

# Your Level of Experience OR What's With That LOOOONG Sales

## Letter!!

By Bobbette Madonna

Your Level of Experience OR What's With That LOOOONG Sales Letter!!

Bobbette Madonna  
publisher@logonnewzine.com

Marketing Resource Center <http://logonnewzine.com>

Your Level of Experience OR  
What's With That LOOOONG Sales Letter!!  
by Bobbette Madonna 2002  
Copyright 2002 & 2003

A Brand Newbie:

Will read every word of a web site, e-book, email or anything else resembling a MAKE MONEY sales pitch - intent on trying to understand all the terms, hype, directions and unrealistic promises. They shake their heads in awesome disbelief and hurry to the next one to see if makes any more sense... "I can do this" says the innocent.

A Notso Brand Newbie:

They have read every thing there is - inside and out - now they have to navigate through the cyber jungle and pick one lucky owner of THAT program to give their money to - isn't that the next logical step? They start reading again to see which one NOW makes the most sense and that's THE ONE! Re-read that sales letter!!!

A Nine Month Old Nota-Newbie:

They skim all the new sites with a squinted eye on the headlines, prices, and promises. They haven't made a dime! They look at the hype again and think - Yeah! Right! Those sales letters look more like used car salesmen and sound like forked tongues. Ah Ha! A graduate of the sales letter syndrome. They now start to trust themselves! YES!

A Knowledgeable Marketer:

Been through all the schools of hard sales letters! They're skeptical of every word - start to ask questions. Wants their money back from all those programs that haven't paid a dime - and know they will never see it, especially the ones that promised \$100,000 by now!! Sensible now, they look for a REAL opportunity, skimming through select programs while keeping a sharp finger on the delete key and a keen ear for the sound of logic. You can hear an audible "HA" echoing through cyberspace if you listen close.

A The Guru:

Has been through all the guru schools. Knows everything. Writes reams of ebooks to tell everyone to read reams of instructions telling everyone else how to write magic sales letters and which programs are the absolute best to make \$100,000 a month in no time doing very little work with turbo autoresponders while you scuba dive in the Bahamas.

They DON'T READ! THEY WRITE! They make tons of money!

The Wise Old Cyber Owl:

You can follow or you can lead. You can create your own future or you can copy others. You can write from your heart or someone else's instructions. Have you ever thought about this - if you study the guru sales letter, you will learn the secrets of writing one - within that sales letter - without spending a dime! You are your own best critic and friend. There are so many people willing to help you free of charge - to learn. Once you learn and reach the Knowledgeable Marketer stage, you will KNOW which ebooks you need to further your education. You will delete all those emotional hype sales letters, sites and emails that are a glut of get rich quick sales schemes that only make the writer rich - not you! And, you will look for something you love and share it with others, for then, you will know how. It's still true - money comes with a hard days work and working because you want to help others. Money is a gift of one's own creativity, tenacity and honest goals. Trust yourself!

Save your money. Read some 'good newsletters' and ASK QUESTIONS!

\*\*\*\*\*

About the Author:

Bobbette Madonna, owner/publisher of LOGON Network of Ezines. Using Guerrilla Marketing tactics to educate, inform and investigate the 'Pulse of E-Commerce' and report findings to the readership. Unconventional methods produce exceptional results. No nonsense approach to marketing/promotion/advertising our client's business. Subscribe at the purple box: <http://logonnewzine.com>

[Get-Articles.com](http://Get-Articles.com) : 1000's of reprintable business and internet marketing-related articles.

[Submit your article for reprint.](#)