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Impair Healthy Healing In People Over The Age Of 30!

CHEATING

By Willow Sibert

You're on a diet. You're trying hard not to take that piece of candy, or drink that glass of wine, or eat that bag of chips. You struggle as you walk past the refrigerator, knowing that beyond those hallowed doors lie treasures that you dream about. And you know that even if you take "just one bite," you'll be cheating.

"Cheater, Cheater"

From our earliest childhood, we've been told that cheating is wrong; cheating is bad; cheating is unacceptable. You grew up playing games that had rules and if you broke the rules, you were a cheater. No one liked a cheater and no one wanted to play with a cheater. If you cheated and got caught, you'd be singled-out, punished, and alone.

"Cheaters Never Prosper"

Fast forward to your present life. You hear about people who cheat on their taxes and receive heavy penalties and fines. You read about CEO's and executives in corporations who get caught cheating the company and go to prison. You hear about husbands or wives who cheat on their spouse, and the outcome is often divorce. You've probably even heard of famous sports figures who have cheated by throwing a game and losing on purpose, and when caught, they lose their right to play the game.

All of these "cheaters" have fallen into some sort of moral or ethical lapse. They've crossed the line into a different world of values and beliefs.

Are you really "cheating" when you eat a cookie?

Ok. You're on a diet, or in an exercise program or health regime and that chocolate chip cookie, or ice cream, or chips, or glass of wine beckons to you and you answer the call. You take a bite...or two...or perhaps you "eat the whole enchilada!" And then you call yourself a "cheater." You put yourself in the same category as tax evaders, adulterers, crooked politicians and the like. You might as well just take yourself down to the county jail and turn yourself in!

Lighten Up!

CHEATING

Why would you want to call yourself a "cheater?" You're not in the same league as the real "cheaters" – in fact, you're not even in the same game!

Stop calling it cheating! Simply say, "I ate a cookie today," or "I had a bowl of ice cream," or "I ate the whole bag of chips," and then get back on track, feel good about who you are and the direction you're moving in toward good health and a fit body. Let go of the guilt and self incrimination! Focus on what you did that day that was positive, on target, and let go of the rest. You're not a cheater - you are simply someone who is on a diet or weight loss program, and, you ate a cookie.

Willow Sibert, is founder of Peak Aspirations LLC and The Intuitive Entrepreneur (

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intuition and contemporary spirituality.

Link Cheating On The Rise

By Maya Pinion

Website owners and webmasters who are trying to improve their search engine ranking by trading links with other sites should beware of being cheated. Beware of link cheating.

What is link cheating?

Link cheating is when the other party in a link exchange does not live up to the bargain and does not add your link to his site. Link cheating can happen when you add someone else's link on your site first, then submit your link info, and assume that they will reciprocate and add your link to their site. What often happens is they don't add your link. And you end up with a one-way link, giving a link and getting none in return, improving someone else's search engine ranking and not yours. Link cheating. Even worse, you end up wasting a lot of your valuable webmaster time and energy for nothing. And, often, you won't even know it. You may not know you are the victim of link cheating or may not find out your link was never added to the other site until weeks or months later! Because link cheaters don't email you telling you your link has been added to their site and they don't email you telling you they have decided not to add your link (for whatever reason). They will just take advantage of the one-way benefit of you linking to them. Link cheating.

How can you protect yourself from link cheating?

As a webmaster, protecting yourself from link cheating is very time consuming and frustrating. Of course, you can check every site you linked to and see if your link has been added to that site. This is very time consuming, even with a "link checker" tool, and you may not find your link even if it is there! Or, if you don't find your link you can follow up with a polite email. And, if you don't get a response

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within a week or two, you can remove their link from your website. Unfortunately, by then you've been promoting the other site(s) for a month or more and getting zero in return. Link cheating.

Link cheating costs trusting webmasters, trying to build their website ranking, a lot of time and a lot of irritation. A lot of time adding links, submitting links, checking links and, ultimately, a lot of irritation removing links which don't reciprocate. One website owner became so fed up with link cheating (20 times in 2 weeks) that he changed his reciprocal link policy.

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no longer will add a

link to their site unless their link is added first, and confirmed to them by email. They promise to then add your link provided it is deemed suitable and acceptable. And they will no longer be a victim of link cheating, by avoiding sites who force you to use those automated you-go-first-but-we-don't-have-to-reciprocate link management programs. Many of these are good programs but they are being abused by bad webmasters.

As for the link cheaters, in the interest of internet honesty and fair play, webmasters who offer a reciprocal link exchange should abide by the agreement. If someone links to you you should honor the link exchange and reciprocate. That means adding the other party's link to your site. Or, if you have decided not to reciprocate at least have the professional courtesy to email the other party stating that their link has not been accepted.

Link cheating is reaching epidemic proportions and appears to be on the rise. And there appears to be no easy cure. But here's some good advice for website owners and webmasters who wish to trade links ... beware ... be aware ... and don't cheat.

Maya Pinion is a freelance writer and contributing editor for News4Net.

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is credited

with coining the term "link cheating".

Link Cheating On The Rise

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Edward Talurdey Shows You How To Catch Your Cheating Lover

Is She Cheating? – Many Unsuspecting Husbands Find Out Too Late

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