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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!

2 wild animals taught me marketing

By Christopher Kyalo

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Watching wild animals in Africa hunting for food, is an extremely educative experience for marketers and those who want to dramatically increase their sales. The big cats are especially fascinating in their different hunting methods.

The lion usually has lots of difficulties hunting. This cat is built very big, strong and heavy. The result is that it is no match for the speed and agility of the antelope, its' favourite meal. So the lion relies on stealth, surprise and the quick short dash - not unlike that of a well-built 100 metres sprinter. The lion's advantage is in its' strength which enables it to kill fairly large prey that would give smaller cats like the cheetah a lot of problems.

The cheetah has a totally different hunting method. This cat is light, agile and built for high speeds. No problems catching that small antelope in the herd scampering for safety. But unlike the lion, the cheetah cannot go for bigger prey (more meat) like the zebra or even larger antelopes.

You now fully understand why the lion cannot wake up one morning and decide that since it admires the cheetah's sheer speed, it wants to hunt like a cheetah – or vice versa.

That should be obvious, should it not be?

Then why is it that businesses make this mistake every day?

The type of selling system (it's actually a hunting system you know) you choose will depend a lot on what you are. Are you an agile, small young business with no bureaucracy or long-decision making process, not unlike the cheetah? Or are you that larger recently-prosperous-business struggling to maintain enough sales growth to sustain your cash-guzzling overheads, not unlike the lion?

This lesson came down hard on me a few years ago when I created a selling system that surpassed all expectations and grew a small magazine from a circulation of less than 500 copies to 120,000 copies weekly, in a few short months. The simple system employed the use of teaser flyers.

The mistake I made was that whilst basking in the glory of sweet, sensational success, I did not realize that the business had dramatically changed in size and therefore urgently required a NEW drastically different selling system. It was a classic case of the cheetah that grew into a lion but still wanted to hunt like a cheetah.

What system is best suited for your business right now is a critical question you will have to ask and answer if you hope to implement a successful selling system that will make a difference in your business.

Even before you get into something as detailed as a selling system, just looking at popular traditional marketing methods proves that one has to know what is appropriate for them. I have seen many small businesses reap mediocre results from an expensive television advertisement run during prime time.

Where the same slot for a larger business would probably have broken the bank.

This is a lesson that's easy to forget. The remedy? Every time it looks like you are forgetting, just find a way to watch the different wild cats of Africa hunting.

If you found this article interesting, you can read another article by this author at the link below that will give you the only 2 things you need to acknowledge to guarantee success in any online marketing program.

Here's the link:—

<http://www.goarticles.com/cgi-bin/showa.cgi?C=26206>

What's Hot In San Diego?

By Kent Krueger

What's hot in San Diego? That question is not referring to the babes on the beach and the correct answer is not typically the weather. If you are asked that question the politically correct way to answer is to name the top San Diego tourist destinations.

1) The San Diego Zoo. This world famous zoo is not your average see the monkey and feed the goats attraction. This zoo has animals you might not have even heard of, such as the Oryx, and animals that you may be familiar with like the Wild Ass. By the way the Wild Ass is the animal version not the human version.

2) Sea World. Where Killer Whales seem cute and cuddly. There are also sharks, manatees, a "forbidden reef" where you can pet the bat ray, an arcade, rides, and of course, the Shamu killer whale show.

3) San Diego Wild Animal Park. Visitors claim this is just like being on an African Safari without traveling to Africa and the possible exposure to Malaria. The animals are in the open as opposed to

being caged. Visitors can see lions, giraffes, elephants, the Nairobi Village with shops, animals and restaurants and ride the Wgasa Bush Line Railway.

4) Tijuana. The favorite Mexican city of underage college students everywhere but another popular destination for those visiting San Diego. Be prepared to be on your guard as Mexico's crime rate is higher than the United States'.

5) The Beach. No trip to San Diego would be complete without a trip to Mission Beach. Still keep your mouth shut about the babes here.

There are many other great attractions in the San Diego area, such as the town of La Jolla, the Coronado Hotel, great Mexican restaurants and the San Diego Maritime Museum. Just remember to do your research, have fun and most of all, relax.

Kent Krueger has been in the travel industry over 3 years. He has advised individuals and corporations on travel ideas, savings and marketing vacation rentals. Mr. Krueger is President of The Rental Network (Vacation Home Rental)



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