

Are You Wasting Your Time Putting Out Fires?

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By John Colanzi

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I don't know about you, but I'm tired of wasting time putting out fires, when I should be more productive.

By putting out fires I mean correcting mistakes that shouldn't have occurred in the first place.

I recently began a campaign to get more traffic for a specific page promoting my mailing lists.

Fire # 1. There were a few complaints that the page was too plain.

How much this cost, I don't know, but I brought out the hose and put up a new page with graphics and a counter.

Fire # 2. I was trying to sell a product directly from a web page.

More time wasted and possible sales lost. The fact is I wasn't using the two-step method and I wasn't giving visitors enough information.

Out comes the hose again. This time I added a report explaining the importance of mailing lists.

With the report I was now using the two-step method. The report generated more leads and educated visitors to the benefits of mailing lists.

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Smooth sailing now, right? Wrong!!!

Fire # 3 I received an email for someone who was looking for mailing lists, but didn't know me from a can of paint.

He let me know that he wouldn't buy anything from someone he didn't know, who didn't have any credentials.

My backs sore and I've got to pull that darned hose out again.

So what's my solution? I'm going to thank him for waking me

up!! He did me two favors.

A. He made me realize I was losing sales because I didn't have a list of testimonials from satisfied customers posted.

B. He sparked this article which may help you from making some of my mistakes.

So now I've got a sore back from dragging out that hose. I've wasted time and I'm sure lost sales.

But looking on the bright side, I've learned a lesson and hope-fully helped saved you from a sore back.

Wishing You Success

John Colanzi publishes the "Street Smart Marketing" Newsletter to subscribe <mailto:ezmailer-subscribe@listbot.com>"Discover How to Increase Sales by 1700% of MoreWith A Killer Headlines and a Killer Ad Campaign"<http://johncolanzi.com/killerad.html>

Common Sense Fire Safety

By Eileen Church

This will come as no great surprise, but did you know that the majority of house fires are the result of cooking? In fact, studies show that cooking results in approximately 400,000 fires every year in single family homes and multiple family dwellings. Add to that the number of fires that go unreported and the total is more like 3.5 million residential fires.

Here are some tips from the Orange County (Calif) Fire Authority to help prevent most of these fires:

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*Never leave cooking unattended – This is probably the most common cause of kitchen fires. This includes all appliances including toaster ovens, coffee pots and other small appliances. They can overheat and cause a fire if left alone. Be sure to unplug them when not in use.

*Wear close-fitting clothes while cooking – loose, long sleeves can catch fire when dangling near hot burners. Wear close fitting sleeves and avoid storing things over the stove and having to reach over hot burners to retrieve items.

*Avoid overloading outlets – plugging too many appliances into an outlet could result in an electrical fire. Also be aware of cracked or frayed cords.

*Heat oil slowly – Fires can start easily if the setting is too high and the pan is unattended.

*Smother a grease fire – don't use water on a cooking fire as this will spread the fire and make it worse. Slide a lid or other non combustible item over the fire and remove the heat source. With oven fires, close the door and turn off the oven.

*Do not allow children to play around the range and other appliances.

*Don't hesitate to call 911.

These are just some of the common-sense reminders that can help to prevent a fire and send your dream home up in flames. Or, worse, cause severe injury or death. A small amount of caution can make a world of difference. Remember what your mother said: don't play with fire!

Eileen Church operates

which is a site devoted to fire, fire safety, fire fighting

opportunities and other things related to fire. Please visit

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