

Creating High Energy Websites and PR Materials

By Jerry Teplitz,, JD, Ph.D.

Why do some web sites and ads work - and others don't? There are as many theories as there are experts. One key explanation is usually overlooked; it is the energy generated by the copy and the graphics on the website, or in the ad. If energy is present, it encourages people to stay at your site or read your piece; if energy is lacking, they will most likely click somewhere else or throw it away.

I have developed a system to discover whether a website or ad has a positive or negative impact on the energy system of a viewer or reader. This system uses *Behavioral Kinesiology*.

Kinesiology is a way of determining how everything around us affects us. I do Professional Speaking for a living and initially when I demonstrate this technique in my keynotes and seminars it looks to the audience as if it's a trick. To overcome this thought I have everyone in the audience choose a partner and then experience the reality of the concept for themselves, thus self-validating what I am sharing.

Two of our clients are the co-authors of the famous *Chicken Soup for the Soul* book series Jack Canfield and Mark Victor Hansen. Mr. Canfield has stated publicly that he won't release a *Chicken Soup* book unless it's

been through the muscle checking process I developed.

Everything we look at and everything we do has an energy attached to it. What I have done is apply this concept to determine the energy level of web site and pr materials. With it I can measure whether a web site, book cover or pr materials are weakening, neutral or strength-ening.

While someone looks at a web site or an ad, you can muscle check that person. If their arm goes down, it means the web site page or the ad is having a negative impact. A negative impact means that when someone looks at the material, they are consciously or subconsciously turned-off by what they are seeing. The result is that they will be less likely to spend any time reading the ad or surfing the site.

If the person's arm stays up when they look at the web site or read the pr materials it means it's not weakening. I call this second level neutral. While neutral is better than weakening, it's not as good as the third level.

The third level is to determine if the site page or ad is strengthening. That's the level at which we want each *Chicken Soup* book to be. That's also where you want your sites and pr materials to be. It means when a

reader looks at the site or pr, they say consciously or subconsciously that just looking at it makes them feel good. I was waiting in line at a supermarket checkout counter. The woman behind me was looking at a *Chicken Soup* book she was going to buy when she said, "I don't know what it is, but just looking at the book makes me feel good."

Isn't this what you want all your clients to say when they receive your pr materials in the mail or surf your site? You want them to feel good when they look at your materials.

Now, when I'm hired by a client to muscle check their site or pr materials I may discover via the muscle checking that the piece is weakening. What I'll do is give the client input as to what specifically needs re-doing to move the piece to the strengthening level.

One of the first ads I applied this technology to was an ad Burt Dubin, President of Speaking Success Systems, had run in SHARING IDEAS Newsmagazine. Burt told me he had been running his ad for 18 months and had been getting a very poor response to it. He told me he was simply running the ad for good will. (Good will is what you call an ad when it doesn't generate business and you don't know how to fix it.) I muscle checked the ad layout and discovered it was weakening and where the weakness was occurring. I made suggestions for changes, and Burt did what I suggested and changed the ad. Here's what he had to say afterwards:

"I waited four full months to get back to you with my report on how well the new display

ad in SHARING IDEAS is doing. You'll recall you muscle-tested my previous ad and found it to be a 'downer'. It weakened muscles. You called my attention to specific dissonant areas of the ad. You recommended they be excised. Then, you muscle tested the new ad and found it positive. We ran the new ad. The results: Inquiries more than doubled. Sales fully doubled."

The editor of *Reunion Magazine* attended this seminar. He went back to his office and discovered the cover logo of his magazine was having a weakening impact. Based on what he had learned in my class, he eliminated one line from the logo. Here what he said: "Using your system, I discovered that the logo was the number one offender. I eliminated one strip and couldn't budge the tester's arm. Since the change our readership and recognition has been tremendous. Both advertisers and readers tell me they can't wait for the publication to arrive."

Once you start applying what you'll learn in this class, you will discover ways to create high-energy web sites and promotional materials to capture the attention of surfers and readers. Anyone interested in selling 90 million books like Jack Canfield and Mark Victor Hansen?

The rest of this paper has the pr ads and websites that we will be checking. For people not attending the conference, you can just use your Kinesiology skills to determine what is off and what is on.

