

Are You a One Trick Pony?

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**Are You a One Trick Pony?**

**By Edward Thorpe**

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Do your customers know what you're going to say – before – you say it? Have you become so predictable that you're ignored? In other words, are you a One Trick Pony?

Hmmm, you may muse. AM I a one trick pony? Whatever the hell that is. In fact, Just what Is good old uncle ed getting at?

Hmmm...Oh well, you don't have time to figure out what Mr Lazy Dude is asking you... You've gotta a lot of work to do. After all, Your sales are flat. Your old newsletter members are un-subscribing. Your New newsletter subscribers all have free email addresses.

And every damn person you hear from is broke and looking for a handout...Sorry, uncle ed, you've got other fish to fry.

Does the above sound a little like your Home Grown Biz these days? Are you feeling the economic downturn? Are your tactics, ads, offers, sales letters not getting the response they did just a few months ago?

Are you in a scramble to find new affiliate programs? Are you looking for something, Anything, that works? Have you even considered buying email blasts? After all, isn't that why you have your junk email accounts?

Am I making you a little nervous? Am I hitting close to where your Home Grown Biz lives? Well, don't feel like the

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Lone Ranger. There's plenty of this going around.

So what's happening here? Is it really just the fallout from the much ballyhooed slowdown? Perhaps it is. Then again, perhaps it's because you, like so many of us internet marketers, have become a stale One Trick Pony.

Must we all have the same boring long, and I do mean loooong sales letters at our affiliate sites? Is it me, or do our internet sales letters read exactly alike? Are we required to go to such lengths to hide our price?

Can we not write copy that actually describes the product/service in terms that our reader understands just what is being offered? Oh, did I mention how boring our sales letters are?

This is not sour grapes. After all, we brag non-stop about our offers. OK. Fine. Let's Stand and Deliver. Let's recognize the hand writing on our monitors...

Baby, The Internet Times – They Are A-Changin'

The internet may be changing. But I can assure you this... People have not changed. They still want the same things they've always wanted. People still want to buy from people they know, like and trust.

Perhaps our customers are looking for more value. Perhaps they're demanding a more personal touch. Perhaps they're sick and tired of sales letters and websites that read like late night TV infommercials.

Perhaps our customers do know what we're going to say – before we say it – because they see through the crapola that ain't gonna fly anymore.

Are we going to change our strategies and tactics to meet today's opportunities? Are we going to remain A One Trick Pony? And continue beating a dead horse. Or are we preparing to stand and deliver?

You may want to hold up on searching for a new affiliate program or a new internet guru. Perhaps you'd be better served by re-defining your target market.

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At the very least take another look at your market's current problems. Define those problems. Then find the solutions. Solutions that aren't presented in the same old One Trick Pony methods.

Let's stop crying into our beer. And get on with it. We live in exciting times. Let's take advantage of them.

### **Tips For Fun-Filled Trick-Or-Treating For Your Kids**

**By Susanne Myers**

What's a child's favorite part of Halloween? Going trick-or-treating, of course. What could be more fun than dressing up, and then walking from door to door collecting plenty of candy along the way? Best of all, this fun tradition takes place at night. Make this the most fun trick-or-treating experience for your child with these simple tips.

#### Location, Location, Location

Pick a good neighborhood with plenty of people who are prepared for and welcome trick-or-treaters. If you are new in the area, talk to other parents in your neighborhood about where to go trick-or-treating. Usually neighborhoods or subdivisions that decorate a lot are a good choice as well.

#### Chaperone

You may be tempted to send older children out on their own to Trick-or-Treat, but unless you know everyone on the street they are walking on, and have them go in a group, it's just not a safe option. Instead, send at least one adult along with them. Having an adult will make sure the trick-or-treating stays a fun experience for your children.

#### Trick-or-Treat in a Group

Kids have even more fun trick-or-treating if they get to run around in a group. Get a few families in the neighborhood together, or ask the cousins over to go trick-or-treating with you and your kids. Just make sure you bring several adults, especially if the kids are young, to keep up with everyone.

#### Don't Overdo It

Start early, right at or even before dusk and don't overdo the trick-or-treating. How long you end up trick-or-treating will of course depend on the age of your children. Just keep an eye on how they are doing and take them home when they start getting tired. The whole evening will be more memorable if you end it on a good note.

By implementing these tips, you and your kids will have a great time Trick-Or-Treating this year.

## Are You a One Trick Pony?

Would you like to quickly make creative Halloween costumes that you and your children will be proud of -- for a fraction of the price of store-bought? Susanne Myers has co-authored a book to show you how -- no sewing involved. Visit

to learn more.



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