

ANYONE FOR DARTS?

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By Joe Bingham

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How many bull's-eyes are painted on your back?

Actually, there are probably so many on you, they would have to cover your whole body, not just your back.

What am I talking about? Targeting.

It's important in business that you target the right kind of people for marketing your product or opportunity, right?

Well, have you ever wondered how many others out there have their sites on you?

Sometimes I think the Internet is like a big game of darts, only the object of the game is simply to hit the board, nothing else. When you do hit the board, you get points, and those points translate into dollars.

Sounds simple, right?

It would be, except there are 30 million people constantly throwing darts at the same time. Darts are flying everywhere, bouncing off each other, sticking into everything, and the sheer numbers of them completely blank out any view of the board. Consequently, there is an area about 100 feet in diameter that is covered in darts. Few people really know where the board actually is, and fewer still have ever seen the bull's-eye.

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So, what happens? Well, with no one really knowing where to shoot anymore, they try the following three tactics.

1 -- They throw blindly, hoping to hit eventually.

2 -- They recruit others to throw on their behalf, thereby increasing the total number thrown and the chances of hitting the mark.

3 -- They forget throwing, and begin to sell darts, "how to throw darts" manuals, and maps of where to find the board to those still convinced that throwing is worth the effort.

All this leaves me to wonder, does anyone out there really know what we all started throwing darts at to begin with?

And where do people get the 'maps to the dart board' if they haven't seen it themselves?

So basically what we have is people that have never thrown darts, or have given up throwing darts, selling information on how to throw darts to those still throwing darts. Plus those throwing darts are acting blindly on the information they buy, and recruiting others to throw blindly along with them?

Well, I don't know about you, but it seems that no matter what your dart throwing tactics are, you still not guaranteed to hit anything simply because of the sheer numbers of competitors.

So what's my advice on the matter?

Simple. Put up another dart board, and charge people to throw at it.

In other words, think beyond the regular game. Innovate. Create. Re-think. You can't always repeat others success if their success still dominates the market. Learn the principles and then re-define them to work with your own plans.

Get The Perfect Dartboard And Install It Properly

By John Morris

Dartboards are typically made of sisal fiber and a slim metal wire lines every section. The numbers showing the scoring sections in the board is usually made of wire. The dartboard is divided into twenty sections, each with a scoring of one to twenty points, by wires that extend from the small inner circle to

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the outer circular wire.

1. Hanging Procedure:

A dartboard should be hung in such a manner that the distance, using the center of the bullseye as a point of reference, is five feet and eight inches parallel to the hockey line. Hang the dartboard on a backing, such as a backboard or any type, such as plywood, to prevent occasional wild darts from ruining your wall. Ideally, the backing is twice the size of the board and you could cover it with either felt paper or cloth so that it looks neat. Make sure too, that the backing is secured firmly to the wall and should not sway or vibrate, when hit by darts. The hockey, or the line measurement has to be 7 feet 9.25 inches from the board's face horizontally to the floor. To obtain a precise measurement, start from the line from the bullseye going down to the floor, measuring 9 feet 7 3/8 inches.

2. Lighting

Install some lighting. Shadows can be created due to poor lighting. Put up a bright light, making sure that it is concentrated and aimed to the board. Place a cover to keep off incoming darts as well as to hold back the light, away from the thrower's eyes. Your lighting should be set up in a way that it radiates to the entire area of the board, not causing any shadow and not interrupting your throw. The location of the scoreboard should be on either side of the board and not to interfere with the next player's shot when one is scoring. The scoreboard's size will be up to you. If you plan on having a lot of people over, a wide scoreboard may be the best choice so you can write challenges aside from the score. There are many kinds of scoreboard available, so choose the one that you are comfortable with. While others prefer the classic blackboard and chalk, you may not, as it does create chalk dust that gets on to your hands and fingers, and you might also be allergic to chalk particles. If you are, there are many alternatives.

3. Scoring:

Traditionally, sections of the dartboard is numbered and colored black and yellow. By hitting one of the large numbered sections, you score according to the value of that section. By hitting the thin outer portion of the board which are red and green, you score a double point, whatever the value of that certain section. Likewise, when you hit the thin inner portion of these sections, halfway between the central circle, colored red or green and the outer wire, your score is triple the points of whatever value that is imbedded in that section. Hitting the bullseye or the inner red area scores fifty points and hitting the green outer ring scores twenty five points. There is no score when you hit outside the outer wire. Any dart that is thrown on the board but does not remain on the board, such as a bouncing dart or a dart that fell after it has been thrown, scores nothing. Some rules, however, allow scoring if a dart hits an obvious scoring section and then drops and is caught before it reaches the ground or floor.

4. Dartboard Types:

Traditional bristled dartboard Bristles has the function of holding on to the darts so that it cud not fall easily to the surface and puncture it. It naturally heals itself if cleaned and dust is removed.

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Magnetic dartboard A dart with no needle, it uses high energy magnets in making the darts stick to the board. This board is made from rubberized iron to attract magnet. This is a great practice game for kids. Very safe and attractive, as cartoon characters are displayed on the face of the board.

For more great dartboard related articles and resources check out

<http://dartboards.rechq.com>



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