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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Bag Of Tricks

By Bob Osgoodby

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Have you ever noticed that in every shopping mall, there is what is referred to as an anchor store? This is normally a large store that attracts a lot of customers, and the other stores in the mall benefit from the "spill over" customers that go there .

With all the talk about online marketing, can we benefit from this concept. Sure – try to find popular sites that attract a large number of visitors. Try to work out a link exchange with them. You will get potential customers to your site this way . Many people feel that this is just as important as search engine placement.

As far as your online marketing is concerned, I consider a Web Page to be the anchor for your sales efforts. This is the place where you want your potential customers to go for information about your Company. This is where you can make or break your sale.

Many people make serious mistakes when designing their Web Page. Let's face it – if someone comes to your Web Page, they are looking for information. While beautiful pictures are nice to look at, they seldom have a reason to exist on your Web Page. Why? Because they take too long to load, a visitor will quickly become frustrated, and they "click away" to something else – a lost opportunity.

If you want a presence on the Web, your design goals should be simple. You should have a page that loads quickly and doesn't require the visitor to page down to get your primary message.

Bag Of Tricks

Face it – you have seconds to capture their attention. The page should be attractive, and stimulate the person to page down, or link to other pages. This is where you can then expand on what you are trying to present. Once you get them to page down, or click on a link to another of your pages, the odds are that they will read it.

Any advertising program should be geared toward one goal and that is to make sales. Your ads in Online Newsletters or Web Classifieds also have one purpose, and that is to get them to request more information. Here is where Autoresponders and Web Pages shine. They are your silent salespeople who are available

24 hours a day, 7 days a week. Used in combination they are the "dynamic duo".

So, if you want to design your own web pages or contract with someone to do it, what should be your first steps? First – browse the web looking for web sites that you like. If the page loads quickly and is attractive, it is a candidate for your design consideration – bookmark it. After you find several examples, and if you are HTML proficient, download your favorite and look at it with your web page design software. Can you use the same techniques that they used?

Do not use any of their graphics or text that are included in the web page. These are normally copyrighted and could cause you a "heap" of trouble. If you are not HTML proficient and want to contract with a third party, inform them of the web site you like. This can save them a lot of false starts in their design efforts for you.

Second – provide content that might encourage visitors to come back to your site. This content should change on a periodic basis, and does not have to be limited to your Web Site. A News Ticker for example can be something you can use, as well as a link to the Weather Channel.

Finally, you have to market your web site. Your URL and E-mail address should not only be publicized online, but offline as well. Put them on your letter head, your business card, your offline advertising – anyplace where people can see them. We send out postcards with specials all the time – you can bet they are there. The Internet is not magic – it is just another tool in your marketing "bag of tricks".

Handbags Every Girl Needs At Least At Least One

By Amanda Pavis

BAG

A bag can make or break a look, and in some cases, a bag even defines it. An expensive leather bag adds instant Jackie O sophistication to a simple white shirt and jeans ensemble; a crystal-studded evening bag brings a sheath dress from work to after-office cocktails.

Take the same outfit and pair it with a different bag, and the image you project dramatically shifts. Pair a suit with a structured black bag and you're polished and in control, but with a hot pink bag you're playful and creative.

A bag is the easiest and most practical way to update your closet to include the year's trends. If the fashion gods have declared that gold is the colour of the season, a glittery bag incorporates it into your outfit without making you look like a Christmas tree. If Grecian's in, and your office frowns on strappy silver sandals and vine leaves woven into your hair, a delicate bag made from soft fabric subtly tells everyone that you're in the know.

You can also splurge on a bag with far less guilt than you would, say, a mink coat. Many designer bags come in timeless, classy shapes and colors. While the bag is a little pricier, you can justify the expense with the high level of craftsmanship and durable materials—you'll be using that bag for years, probably for several days a week.

You don't have to buy an expensive bag to make a fashion statement. Bag designs come in different materials, colors and shapes; there's enough variety out there for you to use a different bag every day of the year, without repeating yourself. But make sure you have the basics. Every girl needs at least at least one of the following bag types:

* utility bag (in black and brown) * formal bag (in black and gold/silver) * canvas or denim bag for casual, rugged wear * designer bag (because every girl deserves one!) * waterproof/weatherproof bag for rainy days or the beach * makeup bag for discreet touch ups * large bag for running errands * straw or wicker bag for summer dresses and beach wear

Amanda,s Comments are for the best information visit the

website for an

insight, into my elite and exclusive publication with revealing information, on how to buy wholesale handbags direct. Also for tip's, hints and news visit

my handbag portal..



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