

"How To Undergird Your Sales Letters And Ads With Irresistible

'Cause And Effect' Statements...

By Mike Jezek

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"How To Undergird Your Sales Letters And Ads With Irresistible 'Cause And Effect' Statements That Compel People To Buy"

By Psychological Sales Letter Specialist (TM) Mike Jezek
"\$ales Letters That Create Buying Frenzies"

In the next few moments, as you follow me in this revealing article, you're about to grab hold of a clever technique that'll compel more people to respond to your ads and sales letters.

This clever technique I'm referring to is called "Cause and Effect" statements. And it can make your copywriting riveting and make people "feel" like buying. Here's how it works... you simply take an accepted truth, both you and your reader agree upon and lead from that into something you want your readers to act on. It's subtle and tremendously effective!

Examples of "Cause and Effect" statements:

Selling a home: "The moment you see this house, you're going to want it."

Selling a book: "Because you're still reading this letter, I know you're seeing the value in this."

Selling a self-help course: "Just popping in my first audio tape will cause you to immediately know this course was the right investment for you."

Selling software: "Listen, once I show you how this new program works you'll jump at buying this - I guarantee it!"

Selling an info product: "As you read my letter, you're going to start itching to order this product because it's that valuable!"

Selling an info product: "Just reading this next testimonial will cause you to be 100% convinced you need this."

Selling financial services: "As you look at this financial plan, you feel more and more excited about getting everything you want."

As you can see, they're easy to create. And they give your copywriting more firepower. Key words in crafting these statements are: "make", "must", "have to", "cause", "force", "you're going to", "I know you'll", "you'll feel", "you'll..." etc. Here's the basic formula:
Accepted truth + effecting word or phrase + action you want taken.

Applying this technique you just read will make your copywriting more irresistible. And I know once you experience the effectiveness of it, you'll want to always use "Cause and Effect" statements!

Yours FREE: 10 Minute \$ales Letter Critique by Psychological Sales Letter Specialist (TM) Mike Jezek. Find out where the weak spots of your sales letters are and how to make them capable of starting buying frenzies. Get your FREE critique from Mike Jezek now.

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