

10 tips that can set you on the fast track of being "king" in the boss world

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10 tips that can set you on the fast track of being "king" in the boss world

By Paul Wilson

A boss is the head of an organization or department in a business. He or she as the case may be is

the person in charge of effective functioning and responsible for instituting business plans. Donning the mantle of a great boss is a commitment for life. You need to reach out in every way.

The cornerstones to becoming a great leader who people look up to and admire are:

1. To be a visionary and abandon concentrating on nitty gritty to view the "big picture". You must be able to plan and lead the company to a zenith never reached before. The company mission must include rounded goals, healthy profits, high ideals, and opportunities for employees to scale new heights along with the company. It gives employees a sense of belonging and purpose.
2. To applaud initiative and accept good ideas from employees giving them due credit. It is important for you to have a drive to take ideas to higher levels of implementation and not just file them away. Most successful companies are built on team effort with everyone contributing their mite. Acknowledge graciously contributions big and small made by employees.
3. Be qualified and competent. You need to have the talent and curiosity to know how each department functions and where they are right and where they need correction. Must know the art of reining in as well as giving a free run.
4. Have resilience. It is flexibility of mind and action that will allow you to adapt to situations without caving in. Triumphs and defeats are all a part of business and must be taken in stride. If you encounter a dead end have the courage to review matters and change direction without missing a single beat.
5. Interpersonal skills and the art of communication must be mastered. Work alongside your employees and lend a patient ear. Brainstorm with the employees you will be surprised to receive good and quick solutions to unsolvable problems. This does not mean you become a door mat. Lead the company with a firm yet kind hand.

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6. Lead a team not a silent group lead by one person. Delegate responsibilities and ensure that they are fulfilled. Be a colleague and place your trust in those who have earned it. For the team to be effective you must recruit quality people. Allow and encourage independence of thought and action provided set goals are met.

7. Learn effective communication. For an organization to run on oiled wheels internal and external communications must be excellent. Honesty, fair play, and integrity are the keys. Promises made to customers and other business must always be kept and there should be no cloak and dagger practices.

8. Sharpen your instincts to a level that benefits you. Most business decisions are made on intuition that rises from experience and know how.

9. Be an effective leader. Motivate the workers and earn their admiration and respect. Decisions

must be made timely and effectively. Action should be immediate with no delays or postponement.

10. Be a risk taker and overcome the fear or failure and doubts. Unless calculated risks are taken you will never be able to scale new heights. Learn from your mistakes and never shy from asking for advice.

A good leader is always an excellent mentor. He must not just know the working skills of his employees but some of their personal aspirations as well. A good boss goes beyond leading a business -he becomes a friend, philosopher, and guide not just to his employees but to the business community in general and his country and the whole world in particular.

Paul Wilson is a freelance writer for

<http://www.1888MovingCompanies.com/>

, the premier website to

find help on moving including moving companies search, compare movers, moving insurance, auto transport, moving tips and more. He also freelances for the premier Submit Article Services site

<http://www.Submit-Article-Services.com>

The Truth About Overture's Pay-Per-Click Program

By Dean Phillips

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Before Google's AdWords, Overture was the preeminent pay-per-

click program. It's still a monolith in its own right that deserves a closer look.

Overture's pay-per-click program actually consists of four different programs: Precision Match, Local Match, Content Match and Site Match. However, for this article, I'm just going to be talking about Precision Match.

Precision Match (formerly Pay-For-Performance Search). According to Overture the program allows you to:

- * List your business in sponsored search results across the web.
- * Control your position by the amount you bid on keywords.
- * Set your own price-per-click.
- * Pay only when a customer clicks through to your site.

Overture claims its Precision Match listings reach over 80 percent of active Internet users, with your business showing up in the results of some of the web's most popular sites, including Yahoo!, MSN, InfoSpace and AltaVista.

You have a choice of two sign-up options: Fast Track and Self Serve. Here are the differences:

Fast Track allows you sign-up online or call 866-747-7327.

Self Serve allows you sign-up online only.

Fast Track offers a 3 business days turnaround.

Self Serve—5 business days.

Fast Track offers expert assistance with search term selection.

Self Serve doesn't.

Fast Track offers expert assistance with titles & descriptions.

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Self Serve doesn't.

Fast Track offers expert assistance with budget management.

Self serve doesn't.

Fast Track offers a customized proposal.

Self Serve doesn't.

Fast Track allows you total control of your campaign. Yeah right!

Self Serve does as well. Don't make me laugh!

Fast Track offers free account optimization.

Self Serve doesn't.

Fast Track offers expert assistance with tracking URLs.

Self Serve doesn't.

With Fast Track editorial approval automatic.

With Self Serve—Subject to review.

Fast Track has a one-time, non-refundable service fee of \$199.

Self Serve is free.

And now for the fine print. Remember, you're already paying \$199 for Fast Track. But wait, there's more!

Account optimization can be redeemed no earlier than 60 days and no later than 180 days from date of sign up.

A \$50 initial deposit is non-refundable and will be applied to click-throughs or to the minimum monthly spend. Each account has a \$20 minimum monthly spend. There is a minimum

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bid requirement of \$0.10 per click-through. Sellers of certain legally restricted products may require certification at extra cost.

Can you believe all of those ridiculous charges? With Fast Track, you're already \$240 in the hole, before you even get started! Does that seem fair to you?

Well, in order to be fair to Overture, before I wrote this article, I talked to 25 past and current Overture advertisers. A handful were extremely happy with Overture. The rest, however said they had made no money and that Overture's service was extremely slow or non-existent.

I also had a lot of people e-mail me complaining that Overture's Keyword Suggestion Tool is inaccurate, and misleading, and that the results they got were a lot different than the figures Overture claimed for many keywords.

In conclusion, I say "run, don't walk away" from Overture's pay-per-click program. Remember, this is the same company that signed an agreement with "scumware" giant Gator.

I think that should tell you all you need to know about Overture!

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