Jerry V. Teplitz, Ph.D., J.D., Dr. Jerry V. Teplitz'
dynamic, educational and entertaining
keynotes and seminars have a long-term impact
on performance
enhancement and productivity.

*Dr. Teplitz is author of 4 books and has given
over 1500 presentations
to more than 1 million people over the last 28
years. Participants
report becoming more positive, effective, fo-
cused, energized and more productive.*

*He has earned the Certified Speaking Profes-
sional designation from the National Speakers
Association.*

*He presents and consults on Stress Manage-
ment, Management and Leadership Training,
Sales Development and Brain Integration.*

*Receive a free monthly ezine. Send an e-mail
with SUBSCRIBE in the subject line.*

Jerry Teplitz Enterprises, Inc.

228 N. Donnawood Dr., Ste. 204

Virginia Beach, VA 23452

1-800-77 -RELAX

Fax: 757-431-1503

Email: Info@Teplitz.com

Web site: www.teplitz.com

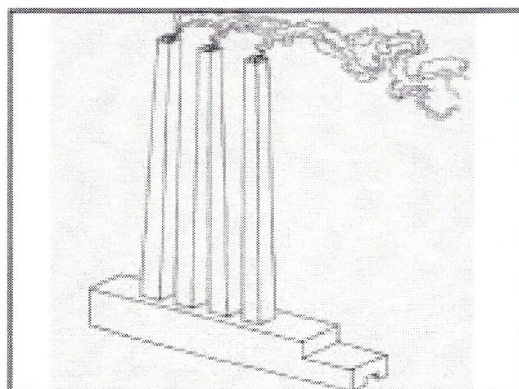
Creating High Energy
Websites and PR Materials



Applying the Science of
Behavioral Kinesiology to
The Art of Creating

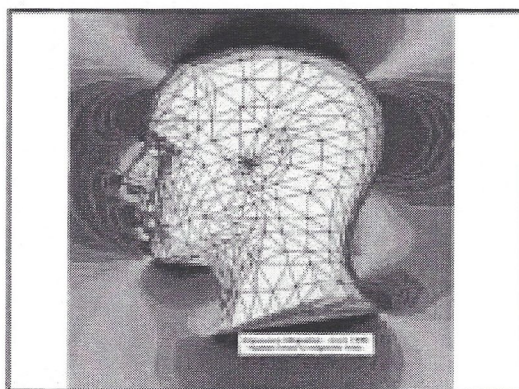
Behavioral Kinesiology

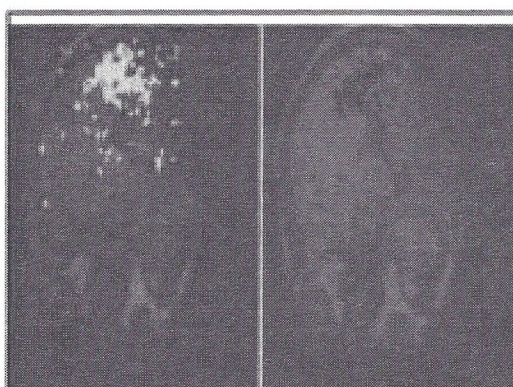
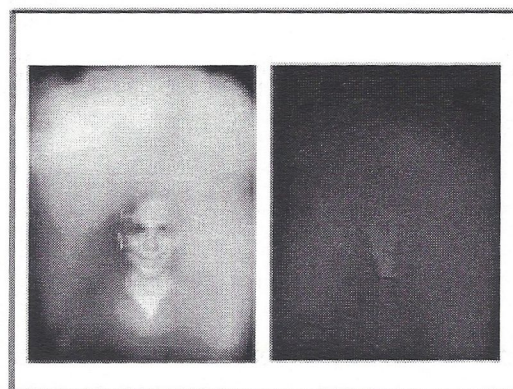
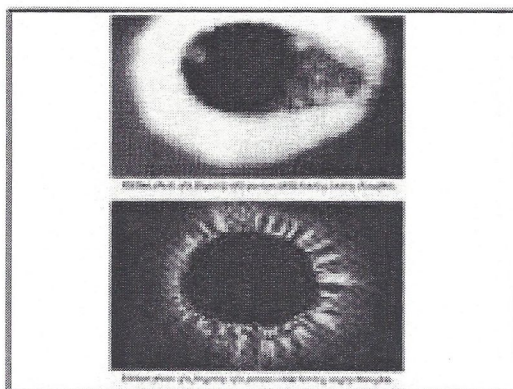
Paradigm Shift



