

Are You Convinced? You Are In The Right Business!

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**By Chris Desouza**

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By Chris Desouza, Editor - Income Solutions – HBI

I started my own online business in 1998. I was convinced of its value. I was convinced that this is the right thing for me to do, as it was one of the most efficient way's to start out on the Internet as far as marketing was concerned.

But one fine day, it all came crashing down. I was a promoter for a certain group of companies. I made a better than average income. I made a lot of money for the group of companies I promoted.

One fine day, when they went belly up, so did I.

Did you learn a lesson here?

I had nothing to hold on to! I had no real business of my own, I had no name brand, I had no product or service of my own. I, had nothing except my old commission pay stubs.

I was in business but I had no business of my own. I was without an image, without a brand name, without a business identity. I was just another promoter. A faceless promoter who needed to reinvent and re-introduce another marketing game plan.

I don't have all the answers to making it big on the Internet. But I am convinced – buying an e-book where the writer claims to make \$100,000 won't translate the same for me.

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This may sound like a negative opinion at first. But look at it this way. Internet Marketing has a limited audience at best compared to online gambling, sex or music related sites. It has a higher tendency to get saturated with similar products or services. If you choose to market a product or service which is no longer in demand then you have to basically hunt for another killer service or product at the whim of another marketer.

Serious marketer's know this underlying truth and never promote a product or a service which is not their own unless they have a lucrative Joint Venture agreement.

So, You are warned! I cannot emphasize to you, how important it is for you to hold on to a business which has your name written all over it. Even if you occasionally wish to promote a killer product, it is always a good idea to promote it by using the dual branding method where you are placing equal attention to your business.

Wal-Mart may have thousands of name brand products but none of the products will dominate the Wal-Mart brand in the minds of consumers. Similarly, you should identify your website, your business as the Wal-Mart brand. No matter what you sell, what you promote, Your website, your business must be the brand foremost in your promotional efforts.

Point made! Act on it!

Don't get lost in the crowd by promoting a product or service without the visitor knowing who is promoting the brand. Don't let your time and money be concentrated on promoting a brand exclusively without letting the world know where and from whom it came from.

Create your own identity. Create your own brand. I promise you - You will be recognized!

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Chris Desouza is a publisher of Access Income Solutions HBI, a bi-weekly newsmagazine and resource guide for home based entrepreneurs. You can reach me and various business program I implement via <http://www.homebusinessinfo.com>

## **Don't Build A House Without Bathtubs**

**By Triston Huntsmin**

As an architect, of course I have strong feelings about elements that should never be left out of any home building project. For example, I believe that no home should be built without bathtubs.

I know, bathtubs sounds like a strange thing to be so concerned about, but it is true. I always advise my clients, regardless of their age or the kind of home they are building, to not even consider building a home without bathtubs. When they ask me why I can usually give a pretty strong defense of bathtubs.

Bathtubs do something for a bathroom and for a home that ordinary showers without bathtubs cannot do. Bathtubs give the people of a home the ability to have a quiet place of refuge to relax and unwind at the end of a hard day or week. Think about how great it feels to take a hot shower at the end of a long and cold day. Now think about how much nicer it would be to soak in a hot bathtub for thirty minutes instead. Sounds nice right?

I'm convinced about bathtubs in every home because I am convinced that we are far too busy and far too stressed out as a society. I am convinced that we could all, men, women and children alike, use a little bit of space and quiet away from the rest of the world.

I'll admit that I hadn't utilized the pleasures of bathtubs until just a few years ago when my family and I moved into a new house and my wife insisted upon bathtubs in every room of the house for our kids. I agreed during the building process and within weeks after moving in I was trying out the bathtubs for myself and realizing how truly amazing they were. In all my years of living I had yet to find something as relaxing and truly peaceful as spending time in water filled bathtubs.

So if you are thinking about building a home or just of buying an already built home, do so with caution. Do not let yourself buy or build a home without bathtubs. You have no idea what you're missing if you don't have them. I guarentee you, bathtubs are a necessary element for every house. They add a special space for people to get away, relax and unwind. So don't even think about owning a home without one or more bathtubs.

Triston Huntsmin loves being an architect and he loves helping people make choices for their homes. He insists that people build homes with bathtubs. See

<http://www.allbathtubs.info>

for more on bathtubs

for your home.

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