

When surfers cross-read, the eye searches for certain things

By Mark Doyle

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Convincing someone to buy something, anything, can be hard.

If you don't make money, even inspite of severe promotion, in most cases, it is because the sales letter is not powerful enough to transform visitors into buyers.

Build your sales letters, headlines, and ads with these words and you will get more attention, meaning more visitors, and more sales. They kind of highlight your ad and separate it from the crowd. When surfers cross-read, the eye searches for certain things. These words are the stoppers. Human nature is programmed to act on these:

You-Ultimate-Free-Master-Power-Discovery-Easy-Guaranteed-Love-Money-New-Scientific-Proven-Results-Incredible-Discover-Breakthrough-Secret-Private-Cash-Shocked-Shocking-Revealed-Uncovered-Hidden-Profits-Inside-Sex-Amazing-Exceptional-Fantastic-Astonishing-Fabulous

In your ads, your goal is to catch the attention of the maximum number of people with the first two words, then, with the rest headline, you weed out those with no interest and are hooking your target prospects.

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