

# BIG MONEY PUBLISHING NEWSLETTER

By Norman Williams

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Norman Williams  
cknorm@ij.net

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### SAYING NOTHING TO NOBODY!

by N. J. Williams

Why are most Email messages ignored and sent to the recycle bin? Thousands of carefully crafted ads end up as trash. The wastebasket is full of unread junk mail.

Why this huge waste?

There are many reasons. The headline did not get your attention. The Email was not personal. There was nothing of interest in the message. It was too boring. You did not have time to read all the messages sent to your computer.

Today we turn off TV commercials. We ignore radio announcements. Over 6000 messages are directed to our attention each day in the newspaper, magazines, billboards, radio and TV. When asked not one person out of a hundred could tell what these ads said. It is like the preachers sermon that is not remembered after leaving the church. "What was the sermon about?" I asked. "Sin" was the reply.

Out of hundreds of messages sent to my Email address only these seven headlines attracted my attention and I read those Email letters.

Did you make \$10,000 last month?  
\$30,000 in one weekend.  
5 exclusive FREE reports.  
Are you struggling with Internet marketing?  
FREE INTERNET BUSINESS AND WEBSITE!  
Norman, Have you decided?

5000 + Email LEADS for YOU daily.

I can't ignore a headline with my name in it. A short message about making big money gets my attention every time. I notice a different and unusual headline. I read the ad copy when I find a headline that offers me some big benefit like \$30,000 in a weekend. Hey that is what I want.

"Look, your house is on fire!"

You can bet that will get your attention. We can sit for hours in front of the television and not hear a word that is said. I usually fall asleep in my chair because I am bored with car ads and new kinds of pills to cure my fallen arches. I hate that. I can read an interesting story in the newspaper and totally ignore a full page ad right next to the story.

We have all learned to avoid commercials. Over 6000 advertisements are directed to our attention each day and we have time to read only a very limited number of ads. We are like shoppers who visit the mall and window shop searching for some item we really want. Sure a funny clown at the drive in will bring in traffic. He is different, unique, colorful, unusual and attracts your attention. It takes a funny clown and dancing girls in tights to get attention.

The carnival barker draws a crowd with his, "Hurry, hurry, hurry! See the fat lady dancing with a live boa constrictor and the two headed monkey. Step right up and get your tickets here. The show starts in two minutes. Hurry, hurry, hurry!"

The last car ad I can remember was the Volkswagon ad with a "Think Small" headline. That ad ran over thirty years ago and all the other hundreds of thousands of car ads that ran during that time are totally forgotten.

The key to saying something to somebody is to send a personal message that is unusual, different, colorful, odd and unique.

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This is a newsletter about people, not products or stuff or hype or baloney. Solutions from top people who answer questions about success on the Internet. "Hello Norman, Outstanding job! I enjoy your publication immensely" Marion Stearns.

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