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A Simple Link Creates a Win/Win

By Kathleen Gage

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Word Count: 357

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A Simple Link Creates a Win/Win

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As the number of websites increases by the minute, most people are seeking effective methods to gain as much visibility on the Internet as possible. A great way to do this is by offering a website link exchange, also referred to as reciprocal linkage. Reciprocal linkage is a great tool that can dramatically increase your web site ranking. The more links you have to your site the better.

For anyone who is new to this concept here are some simple tips. Even though most people don't mind if you add their link to your site, it is a good idea to send a quick email to the Webmaster of the site and let them know you would like to provide a link from your site to theirs. While you're at it ask them if they will also put a link from their site to yours.

When providing a link exchange on my site I prefer the site I am listing in some way benefits my readers. My primary focus is on marketing and promotions. I am more than willing to list other marketing sites and anything that is business related. The criteria are the sites must be professionally designed and the Webmaster must be willing to exchange links.

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To view sites I have listed, visit <http://www.turningpointpresents.com/marketingtools.htm> If you would like your site to be considered for a link exchange send me an email and let's chat.

Here is a sample message I recently receive that resulted in the sender getting their site listed on mine and mine on theirs.

"Thank you for putting together a great article. I wanted to let you know that I posted your article Titled "Visibility, Credibility and Position Through Articles and Celebrity Testimonials" you will find your article here: <http://www.businessbooksandmore.com/BusinessArticles/yh/pm1.htm>

I would like to also exchange links with you. Here is my information:

URL:

<http://www.businessbooksandmore.com/go/go.php/articles1>

LINKED TEXT:

BusinessBooksandMore.com"

It's that simple. When you do post the link, send a short email to the webmaster to let them know you have done so. It is common courtesy.

Even though there are many people who fully understand the value of creating this type of opportunity, more still just don't get it. Fact is, this is one of the easiest ways to gain position on the Internet and to create a Win/Win situation. And what could be better than that?

Kathleen Gage is a business advisor; keynote speaker and trainer who helps others gain dominance and visibility within their market. She is the recipient of the 2004 Giant Step Award for Business of the Year in the State of Utah. Call 801.619.1514 or email Kathleen@turningpointpresents.com . Get Gage's online newsletter called Street Smarts Marketing and Promotions by visiting www.kathleengage.com

Look for the win, win!

By Josh Hinds

Look for the win, win! by Josh Hinds

I'm absolutely convinced that if we look hard enough at any given situation we can identify a win, win situation in it. "So what's the big deal about win, win" you ask? Admittedly, I know a lot of people (many are friends of mine) that go day to day in their business dealings (and personal lives for that matter) looking for opportunities that only benefit themselves directly.

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Now I am not saying there's necessarily anything wrong with this. Even so, I can't help but imagine that their personal level of success might multiply if they only took the extra time to explore ways to ensure that the opportunity was equally beneficial to all parties involved.

There's something magical about focusing on win, win scenarios. When we're fortunate enough to develop ourselves to the point where we are always looking for these types of opportunities it's as if they literally come out of the woodwork. The fact is people like to deal with those that don't have the "what's in it for me attitude", don't you agree?

Believe me, I'll be the first to admit that there are plenty of people who have done very well for themselves without adhering to the win, win approach. However, I wonder if one might really consider them successful? Keep in mind that success has so many facets to it. Just because someone has attained material wealth for instance does not make him or her successful nor non-successful.

It is all in the eye of the beholder I guess you might say. For me personally, I measure my level of success by how much I can give back to others.

Josh Hinds – Founder <http://GetMotivation.com> Get the *BEST* in motivation and self-improvement directly in your inbox for FREE, visit: <http://getmotivation.com/myezines.html> or send a blank e-mail to: <mailto:ltm@infogeneratorpro.com> Get the FREE ebook "Principles Of Success" when you join!

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