

# The Key To Creating Relationships In Writing

by Richard Dennis

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The key to creating relationships is to be conversational when you write. The best I've ever seen at writing like he was having a real conversation with me was the late Gary Halbert (self-proclaimed "Prince of Print"). And now Halbert can reach out from the grave and help you become an effective "in-print" conversationalist.

**Back about 1991, I went over several years of Halbert's newsletters and pulled out the *transitions* he used ... quick phrases where he**

- drew you into the conversation
- changed the subject
- communicated his emotional state
- imparted a quick bit of philosophy
- demanded your attention
- made you smile
- or ???

Come closer. Listen.

Halbert was a master of quickly building a bond with his reader. To do that, more than any other tactic, he used transitions. And you can do the same thing. For instance ... to write a blog post, format your post, then go thru this list and choose 1 (ONE) of the following to include somewhere in your blog. If it doesn't fit exactly, then change what comes before or after so it all works together.

There may be posts when you want to include 2 of them. But don't overdo it, or you'll start to sound false. One or two of these "transitioners" in your blog post – or in any other writing you do – will help people bond with you. Here is my master list of Halbert's transition gems:

Will wonders never cease?	Not by a long shot	The years have rolled by.
We've got to get Mother Nature before she gets us.	Alright.	Many moons ago,
Lowers the boom	Sorry, pal.	Period.
Zeroing in on me	Forgive me.	Oh brother!
Mister Wiggly	Get the idea? Of course you do.	Nuts.
Out of whack	Cool it.	Darned good ...
Mum's the word	Thank you very much.	How about that!
No good deed goes unpunished.	Plenty.	Brace yourself
Are you game?	Indeed.	Fair's fair.
Wanna bet?	Hah!	I know, I know.
Uh oh!	Whooeee!	Hang in there. I do have a point.
It's your decision.	Just wait!	At any rate
Scary thought, isn't it?	Hold on.	But there's a flip side.
Listen up.	How about this?	So there I was
So there.	Darn it.	Nevertheless
Can we talk?	Isn't that a hoot?	At the same time
Remember:	Forget it.	Sick as a dog
Or so I thought.	So here's the deal.	Fat as a hog
Zowie!	Small wonder.	Poor as a churchmouse.
Except one.	Oh, well.	Clear as a bell
Guess what?	Can you keep a secret?	What's going on here?
Dumb. Dumb. Dumb.	In a nutshell,	Am I some kind of nut or something?
Make money hand over fist.	Come closer. Listen:	Listen:
Check this out.	Gadzooks!	Look:
Are you kidding?	What else?	True.
	Once upon a time,	O. K., what else?

But wait.  
Enough about –.  
Not on your life  
No, sir.  
Onward  
Listen my friend, ...  
What's that?  
Really.  
Let's see.  
I'd say so.  
Whatever.  
Here's why.  
Want an example?  
It's as simple as that.  
It's sad.  
Bear with me.  
Don't count on it.  
You know what I'm talking about,  
don't you?  
I know, I know.  
Case closed.  
End of lecture.  
Please pay attention.  
And guess what?  
But there's a catch.  
Bingo!  
Oh, wow!  
I'm working my buns off for you.  
And so on.  
Think about it.

Not bad.  
Now we're cooking.  
Let's go for the kill.  
No doubt about it.  
Yeah!  
How sweet it is!  
Goody.  
Hold on!  
Almost.  
But not quite.  
Yep.  
So there!  
Let us press on.  
Get 'em while they're hot!  
Put your money where your mouth is  
No problemo.  
So far, so good.  
And wham!  
Not so.  
You bet!  
Forgive me.  
Here's all you have to do.  
Don't feel bad.  
Don't worry.  
What's that?  
You say ...? You say ... Surely you  
jest.  
Be serious  
Let's face it.  
And why not?

So what happens next?  
Hooray. Hooray.  
But wait.  
Isn't that curious?  
Let's pause for a moment.  
Wait a minute.  
Try it.  
How in the world ... ?  
I'm serious.  
I can't believe it!  
Try this.  
No way!  
Oh, gosh.  
Or so I thought.  
For keeps?  
Think about it.  
And that's just the beginning.  
Heh. Heh.  
I bet not.  
Don't miss it!  
You've got a deal!  
Let's hustle.  
Consider this:  
Hogwash!  
Pretty as a picture  
Slow as molasses in January  
Dumb as an ox.  
Hot as a firecracker  
Crazy as a bed bug.  
Out of the frying pan and into the fire

Whoeeee!

As you read these, I'll bet you can feel Halbert's ghost touching you. Certainly gives you an insight into his success at creating relationships in print, doesn't it? And remember – any one of his newsletters (8 printed pages) didn't have but maybe half a dozen of these transitions. Used sparingly, they are very effective. So use them.

Period.

Richard Dennis