

Presenting Your Case

By John Colanzi

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When you're putting your sales pieces together, you can learn a lot from lawyers.

Whether it's a defense attorney or the prosecution, the first thing a lawyer does is read the jury members.

He does his best to get inside their heads to determine exactly what will get them to decide in his favor. The best lawyers are great people readers.

You must learn what people's hot buttons are just as any good attorney does. Also like a good lawyer, you must realize your audience reacts on an emotional level.

When you're presenting your case you must grab them by their emotions.

He also appeals to all their senses. So should your sales letters.

If you're selling food, your letter should literally make them water at the mouth.

If you're selling opportunity offers, the reader should be made to see all the goodies their new found money will bring.

So how do the legal beagles accomplish this?

They study every bit of the evidence. You should study your product or service as just as diligently.

Once they've gathered all the facts, they're ready to

present their case.

Your headline should be as well thought out as their opening words. You should get your customers' attention as compellingly as they capture their jury's.

Once they've got a jury's attention they begin banging out the evidence. In the same manner you should be banging out your offers benefits.

Bam ... Bam ... Bam!

Once they've grabbed the jury by their emotions and pounded out every point to make their case, they give their closing statement and ask the jury for the verdict they've made the case for.

The same applies to your sales letter.

Grab their emotions, pound out your benefits and build your case. Then you're ready to ask them to pull out their wallets and place their order.

Start presenting your case and the sales will come.

Wishing You Success,
John Colanzi

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John Colanzi has been writing for the Internet for 3 years. He has shown hundreds of webmasters how to use mindset medication to join the ranks of the successful, prosperous marketers. Subscribe now to his "Street Smart Marketing Newsletter get over \$130 in Free Reprint Rights. <mailto:streetsmart@rapidreply.net>

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