Meridian Lines

■Stomach



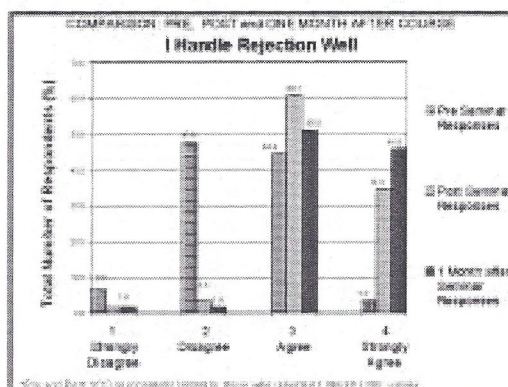


Muscle Checking

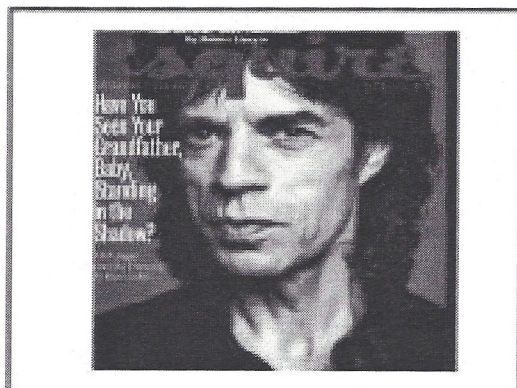
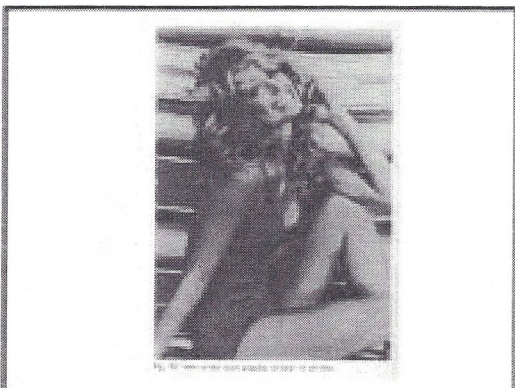
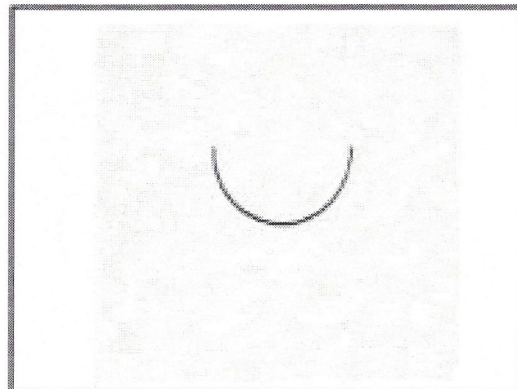
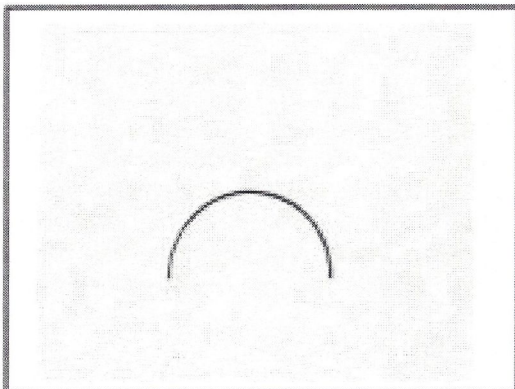
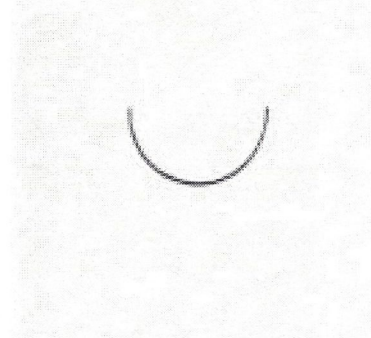
1912 - Dr Robert Lovett - Harvard Medical School
 1922 - Dr Charles Lowman - Orthopedic Surgeon
 1936 - Henry and Florence Kendall - Physical Therapists
 1960 - Dr George Goodheart - Applied Kinesiology
 1980 - Dr John Diamond - Behavioral Kinesiology
 1981 - Dr. Paul Dennison - Educational Kinesiology

