

# Just Sell It

Advertisers use many “tricks” to convince you to buy their products or buy into their ideas. Have you ever seen examples of the **techniques** listed here?

**Star Power:** A celebrity claims to love the product.

**Testimonial:** People say they always use the product and give it a rave review.

**Facts and Figures:** All kinds of technical facts and numbers are given to make the product sound impressive.

**Expert Proof:** Doctors or scientists claim that the product really works.

**Weasel Words:** Words with slippery meanings (*almost, nearly all, most, may, without a doubt*) are used to describe what the product does.

**Dream World:** The product is shown to be more wonderful than real life.

**Fun Factor:** A happy group of people shows how much fun there is when the product is used.

**Sex Appeal:** Models in skimpy clothing surround the product to make it more attractive.

**Fear Factor:** The ad hints that something bad might happen if you don't buy the product.

**Join the Group:** The ad tries to make you feel as if everyone else is “doing” or “buying,” so you should, too.

**Use of Contrast:** The ad shows how good life is with this product, and how bad your life would be without it.

Look at the illustrations on the next two pages, and see how many of these advertising tricks you can spot.







If you're not using **KLENEZE**, she could get sick...

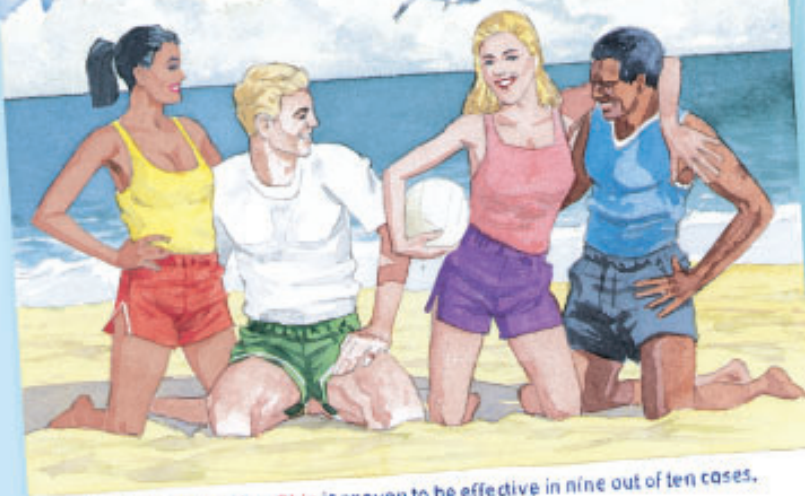
Fact: Viruses can cause a multitude of problems with small children.

KLENEZE kills 99% of all viruses and bacteria. Why trust anything else? Disinfect & protect.



Upgrade your software.....  
...and the rest will follow.

Acne???  
We chose **ClearSkin!**



Join the group - **ClearSkin** is proven to be effective in nine out of ten cases.