

Action Pictures

If you want to get traffic to your pages, use pictures.

by Tom (Big Al) Schreiter

628 words | 4 pages



***Your “action”
picture is worth a
thousand words.***

If you want to get traffic to your pages, use pictures. People love to look at pictures. A good place for your teaser copy is in your signature file. Use a link to a picture that your prospect might find interesting.

Then, you can put a bit of **sales copy** on the page with your picture.

Want an example?

I might sign off my email by saying:

Tom "Big Al" Schreiter

To see me staring down a 13-foot python, click here:

<http://fortunenow.com/python.htm>

When the prospect clicks on the link, I can put a sales message on the page with the picture. Here's the picture they would see:



For my selling copy beneath the picture, I could use any one of these selling copy ideas:

1. "Wouldn't this be a good time for a cheap long distance calling plan? Get cheap long distance rates when you switch to Wonderful Company Telecom."
2. "I'm glad I took my Courage Vitamins from the Wonderful Vitamin Company."
3. "It's times like this that you appreciate Wonderful Company Mouthwash."
4. "If I had a good residual income check, I wouldn't have to stare down snakes for a living."
5. "When you join the Wonderful Company, you get memorable moments like this."

As a side note, the snake did not strike at my handsome face even though my friend, Mark Davis, enjoyed tugging on the snake's body to keep the snake "alert." Next time Mark gets to hold the snake.

But what if I don't have an interesting action photo?

Then make one.

My daughter Ann and her best friend, Carolyn, were visiting Skagway, Alaska. The local tourist bureau set up a stand, they took your picture and then e-mailed your picture to friends on the Internet. This promotion helps Skagway build tourism awareness to your targeted list of friends. Pretty viral, yes?

Here is the picture:



What kind of selling copy could Carolyn and Ann use for their picture?

How about:

1. "We couldn't find a phone booth. Wish that we had a Wonderful Company cellular phone. They even work in Alaska."
2. "We searched high and low for a great opportunity. Here we are searching in Skagway, Alaska. But guess what? We found the best opportunity at <http://www.?????.com>."
3. "Couldn't find the way back to Texas – so we had to call in sick (sick and tired of our jobs). We'll just live off the monthly bonus checks."
4. "We thought we saw a car. The only traffic jam here is when the caribou migrate."

This method could work for networking leaders too.

Instead of sending a postcard from the incentive trip to friends, why not send your picture from that tropical paradise? Make sure to include some **selling copy** of how this trip was paid for by your networking company.

Get 7 free mini-reports on "Magic Words For Prospects" by going to <http://www.BigAIReport.com> - you will love how these words and phrases go straight to your prospects' brains.



Tom "Big AI" Schreiter is the author of many books and audio trainings on how to recruit more distributors.

36 years of experience of testing exactly what to say and do to get prospects to join.

Download seven free mini-reports on the magic words and phrases of network marketing at: <http://www.BigAIReport.com>