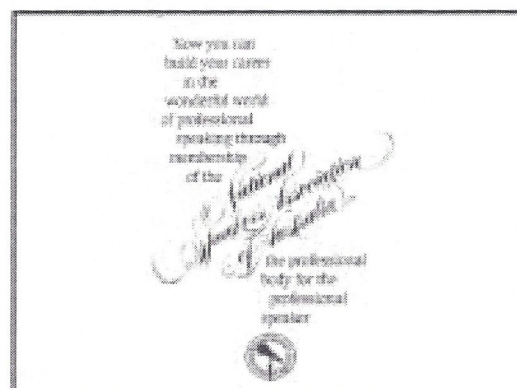
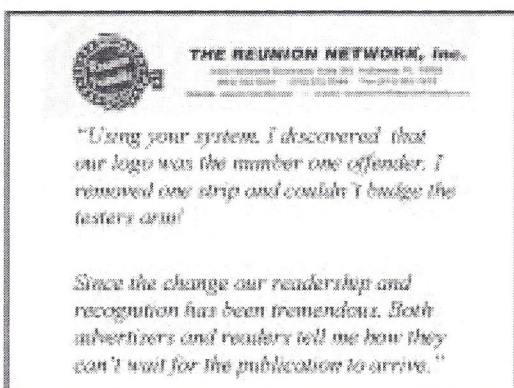
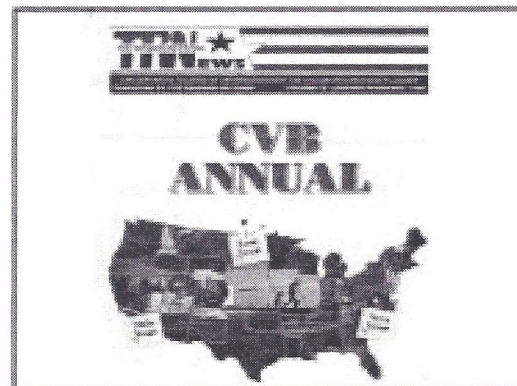
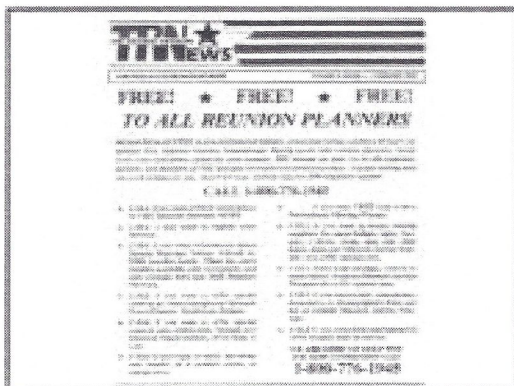
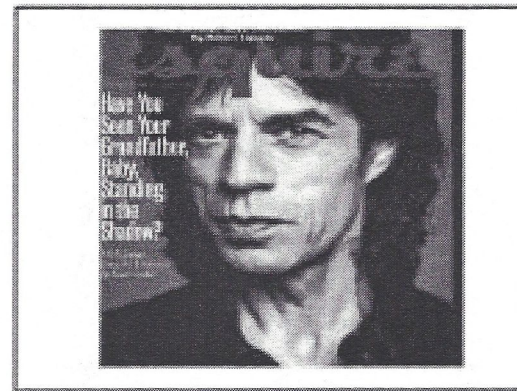
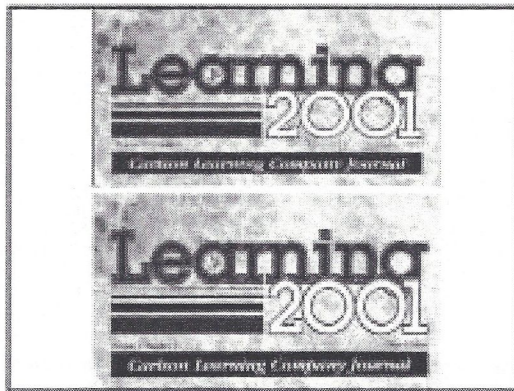
Switched-On Selling

