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Doing Business Just the Right Way in the Modern World

By Chimaobi Phillips

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The modern world is a complex mix of ideas and methods of doing business, but few persons know the types of businesses and advertising avenues to embrace to achieve success in life and business. This subject is so important, sensitive in this day, timely and complex such that, for the sake of being able to put the matter in the most concise form, I have brought together only the fundamental points in the writing of this highly abridged article whose title is still the title of a book which I am still writing. I term this article as highly abridged because a lot is involved in writing a piece of this sort. But I believe much can still be exposed in this article which is intended to bring to limelight all the ideas, tips, resources and tools needed to make a success of business in the modern world. I have taken a critical look at the age-old convention and the modern method of doing business and I have found out that the modern method of doing business is easier and yields more dividends within a short space of time. But the age-old method and the modern method of doing business share not a few business foundation principles for success to exist. Among such principles are doing the business you love and can do and having the business masterplan. Bill Gates had such when he started his business in a garage. He knew he had a wonderful product and knew the market was there, but a luxury office does not sell a computer product. Another vital principle is knowing how to advertise and market your product. This you know should be the life blood of every business. This is the singular thing that turns a good or service into physical dollars. But without good follow-up and follow through in sales and good customer relationships sales or influx of prospects is slow and jerky. This should be underlined. There are also many other principles which never get obsolete. Take the ideas on business success you've read from books such as 'Think and Grow Rich', 'The Richest Man in Babylon' and 'The 100 Absolutely Unbreakable Laws of business Success', and totally discard the golden ideas laid down by Napoleon Hill and Brian Tracy and see if any business you venture into or you are already doing will not grind to a halt. Brick-and-mortar businesses can simply be classified into goods and service business. But methods of doing business traditionally can be better placed as the store-type business, the out-door business and the import and export business. Businesses have been successful on these platforms, but the entrepreneurs who have excelled have taken note of the business success principles and have brought in lots of creativity into their business. Underscore these two points. In this modern age where business can even be done from a kitchen or under a tree in a garden we see that business is more technological, brisk and attractive. Thanks to the postal mail, the telephone and the internet. The

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modern method of doing business today includes mail order, communicating and advertising one's business through the telephone and fax machines; and finding oneself as a netpreneur on the internet. The methods of advertising include sending out billboard adverts, banner adverts, TV/Radio adverts; mailing of catalogues, mailing of postcards, direct mailing of letters; sticker adverts, telephone advertising and internet advertising. Mail order business is booming but only a few persons know the magic secrets of garnering lots of cash from it. If in doubt whether mail order works, ask Jay Reiss and George Ropchan. They are both mail order millionaires. To succeed in mail order business there are three basic things that must be in place. Create or search out unique products to sell. Forget about mail order fraud. Let it not be called to mind. Know the best magazines to advertise on. It is also okay to invest wisely in advertising cost. For more information on this subject e-mail to me at nerdwealth@usa.com or visit www.nmoa.org. The next big business that one can easily make a fortune in this modern era is the online business. It's quite easy and workable if you know what the net

gurus do on their pcs, even in their kitchen, and rake in the millions. Think less of costly website designing and domain name registration. There are companies that offer you these for free and even too free products to sell. Where the problem exists is in generating traffic to one's website. There is where the use of banner advertising software's, search engine submitting and top ranking software's, e-mail list mode of advertising and advertising on e-zines through software's meant for such or the otherwise method of advertising on e-zines, comes in. Though advertising on the internet is cheaper than doing it on offline print media or TV/Radio media, the knowledge of what works and how to do it is unknown to many. For help in advertising and making money online talk to Corey Rudl or John Carson of SFI Marketing. I can assist. For one to succeed in business today, I advocate embracing all methods of advertising for any good or service you sell. If you sell cosmetics, don't you think store-type sales, mail order, internet entrepreneuring and mailing letters will all bring sales to you? What about the inspiration that fuels business success. Success in business comes by utilizing your comparative advantage in the business you like and can do and doing it rightly, clinging hard to every workable principle and tool, and wearing the clean garment of success factors: the great or good idea, the burning desire, the determination to succeed; faith that what you doing will be a success, diligence in duty, exhibiting resilience all the way; and remember your God. Pray for his help. Success in business can come anyone's way when it is rightly done. Remember the business principles and the inspiration behind successful businesses. All that is needed to succeed in business are summed up literarily or by connotation in the words of Shirley Conran and Ben Sweetland. Shirley Conran said: "I know of no job, whether it's running a factory or bathing a baby, that isn't easier, quicker or more enjoyable if you think about it logically in advance, and that's all that efficient organization is." Ben Sweetland did say these words: "Find an easier, a better or more economical way of doing anything and you've made a definite step toward fame and fortune." With these words in mind and in your actions too you can thread on gold territory. Mr. Phillips Chimaobi is a writer, a freelance writer for quite a number of publications; he is also a motivational speaker of repute and a business and advert consultant. He makes his living mainly through his online information brokerage business. To get to know him better and see his information products see the website : www.internetinfobrokers.com/members/nerd.htm or send a blank e-mail to rebs@getresponse.com. Call Chika on-the office assistant-on 234-8035471132.

The Modern And Traditional Anniversary Gift List

By John H. Rogers

People have celebrated wedding anniversaries since antiquity, each culture having its own set of practices covering what presents have been exchanged. Over the years certain gifts have been set aside for specific years, creating a traditional anniversary gift list. The traditional anniversary gift list was created at a point in time when people had less starting out in wedded bliss, so the list is a somewhat practical one. This traditional anniversary gift list was actually comprised of items which would be of real benefit to the new couple.

As the years have gone by, a newer anniversary gift list of a more modern nature has arisen to appeal to the more affluent modern couple. With the newer trend of later marriages, there is less need for starter items for newlyweds, as each usually has a lived alone and acquired items on their own which will be added to the combined household. This is completely opposite the traditional way of staying home until a suitable candidate was received for marriage.

This newer anniversary gift list also allows for practical gifts within the first few years of marriage, but it also has diamonds showing up three times as opposed to the traditional anniversary gift list with its one occurrence of diamonds. There are instances though, where both anniversary gift lists name the same gift.

Anniversary gift lists are nice a nice reference to get ideas for your anniversary, but a gift that is given out of love and that comes out of the understanding of your spouse will outdo a listed gift on any day. So with that thought in mind, here's the traditional versus modern anniversary gift list. May all your anniversaries be happy and full of love.

1st year Traditional List: paper Modern List: clock

2nd year Traditional List: cotton Modern List: china

3rd year Traditional List: leather Modern List: crystal, glass

Want to learn more about

anniversary gift? Make sure you

visit our site at:

for access to additional anniversary gift tips and

information.



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