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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

10 Tips For Chalking Up Extra Sales!

By Larry Dotson

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1. Increase your traffic by creating other web sites that relate to the latest new fad. You just advertise your main web site on your fad web sites.
2. Host a free hall of fame or museum on your web site. It should be related to your target audience. It should attract people just like offline ones do.
3. Write your ideas on paper; bad and good ones. Don't get an idea and take the risk of forgetting it. It could be your future income or success.
4. Design your ad copy to target your visitors goals, dreams and desires. Allow your product to attract their emotional and physical needs.
5. Create a small treasure hunt. Allow people to get a discount on a product you sell if they find a certain graphic somewhere on your site.
6. Have visitors sign-up to receive free promotional merchandise. It can be hats, bumper stickers, cups, or anything with your web site print on it.
7. Automate your online business to save extra time for marketing and advertising. You could use auto-responders, time saving software, etc.

8. Load your site with a wide variety of content. Your site will become known as an area of regular reference for many of your visitors.

9. Interview famous people that your visitors want to know more about. Publish the interview in article or audio format on your web site.

10. Tell people the purpose of your web site. When they visit a web site and have to figure out what it's about, they may get frustrated and leave soon.

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Wardriving Ethics

By Richard Johnson

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War–Driving

Background Information

In order to start to understand what War–Driving is, some information needs to be explained. Wireless networking is a fairly new technology which is being used all over the world. Both home users and business alike are using wireless technology. Using wireless technology lets computer users connect to the Internet and to their network without being restricted by cables.

Pros of wireless networks

– Users can connect to Internet and their network without using cables
Users can be nine–hundred feet or more away from an access point which enables connectivity

Cons of wireless networks

It's a new technology and still in the infancy stage.
Security of information on network can be compromised

War–driving

War–driving is a process which an individual uses a wireless device such as a laptop or PDA to drive around looking for wireless networks. Some people do this as a hobby and map out different wireless networks which they find. Other people, who can be considered hackers, will look for wireless networks and then break into the networks. If a wireless is not secure, it can be fairly easy to break into the network and obtain confidential information. Even with security, hackers can break the security and hack.

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War–chalking

War–chalking is a method, usually using chalk, to display information on wireless networks. War–driving is usually the method used to search for networks, and then the person will mark a network with chalk that gives information about the network. Some of the information would include, what the network name is, whether the network has security, and possibly the contact information of who owns the network.

Ethical Issues

As described above, war–chalking is a method or service to assist people in finding something, an Internet connection.

When looking at the ethical issues, three main questions come to mind:

- Is it theft?
- Is it harmful?
- Is it stoppable?

Is it theft?

According to webster.com theft is defined as: the felonious taking and removing of personal property

with intent to deprive the rightful owner of it.

While war–chalking and war–driving activities identify and mark wireless networks, they are not removing or depriving the owner of his/her wireless connectivity.

Is it harmful?

I don't believe its harmful, you aren't possibly harming anything by war–chalking. War–chalking is only a process of identifying networks. It would be like going around a neighborhood and somehow making marks on public property identifying if a house has a deadbolt installed or not.

Is it stoppable?

Owners of wireless networks can modify their equipment so war–drivers cannot find their wireless networks.

Conclusion

War–driving and war–chalking are new activities that technology advanced people are doing for a hobby. While no laws are in place to make war–chalking illegal, maybe someday there will be.

References

- 1.<http://www.warchalking.com>
- 2.<http://www.wardriving.info>
- 3.<http://www.webster.com>

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