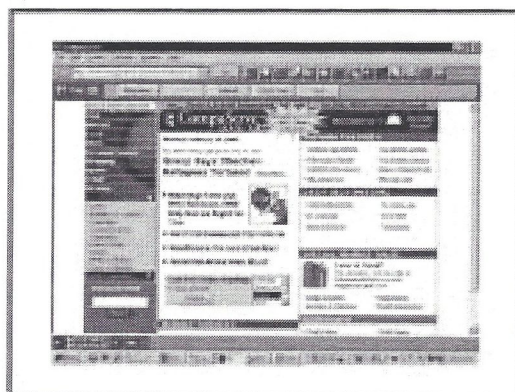
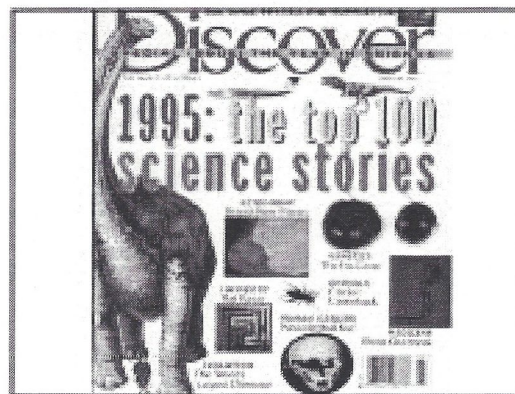
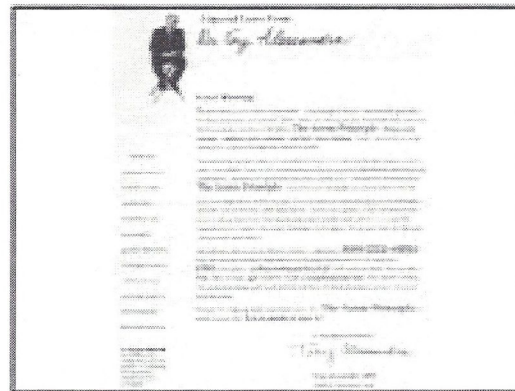
Switched-On
 Network Marketing

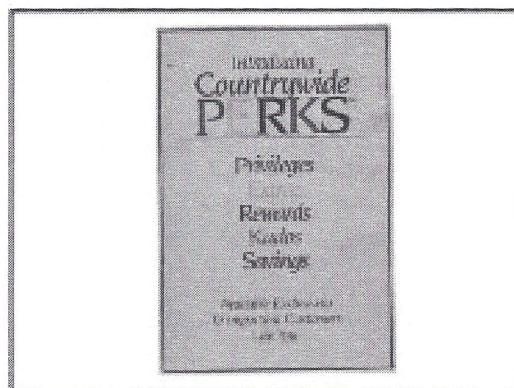
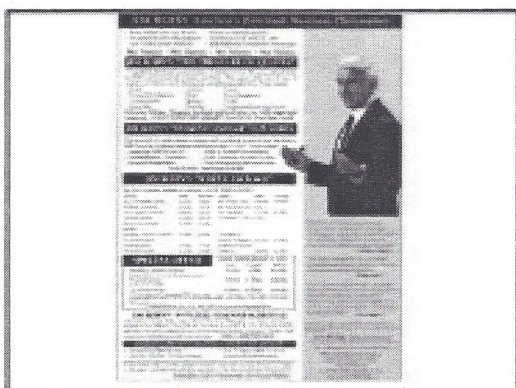
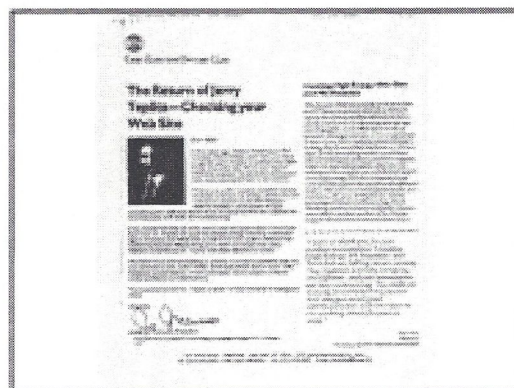
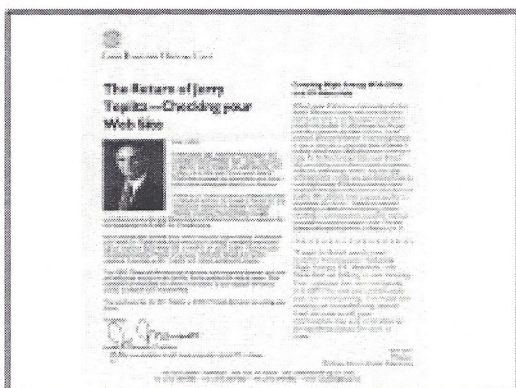
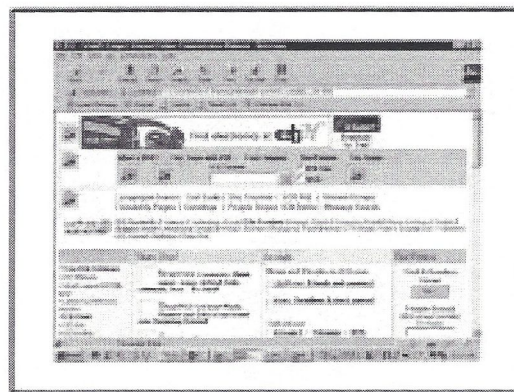
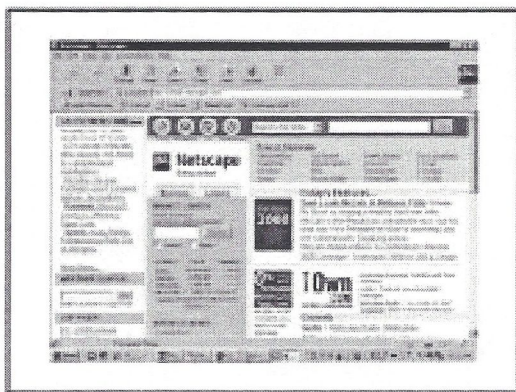


