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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!

A Winning Web Site Requires Winning Words

By Oscar Bruce

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Ever sit down to create that winning ad, publicity release or newsletter and couldn't come up with the right words or phrases? You will never make your future until you cure the problem of the Dialog Dilemma. And that means enlarging your personal powers of expression... inserting precision and persuasion to your promotional ideas as well as your personal communication.

The Internet Is a Money Maker

In many ways the Web is the ultimate medium, but only for those who can deliver their message persuasively and convincingly. Your words must create desire and compel action. Repeated disappointment and non-production will be the outcome if your words do not inspire action. You must get the order.

Winning Words

How do you make your web site dazzle, charm and seduce? A truly distinctive and compelling Web site relies on successful semantics. Words and phrases carefully orchestrated to inspire feeling, then desire and finally "action". The decision to purchase and "do it now" – that is the total and final objective of your ad campaign in any form or place.

Only the right words can generate profits in any endeavor. Graphics can't get it done. Dazzling colors will not. Only moving and inspiring words can accomplish that mission.

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You may have magical powers when you sell your ideas in person. Sure you can charm a dog off a meat wagon, personally. But, you are not there. Your ad's message rests entirely on the tone, color, and flavor of the language. The words and phrases must carry your message, without benefit of your compelling presence. You can't rely on your great smile, or your winning body language. Only your Web site's words will tell the world who you are, what you do.

Expand your inventory of words and expressions to use with promotional materials, also in your personal conversations.

Oscar Bruce helps people upgrade their conversation skills. His books are considered the field-manuals for getting through life unscathed & undefeated. He freely shares many useful techniques at <http://www.oscarbruce.com> You can also write to _ High Profile PO Box 725, Burnet TX 78611 Phone 512-715-0157

Choosing A Forex Trading System - Part 2

By Tony Hosea

In the first part of our series - Choosing A Forex Trading System - Part1 we covered a few quick tips to get you a few steps closer to choosing the Forex trading system that's right for you.

In Part2 we will take a look at a few other do's and don'ts for choosing a Forex trading system. With that in mind here is "don't" number 1.

1) Don't be overly impressed by a high percentage of winning trades

Often times you will see Forex trading systems advertising a high winning trade percentage. The ad might contain information a line like the following: "Over 90% Winning Trades"

You might look at that and say, "Wow, with numbers like that I'll be rich in no time!" Before you stop reading the ad to call your local real estate broker about buying that private island just realize that this one figure does not tell the whole story.

The fact is that most successful traders the world over have made their money with far smaller percentages of winners than many of the trading systems you will see advertised.

I would suspect that the reason the high winning percentages are advertised is to attract as many customers as possible. Many buyers believe that the closer the winning percentage is to 100% the closer the trading system is to being a "sure thing". In the trading world there is no such thing and you would be well advised to run as fast as you can away from anyone who tells you otherwise.

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Here's a quick illustration of a losing trading system with a high percentage of winning trades:

Trading System A Performance

Number of trades = 1000 % of Winning trades = 92% % of Losing trades = 8% Average Winning trade = \$180 Average Losing Trade = -\$2100

That's just a quick illustration of how a Forex trading system can have a high percentage of winners and still lose money. We'll go into even more depth in the next part of our series as we continue to explore choosing a Forex trading system.

To Your Forex Trading Success!

Whether you're a beginner or a seasoned pro you'll discover the best Forex Broker tips, techniques and valuable resources and information at



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