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An Affable Article

By Seamus Dolly

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It doesn't really matter who you are; you definitely know something or know something differently. It is our particular sense of logic and humour that make us interesting.

Interesting and informative articles are in big demand. Article directories meet this demand by amassing them in one location.

Who can do this or what qualifications are needed to submit articles?

Providing that the content is "clean", anyone can submit, and the only qualification needed is that your article is interesting and informative, or close to it.

How to, why to, why not to, how not to, or anything in between, should be okay. If it is easy to read and worth reading, then it should be perfect.

Would you read it? If your answer is YES, then it is probable that others would want to read it.

From gardening snippets of wisdom, aliens to alligators, strawberry soup to strangulated hernias, people to pigs (transformations may also be interesting), simple to sublime, technical to basic, your perspective may be anywhere from useful to universal.

Does your English or language of choice (think global), need to be grammatically perfect?

The short answer is NO. Specific directories have specific guidelines or terms, but the webmaster/editors of these directories usually have "worldly wisdom", understand that your first article may not circumvent the globe and also understand that with time and some experience, others might. These people don't want to edit everything (too time-consuming), so some effort on your behalf is always a good and rewarding goal.

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Benefits to individual contributors or writers:

Exposure.

This exposure is limitless and articles can be submitted to thousands of directories and any site that will accept them. All articles include a resource box. This is a few lines of information about the writer and can include a web address.

This address or u.r.l. is the key.

When the various search engines index the directory, the hyperlink to the writers chosen site is noted. This alone improves link popularity. Incoming links from major sites (as many directories are), will improve your chances of getting search engine traffic.

For example only; if two sites, using the same keywords and similar content are in competition (normal), the one with links from high quality sites will be favoured.

So you get traffic to your site because of search engines and the possibility or probability of someone reading the article, by simply clicking your link.

Double whammy shortened; search engine traffic via linking popularity and your name or associated site/program presented for perusal. Sites lacking content go to directories to find content. This is "VIRAL MARKETING" at its' best! That is around the clock, around the year, exposure. Such exposure can theoretically last forever, where the info. is good, amusing or of interest to people on this planet.

Brilliant! So how much will it cost? It's FREE.

So what should I do?

Find or create a site to link to. Get a free one if necessary (search engine, then, "free hosting").

That's great, but I'm a nobody!

I go to college or I'm an unmarried mother, a pensioner, a prisoner, a priest, or indeed, all five in combination.

That is great! That means that you do know something or know something differently!

Tell us (the world) about it.

Tell your grand parents that someone wants to know!

Tell your grand children that someone wants to know about your experience!

Enhance your resume/Curriculum Vitae.

Bring free traffic to your site.

Develop a new skill. Before the advent of the INTERNET, it wasn't easy or nearly impossible to get "published". All excuses are rapidly dwindling. Indeed, they are gone!

Maximise work already done (you may already have a wealth of articles on you P.C.; just paste them into relevant category of directories and you can use your favourite search engine to find them).

You may have the stories within a diary or in your head. Unleash your experience and discoveries.

Within a local context (family, friends, work), your experience may be ignored, but the world is a different setting. Exploit it; it was never easier, and benefit from being a contributor to the INTERNET, and the people that it is meant to serve.

Benefits to the directories.

They amass volumes of information.

They get traffic because of this. Their respective content is favoured by search engines.

Summary.

Articles favour the writers and directories that support them.

Articles contribute to the free end of the INFORMATION SUPERHIGHWAY.

Articles are VIRAL (marketing speak).

Articles compliment sites that don't have time or don't have experience within a specific field.

ACTION.

NOW. You may forget tomorrow, what you know today so put it somewhere that it will be remembered.

NOTE; If you absolutely need to mention your mother-in-law, then you should mention her affectionately for you'll never know where she could read about it.

Seamus Dolly is the webmaster of

. His background is in engineering and

analogue electronics and his studies include A+, iNet+ and Server+.