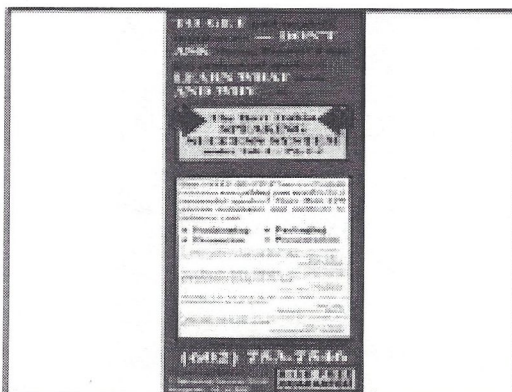
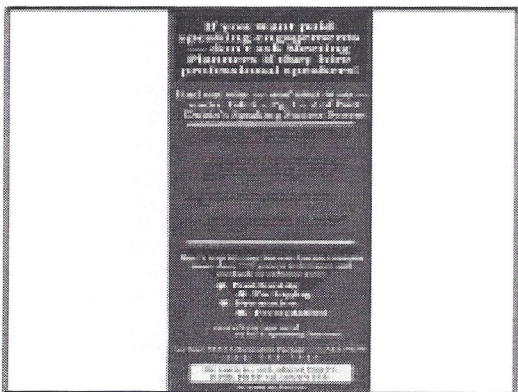
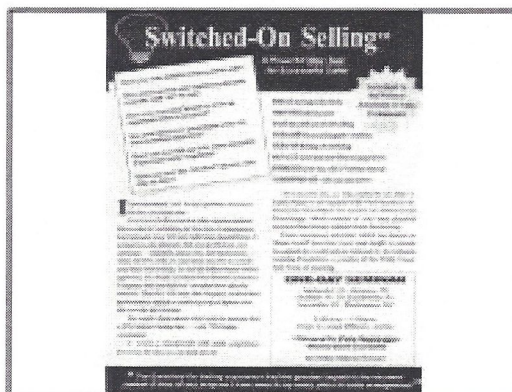
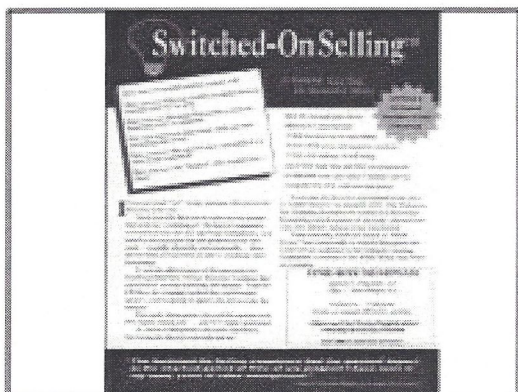
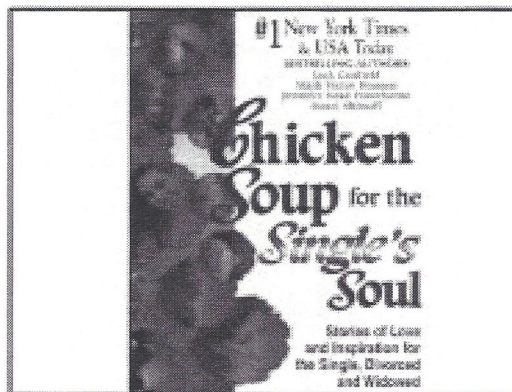
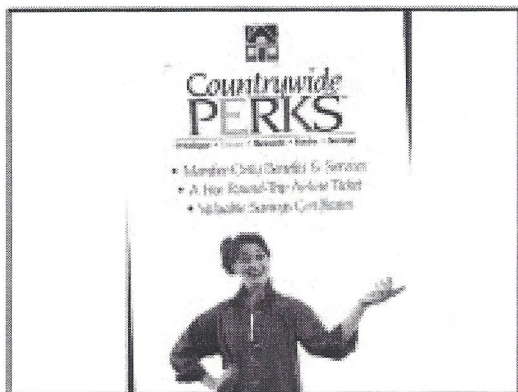
Switched-On Management
Switched-On Golf











