the A.I.D.A. Formula - used by professional copywriter's and traditional salespeople for centuries.

So, like the writer in my local weekly lifestyles newspaper who got my

ATTENTION with a gripping headline ("Humans: The Other White Meat"), you also, as a professional Network Marker, have to grab people's attention verbally and via the written word everyday.

To do so means you'll get to do the one thing that will propel you to stardom in this industry: talk to people.

Go figure, right? Yes, you do have to talk to people about the product or service you're so passionate about -- just like you would if you wanted to excitedly tell your friends about a movie you just saw. Except, unlike the movie theater, the company that distributes your product or service will pay you forever for a one-time referral - gotta love that!

But, before people will take ACTION on your recommendation, you first have to create the Desire; but, before you can create Desire, you have to capture Interest; but, before you can capture Interest, you have to command their ATTENTION.

Here's several compelling, attention-grabbing sitebites, phrases, and verbiage I have seen and read throughout the years. Stuff that'll help you to shake people out of their comfort-zoned comas; stuff that'll allow you to entice, inspire, and rattle people from their "lives of quiet desperation" (as Thoreau observed)

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