



**STOP** right now.

**Give me 57 seconds to PROVE this premise:**

**Premise:** People are always preoccupied, and when you learn how to break through their preoccupation, you can easily persuade and influence them.

**PROOF:** What were YOU doing two minutes ago? You are online, surfing or looking for something, you may have stumbled across this site, but it was NOT on your mind, was it? You were not searching for me.

**YOU were preoccupied and this has INTERRUPTED what you were doing, didn't it?**

When you learn how to purposefully interrupt someone's train of thought, you gain a certain level of control, the secret is to hold and keep their attention long enough to get your message through to them.

For the average reader, your 57 seconds are up. If this subject has no interest to you then thanks for the minute of your time, good luck and good fortune to you always, thanks for being here.

IF, you do have an interest in learning about influence, persuasion and using human behavior to help you reach your goals, please pay close attention to what follows because the next few minutes could change your life forever

First thing though is: **ARE you a person who can instantly benefit from becoming a more powerful persuader and influencer?**

You are if you are a marketer, a copywriter, a salesperson, an eCom seller, an eBay seller, etsy seller, social media influencer or someone who has something to offer to other people.

If you are one of the above then here is how you can turn this information into gold.

Influence is the modern version of alchemy, turning iron into gold. YOU can turn your knowledge of human behavior into gold if you are making offers online and getting people to give you money or value for what you are offering.

A simpler way of saying it, *you will sell more if you know how to capture and hold people's attention*. It sounds simple enough, but most don't know exactly how to do it.



Your prospect or potential client or buyer has a handful of cash ready to give it to you.

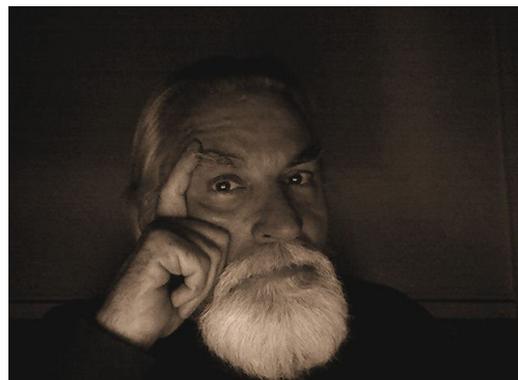
But, they have to KNOW about your offer.

You have to create a place to meet, an INTERSECTION where you can breakthrough their preoccupation and give them a reason why they should give this handful of cash to YOU.

This letter is an intersection created for people who want to make more sales, get more clients, make more money, and influence and persuade people through application of human behavior knowledge. Is this you?

If so, then please allow me to introduce myself, only to insure you are dealing with a real person, a marketer with over 50 years of practical application of human behavior, OK?

My name is Gordon Jay Alexander. Here is what I look like, sometimes: it is sometimes because I constantly shave off my beard, or parts of it, and change things up.



I like to look in the mirror and see something new every now and then. Anyhow, you can see I'm no spring chicken, I've been around for a long long time.

My partner Dien Rice and I have operated one of the longest continuous running business forums online, now in its 21<sup>st</sup> year. You can find us at [www.sowpub.com](http://www.sowpub.com)

I've been online since 1985, before the World Wide Web, and on the Internet from day two. I am a writer, researcher and creative marketing professional and have sold over 75 digital products in the last 25 years as well as tons of real products including DVD, CD, cassettes, toys, gifts and an assortment of chattels (personal property).

My most popular reports have been THE CHATTEL REPORT: THE SPRINT TO FREEDOM and THE HEADLIGHT CLEANING MANUAL with Bud Riggs. Bud and I **sold over 30 thousand dollars of that digital report in about 15 days.**

**It took us a few hours to write.**

Most of my reports are modestly priced and sold to my over 9,000 list of buyers, some of whom have been with me over 2 decades. Although I have sold higher ticket items, some in the 5 and 10 thousand range, **my bread and butter has been the little 10 to 20 dollar reports sold 4 to 6 times a year.** When you have a list of satisfied customers, they will continue to buy from you for years and years.

But this isn't about me. I only tell you this so you know you are dealing with a real person who has walked his talk. Great for me, but what about YOU?

## **WHAT IS IN THIS FOR YOU?**

YOU.

What can I do for you?

I can give you tested and proven, real-life from the trenches of marketing and selling ... some technique and methods for gaining favorable attention which gives you almost total control of your prospect's decision to buy from you.

Is this a “super power” you think you might benefit from?

Because in today's attention deficit world, you have a very brief time to get someone's attention, to hold and keep it until they decide to do business with you or not.

Truth is, you don't even have the 57 seconds I asked for in the beginning. Most Internet surfers will give you less than 10 seconds to see if you have anything of value FOR THEM.

And this is Secret #1 – to have something of VALUE for them. When a person comes to the intersection you have created, they MUST see something which is of value to them. Copywriters are often taught about hungry buyers or starving crowds.

Sure that is one way to see your prospects. But only one of many ways. It might be better to see them as treasure hunters, looking for tokens to put away into their chests, like a gamer might do.

We all surf the Internet looking for things WE value, little gems of humor, small gifts of laughter or a kindred spirit who thinks like we do.

IF you are trying to make money from your Internet efforts, then the best way for you to think about your prospects are: what do YOU have for them?

How does your offer BENEFIT them in some way. See, this almost totally backwards from your want, from your needs and desires which is to make money online (or else you aren't wanting to do that). But if making money is one of your Internet goals...

then CHANGE your thinking from how to get them to give you money

TO: What do I offer my prospect which is virtually impossible to refuse.

## **What is the offer they can't refuse?**

It is when they clearly know and feel they will certainly benefit from taking it and when they feel they will lose out when they do refuse.

Copywriters and salespeople are taught all kinds of strategies to get prospects to feel this way. They are taught about limited time offers, or limited numbers (scarcity), and exclusivity, or membership and fellowship.

But YOU don't need the often times manipulations used by these groups.

GIVE VALUE. Give more value than they expect.

Whether you are offering a low cost report for 35 dollars or a 3500 dollar coaching or training program, make sure they RECEIVE more value than they paid for.

Of course, how you word your offer is important.

## **Let me cut to the chase, OK?**

What am I trying to sell you? What value do I have to give to you TODAY?

If you were to keep those two questions in front of you all day long as you surf the Internet, or go about your daily routines, you would soon realize that most of

the people trying to sell you something don't offer you much value do they? This is especially true in Internet Marketing or how to make money online niches for sure.

You may not be a part of that crowd, but even artists on etsy, with one of a kind custom made jewelry can command higher prices if they know, understand and use the PREOCCUPATIONAL INTERRUPTERS and the techniques of influence via the Internet.

I have written a new report for THANKSGIVING of 2021.

It is; THE STARTING GUIDE to PREOCCUPATIONAL INTERRUPTERS.

Here is what I have included in this new report. See if it has value for you.

- The FIVE primary preoccupations of all people.
- Gender specific preoccupations and why men and women think differently.
- HOW to create an Intersection best suited for who you want to attract.
- WHAT you need to do to hold their attention after getting it.
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