Best Dublin Speaking Success System
Transforming your speaking into a profitable business and creating powerful personal and professional relationships

"I waited four full months to get back to you. I redesigned my ad with your principles and then tested the new ad.

Here are the results:
Inquiries slightly more than doubled.
Sales -- the best yardstick-- fully doubled."

Thymus Gland

Second button down,
An inch or two below the hollow

Brain Gym[®]
for Business

**Instant
Brain Boosters
for On-the-Job
Success**

Paul E. Thompson
Paul E. Thompson, Ph.D.
Jerry V. Trivette, J.D., Ph.D.

Brain Gym[®]
for Business

**Instant Brain Boosters
for On-the-Job Success**

Paul E. Thompson
Paul E. Thompson, Ph.D.
Jerry V. Trivette, J.D., Ph.D.

AOL.COM

AOL Anytime, Anywhere

Click the AOL icon

Search

YAHOO!

Search

Webcam

Business & Economics

Health & Fitness

Travel

Shopping

Real Estate

Education

Entertainment

Science & Technology

Arts & Culture

Politics & Government

Religion & Spirituality

Food & Drink

Automotive

Sports & Recreation

Finance

Law

Medical

Environment

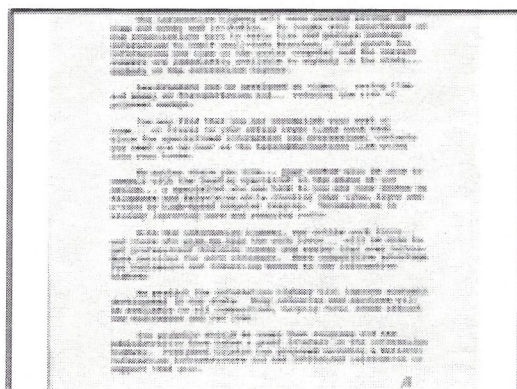
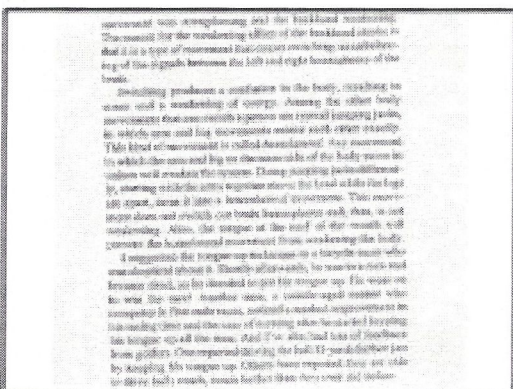
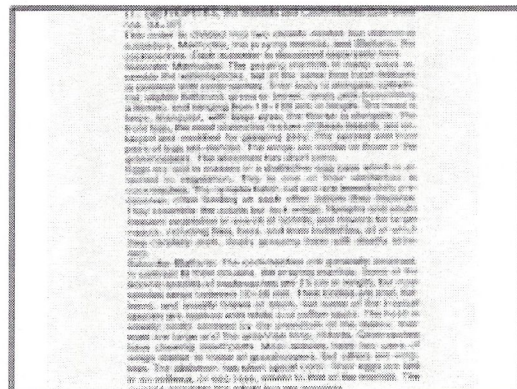
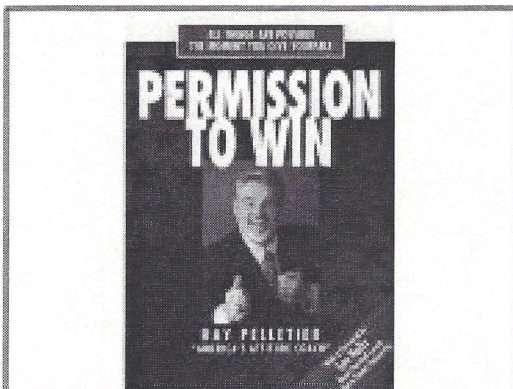
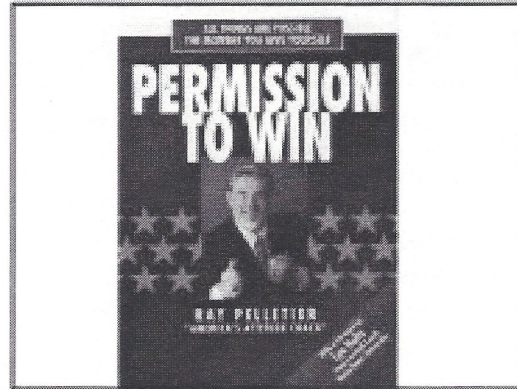
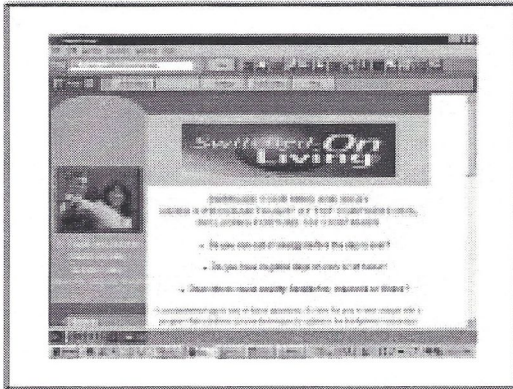
History

Geography

Language

