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## **Contents**

Editorial

Feature Article - Why Jerks Win At Direct Marketing

Willie's Seminar Schedule



## **Editorial**

As you can see, this week's issue is out later than usual. I fell behind and contemplated not putting out an issue, but this is a good chance to test response to a Sunday issue, vs other days of the week :-)

This week, I just want to encourage you to sign up for some of the upcoming live events. I've listed them all below.

I was originally only attending the Publishers Mardi Gras (not speaking). I've been asked again to give a short presentation, and since I'm going to be there anyway, I think that I will :-)

The deadlines to save on hotels and earlybird registrations for these events are whizzing by. So go ahead and register today.

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We will have our regularly scheduled networking and brainstorming call this week,

This will be an information-packed call, and the lines will fill up. **Register for the call using the form at:**  
<http://williecrawford.com/free-brainstorming-calls.html>

Ok... on to this week's feature article....

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## **Feature Article**

### **Why Jerks Win At Direct Marketing**

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Have you ever noticed that some very successful direct marketers go out of their way to be cantankerous? Have you ever wondered why? Today we're going to discover their secret? It makes many of them millions!

Studies have shown that people buy on emotion and then justify it with logic. We buy new BMW convertibles because we know we'll look good in them. Then we rationalize that "BMW makes a very good car that will prove to be a great long-term investment."

Those direct marketers that come across as cantankerous, or even total jerks, are deliberately tapping into the emotional side of their market. They're doing something called polarization.

Polarization is the art, or science, of getting members of your market to take an emotional stance. You want to get them to either really like you - or dislike you. Those who are neutral rarely buy your products. Remember,

people buy on emotion, even though they 're often not conscious of it. Getting people emotionally charged **INCREASES** your chances of making a sale!

One marketer that understands this concept and uses it brilliantly is copywriter Gary Halbert. Gary will tell you that he is the greatest copywriter alive, and he charges for his services accordingly. If you visit Gary's site at: <http://thegaryhalbertletter.com/> you'll see that he is very politically **INCORRECT**. Gary goes out of his way to insult his audience, delivering smack after smack as he educates you on what good copywriting is.



Gary Halbert

Gary understands that not everyone is his market. So he creates strong feelings, and this drives away those who would never buy from him... and really endears him to those who appreciate his work. This tactic is very effective, and Gary has no shortage of customers making him rich.

Another marketers who understands this concept very well is Jay Abraham. I watched Jay Abraham, Stephen Pierce, and Rich Schefren orchestrate a teleseminar in 2004. Leading up to this teleseminar, they sent out a barrage of emotionally charged, very informative emails.



Jay Abraham

Their numerous joint venture partners also sent out a tightly orchestrated barrage of emails to their lists.

Those who saw the tremendous value in the free information provided in all those emails were charged up. They were so charged up that many could hardly wait for the teleseminar to take place. I was one of those nudged to sign up for this \$497 teleseminar through all of those emails :-)

A final example of a marketer brilliantly employing polarization is a guy who calls himself "The Rich Jerk." I won't reveal his identity, but will tell you that coming across as a jerk is making him millions on the Internet. He is a very good marketer in his own right (he recently sold a website on Ebay for \$379,000).

This "Rich Jerk" uses emotionally charged copy on his websites and it's very effective. Part of what makes his copy so effective is that he also incorporates proof of what he says. Reading this copy, you get emotionally charged up, and at the same time, you realize that you've encountered someone who can really help you succeed. You can see how he does this by reading his copy at: <http://whyjerkswin.com/>

By studying the examples above, you see that using polarization, or even coming across as a jerk, can be a very powerful marketing tactic. It can touch your reader at a deeper psychological and emotional level than many other marketing techniques. However, don't forget that another reason this works in the examples above is that these marketers also deliver tremendous value to their customers. They also PROVE their points.

Without also incorporating proof into their copy, this tactic probably wouldn't work. Without proof they would just turn prospects off. So now you know... jerks win at direct marketing because they employ polarization and proof.

Willie Crawford has taught PROVEN Internet marketing

techniques to thousands of successful Internet entrepreneurs since late-1996. Subscribe to his free weekly ezine, which helps you cut through the clutter and time-wasting hype. Subscribe now by visiting: <http://williecrawford.com/>

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## **Willie's Seminar And Tele-seminar Schedule:**

I'll be at the following events over the next several months:



Rhea Perry

### **August 26th - 27th - Rhea's Entrepreneurial Day, Phoenix, Arizona.**

Rhea is a home-schooling mom, who believes that teaching your children to be entrepreneurs is an important part of their education. This seminar is for both adults and their entrepreneurial children. She'll have not only Internet marketing experts, but experts in various forms of investments and other types of business.

**Be sure to check out the speakers for this event. You'll be pleasantly surprised. Get full details and register now at:**  
<http://williecrawford.com/rheas-days-phoenix.html>



Jack Humphrey

**September 9th - 11th**, I'll be at **Jack Humphrey's "First Annual Internet Publisher's Madi Gras."** The focus of this seminar will be on building profitable niche sites and squeezing a minimum of \$10,000 per month out of Google AdSense. Jack has an amazing array of "underground" speakers. Check it out at:

<http://williecrawford.com/new-orleans-seminar.html>



Frank Garon

I'll also be **in London, England** at **Frank Garon's seminar, September 17th - 18th.** This seminar is going to be very hands-on. We will only have **FOUR** speakers during the entire 2 days, so the focus will be on **YOU** the attendee. It will be a "roll up your sleeves and get you online business problems solved" seminar! You can register now at: <http://williecrawford.com/willie-in-london.html>



Kamau Austin

I'll be in **Manhattan at Kamau Austin's "Selling Online In Record Time" Seminar, October 27th - 28th.** We're still working the copy of this website too. You can also find detail on this seminar soon at:

<http://internetmarketingseminarschedule.com/>



On **November 5th - 6th, I'll be in Sydney, Australia.** Details of that seminar will be forthcoming. Australia should be a lot of fun that time of the year!

I'd love to meet you at any of these events! As you can see from my blog, these events are great photo opportunities. Lots of BIG partnerships are also set-up at these events (during after-hours).

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That's it for this week's issue ;-)

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