Profiles Of The Powerful: Advertising Exec Mary Austen

By Laura Schweiker

When you spend time with Mary Stengel Austen, you come away with one feeling. "That woman is affable." After thinking it over, you might find other words which describe her: smart, realistic, enthusiastic, tough minded, determined, articulate, strategic, focused. But you'll always include affable in your memory of her because that's what she is.

Perhaps she has to be that way because of the two most significant challenges in her life: managing five small children and managing one of the largest ad agencies in this part of the country, Tierney Communications. Affable is good, perhaps necessary.

Having grown up in this area, she then graduated from Lafayette College and was directed to a job in sales for age copier company. Quickly convinced that she was not made for a direct sales role, she found her way into the former Spiro agency and found the career that challenged her, enthused her and excited her. Obviously, she loved what she did and, after a few other steps forward, she still loves what she does as president and CEO of Tierney and its 135 employees.

Mary sees great opportunity for the advertising business but she insists that success will come to those who understand that it's a "time for new reality." That's her way to acknowledge and respect change which is happening faster and faster. She believes that agencies must adapt more quickly to market changes, technology changes and even to the changing expectations of employees. More than ever before, she hopes that Tierney is understanding and respecting clients' perceptions of their own needs which often change with the speed of light.

Her concerns for the overall health of the agency business are partially based on the pressures clients feel in these changing times. It's not a new thought that solid relationships with clients are vital for ad agencies. However, those relationships are harder and harder to develop because of the pressures of time and the pressures of the bottom line. However, she says the key to a superb client relationship is no different today than it was ten years ago. Just remember that "It's not about you, it's about your client." Good advice.

When pressed, she has some advice for clients, too. Directed to clients in just a few words, the "wisdom" of Mary Stengel Austen is simple to state. She would ask them to be careful about articulating the business plan and the marketing objectives to the agency. She would urge them to have realistic expectations about their marketing/advertising efforts. She would hope for an open, honest working relationship with the agency and a consistent viewpoint about image, brand and sales. She also fully understands that clients have their own pressures and sometimes are forced to abandon well thought out plans.

A consistent lesson has guided her in her home life, in college and in her career. She has learned the importance of being able to multi-task. She says that learning to "juggle" has helped her in her career and in her role as a Mother. According to her, "Kids and clients have helped me to learn how to prioritize and have forced me to remain focused." She further explains, "Both clients and children need to feel as if they are the most important thing in your world." In these two separate situations, they are, so it's working out quite well for Mary, for Tierney and for her family.

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Predictably, her hopes for her own career cover a broad spectrum of topics. When she thinks about her life in ten years, she first mentions her family and its importance. Then she talks about continuing to enjoy her work, about continuing to learn and grow and continuing to do the things she does best. She is quite comfortable and enjoys managing good people and hopes to continue that function. She also wants as much strategic involvement as possible, both in her own operation and in the operations of clients.

She gives an interesting example. When a client crisis occurs, she hopes to contribute to the strategy/solution and to "Slow things down when others are compelled to speed things up." She seems calm and, apparently, is convinced that calm and smart is better than frenzied and active without a good plan.

Mary Stengel Austen is even more than a busy, successful executive at Tierney and a busy, effective family woman. She is also a committed supporter of the community, serving on many boards including the Please Touch Museum, Bryn Mawr Rehab Hospital, Maternity Care Coalition, Philadelphia Ad Club, Lafayette College Advisory Council and as Chairperson of the Pennsylvania Economy League.

She lives in Radnor with her husband, Peter, who is an Insurance Broker and her five children: Thomas(8), Andrew (7), Christopher (6), John (4) and Sally (2).

Affable? Yes. Successful? Yes. A nice combination!

Laura Schweiker (

) writes extensively on the use of technology by

businesspeople and is an evangelist for the use of extranet and intranet solutions for online collaboration.

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