Computers & Internet

Telecommunications



Typed Without Halpern
Music

[illegible]

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED EXCEPT WHERE SHOWN
OTHERWISE BY THE MARKING OF THE DOCUMENT. DATE 08-01-2001 BY 60322 UCBAW

Dear Mr. [redacted],
 I am sorry to hear that you are having trouble with your [redacted].
 I will be happy to help you in any way I can.
 Please let me know what you need.
 Sincerely,
 [redacted]

an answer when you like... you must still be able to
answer the question: "What is the purpose of the
program?" - a question that you can ask in your own words. You
must be able to answer the question: "What is the purpose of the
program?" in your own words. You must be able to answer the
question: "What is the purpose of the program?" in your own words.

[illegible]

॥ श्रीगणेशाय नमः ॥
 ॥ श्रीगणेशाय नमः ॥
 ॥ श्रीगणेशाय नमः ॥

THE FOLLOWING INFORMATION IS FOR THE INFORMATION OF THE
 PERSONS WHO ARE INTERESTED IN THE INFORMATION CONTAINED
 HEREIN. IT IS NOT TO BE USED FOR ANY OTHER PURPOSE.
 THE INFORMATION CONTAINED HEREIN IS UNCLASSIFIED
 DATE 10/10/01 BY 60322 UCBAW/STP

Typed With Halpern
Music

- Watch Your Thoughts
– They become your Words
- Watch Your Words
– They become your Copy
- Watch Your Copy
– It leads to your Graphics
- Watch Your Graphics
– It becomes your Ad & Site
- Watch Your Ad & Site
– It represents you!