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##How to Write an Infomercial for A Product on Amazon##

Step 1: Identify your audience. Who would be interested in your product? Consider age, gender, ethnicity and occupation too! For example: "College students who need help studying" or "People who like cheese. Step 2: Develop a list of problems. Use your research about your audience to develop this list. If you are selling an product, what are the problems that they are having? The items on your list should be specific enough that people will understand exactly what you are talking about. Step 3: Create solutions to these problems. List ways that purchasing your product will solve these problems. For example, if you are selling a DVD entitled "101 Ways to Ace Calculus" then you want to highlight both the topic of calculus and the various ways students can learn useful studying techniques from the DVD itself. Step 4: Write catchy titles for each article or post on your website or blog. The title should be direct enough so that the reader knows exactly what the article is about. For example, you could write "How Not To Get Awfully Awful in Biology" or "50 Tips to Help You Study Harder". Step 5: Write a few articles/posts with titles having in common your primary goal for this particular product (i.e. how it will help them) and then post them on your website, blog or other web site related websites. Step 6: Give away samples of your product either free or for a very low price (around \$5-\$10). This will allow potential customers to test drive the product before they make a purchase. Step 7: Once you have people writing about your product and posting on the internet, then you sell them an email list. Step 8: Repeat steps 4-9 and begin to build interest in your product and web site through word of mouth.

##The Psychology of Persuasion#

Any self-motivated person can become an expert in persuasion. It is simply a matter of learning how to associate different words with their effects on both yourself and others around you. Bill Gates, CEO of Microsoft Corporation, is one famous example who has used the principles of persuasion widely in his career. In the early days of Microsoft, he used a very simple marketing tactic to get people interested in his company's new product. At the time, many people thought that the computer would one day be able to read their minds. They believed that they could think by way of a computer and then have that thought interpreted into some sort of electronic form. Bill Gates understood this idea and decided to associate this process with a new word: Personal Computer. He called his new company Microsoft for short and created a slogan for it: "It doesn't know it's a computer". Many people associated this computer with some sort of ESP or psychic ability.

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