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**9 Myths About Being Single**

**By Susan Dunn**

**9 Myths About Being Single**

by: **Susan Dunn, MA**

More than 48% of US households are headed by unmarried individuals. The American Association for Single People projects that by 2010, 47.2% of adults will be unmarried. Being single does not mean being alone, nor does being in a couple for the holidays ensure happiness. Let's dispel some myths!

**Myth #1:** Single people are lonely at Christmas.

**Reality:** No moreso than anyone else. This is a projection of people who fear "being alone for the holidays," a fear of the unknown.

**Myth #2:** Single people need you to invite them over to your celebration.

**Reality:** Contrary to perceptions, single people are v. popular at Christmas, and we generally receive lots of invitations. If you want us over, we'd love to be invited, but would prefer it's because you like us, not because you think we need it.

**Myth #3:** Single people don't know what to do for the holidays.

**Reality:** On the contrary, we are used to planning our social lives actively, good at generating options, and used to making unilateral decisions. We're pros!

**Myth #4:** Single people are available to perform certain social tasks during the holiday celebration.

**Reality:** We like to be cherished guests. We don't like to be the steer among the bulls - invited to get people who don't get along off of one another's throats. If you don't like your family and friends, why would we? "Can you come over and help out with Aunt Edna?" is not an invitation.

**Myth #5:** Single people are available to do certain physical tasks during the holiday celebration.

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Reality: Nor is this an invitation: "It's John's in-laws and I want to impress them. Can you come over and help with the hors d'oeuvres?" As best-friend, yes; as the only working-guest, absolutely not.

Myth #6: Single people are misfits, outsiders.

Reality: On the contrary, most of us have highly developed Emotional Intelligence skills; that's the reason we get the 'rescue us' invitations! Outsiders? It's about half the adult world now. Take another look!

Myth #7: If a single person isn't part of a couple, or doesn't spend Christmas with a couple or family, they will be miserable.

Reality: Come on now. Is it so horrible to celebrate Christmas on a cruise to the Caribbean, coming back rested, tanned and relaxed?

Myth #8: The only "happy" way to spend the holidays is if you are a couple or part of a family.

Reality: If that were so, half the articles on the Internet this time of year wouldn't be about how to cope with the annual holiday dinner with the relatives, and the divorce rate in the US wouldn't be 50%.

Myth #9: Single people have "nowhere to go" for the holidays.

Reality: Nowhere to go? We have everywhere to go! I loved my years as Mrs. Santa. Now I'm on-the-go. I'm thinking about Germany this year. There are so many places to go I can't decide!!

In fact I have so many neat ideas for spending Christmas on-your-own, if you're stuck I'll give you a FREE coaching session.

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**Book Review – Loyalty Myths: Hyped Strategies That Will Put You Out Of Business - And**

### **Proven Tactics That Really Work**

**By Adam McFarland**

Did you ever wonder if some of those age old sayings about marketing are true? For instance, we've all heard "It costs five times more to acquire a new customer than to retain a current customer." But does anyone have any proof of that? That is exactly what a group of authors set out to do in *Loyalty Myths: Hyped Strategies That Will Put You Out of Business - and Proven Tactics That Really Work*. The authors, Timothy L. Keiningham, Terry G. Varva, Lerzan Aksoy, and Henri Wallard are all experts in consumer loyalty and use their wealth of knowledge to dispel common myths and offer insight into what really works.

The book chooses an interesting format - the first six chapters are devoted to dismiss over fifty common 'loyalty myths' and the final two chapters are used to learning about why customers are loyal and how a loyalty program should be managed. Each of the 'loyalty myths' chapters contains several 'myths' grouped together by common themes, such as *Loyalty Myths That Subvert Company Goals* and *Loyalty Myths Regarding Employees*. The chapters both begin and end with an example pulled from industry that encompasses all of the myths mentioned in the chapter, with the actual myths discussed in the middle.

The authors spend a couple of pages banishing each of the fifty three myths. Some of the myths are things that we tend to take for granted, such as "Companies tend to know their customers," while others like "share-of-wallet increases as customer lifetimes increase" would seem intuitively true. For each and every one, the authors use solid historical data to dispel the myth and show the negative business effects of believing it.

The final two chapters focus on seven 'loyalty truths' such as "Don't manage for customer retention before you manage for customer selection" and "Customer loyalty and brand imagery are far from independent; you must manage them hand-in-hand." The authors do a good job of going through how to build and measure a loyalty program around these 'truths.'

The book is an extremely fast paced, entertaining read. Anyone reading the book with an open mind will agree with the authors' solid reasoning. In particular, business owners, CEO's, and anyone in marketing or consumer affairs will directly benefit by eliminating these 'myths' from their business and implementing the 'truths.' This book can have a very real impact on your company's bottom line. Many businesses mindlessly pour money into customer loyalty programs without taking the steps outlined in this book. For some companies, a loyalty program doesn't even make sense. For others, their program needs a significant overhaul. This book will help you identify where your business is and give you the tools to make improvements.

The only downside with the book is the sheer number of myths. Many of the 'myths' blend together and readers would probably be more likely to retain the 'myths' if there were ten as opposed to fifty-three (similar to the seven 'truths'). The amount of myths also doesn't allow for the authors to go into quite as much detail as one would like for each 'myth.' There are several myths that aren't so much dispelled in the paragraph or two devoted to it, but within the context of the entire chapter. It just seems like it would have made more sense to combine many of the myths.

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Overall, *Loyalty Myths: Hyped Strategies That Will Put You Out of Business - and Proven Tactics That Really Work* is a tremendously entertaining and enlightening read. Anyone that has an interest in consumer loyalty will learn a great deal of directly applicable information that can save their company money and help differentiate them from the competition.

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