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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!

Chatty Cathy

By Judi Singleton

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We all run across these people who talk and talk and talk. They forget to include you in their conversation. You know who I am talking about here. They are the ones who run a monologue on you and you just stand there for a while so shocked that you can't move then you yell fire! to get away from the conversation.

Now this person, who is chatty cathy, is using me for attention and approval she does not seem to be able to give to herself.

She does not offer me anything she just takes my energy. I call these people emotional vampires. Now if I just stand there and listen I am doing two things that I never want to do in my life. I am caregiving afraid to hurt this person's feelings and I am enabling her to continue in this non-productive behavior.

Now I have someone in mind as I write this article. She is so needy. I do feel sorry for her but I do not want to just give her pity. I also do not want to just stand and spend my precious time as she pacify or calm chronic insecurity, her loneliness, and her emptiness. Whenever, I am out with her she traps not only me but store clerks, bank tellers, whoever will listen and don't know how to get away from her without being impolite. I avoid this person whenever possible and finally had to just tell her I didn't have time to be at the end of a one sided conversation. I told her it drained me when she talked and talked and tried to fill up at my expense. Sound mean I don't think so. Most people would just avoid her and not answer the phone when her number comes up.

Now it is my belief that she needs to heal her addiction. The inner child in her is looking for attention. Perhaps the attention she never got as a child. Every time she traps someone into to listening to her she is handing away her responsibility. It really is her that needs to listen to herself and pay attention. She needs to give that child approval. She wants someone else to take her responsibility. By handing the responsibility for her life back to her and treating her as an adult I am showing her respect that she deserves.

Like all addictions her's is trying to get someone to fill the hole in her soul.

I suggested to her that she listen to herself and start responding to her emotions and needs. She could perhaps spend some time journaling every night. She could start with small treats for herself like

getting a massage, or a facial once a month. Maybe buy herself a new outfit. I told her that I had found a lot of self-love by listening to my needs. I also told her that at first it was very hard to give myself what I wanted and needed or to even recognise what it was that I desired. I also told her that no one could fill those needs for her but her and Higher Power. Did she change I don't know because I have not seen her for a while. But I know I wasn't helping her by listening for hours to her monologue. I am showing love for myself by respecting my time. Now I am not saying you should not listen to your friends or family. Listening is one of the most loving gifts one can give. I am saying to support someone's addictions and not take care of you is just not healthy.

When you run across this kind of person look at what she might be mirroring in you. Ask yourself what need does she fill in your life. Is she an excuse to just be resentful?

Are you taking care of you by including this person in your life?

Judi Singleton publishes eight blogs a week. Visit her at <http://totheuniverseblog.blogspot.com/>

What Does An Ex-Basketball Coach Know About Pulling Web Metrics?

By Jason Blackston

What Does An Ex-Basketball Coach Know About Pulling Web Metrics?

by: **Jason Blackston**

In my previous life.....

Actually, my previous JOB life, I was a physical education teacher and the varsity girls basketball coach. This is where I learned about testing, or as my mentors on the internet say, "Pulling Web Metrics."

Simply put, pulling metrics is just testing your product or service. Your objective is to see how many sales you get out of a certain amount of clicks to your web site.

So what does my previous life as a coach have to do with your success on the internet? Great question, and now I will give you a great answer.

As a coach, I would test my girls in practice to see how many free throws each girl could make out of 100. I would do this everyday.

*For those of you who are not familiar with Basketball: A freethrow, also known as a foul shot, is awarded to a player who gets fouled by a player on the other team.

*I could get more technical with the rules, but this is all you really need to know about, for me to get my point across.

Now if Jane averages 70 made shots out of 100 freethrows, she is a 70% freethrow shooter. O'okay, next let's say Cathy averages 45 made shots out of 100 freethrows. This means Cathy is a 45%

freethrow shooter.

Here's what I've learned from testing these players:

First, Jane makes more freethrows than Cathy. So if the game is close at the end, I want the ball in Jane's hands.

Why?

Well, if the score is close and Jane gets fouled, the odds of her making the freethrows are better than if Cathy gets fouled. This means more points...

And more points means victory for Jane, Cathy, and the entire team!

****Online Business is not much different****

On the internet you can test your products similar to how I tested my players in basketball. Now as a coach, I put my players on the freethrow line and asked them to take the shot.

Same rules apply online. You want your products put to the test. An easy way to do this is by utilizing Pay-Per-Click search engines. Google Adwords is a great place to start.

You can find out more about Google Adwords at:

By utilizing Google Adwords you can test your products. Pay-Per-Click means you'll pay a certain price each time someone clicks on your advertisement.

However, you can find great keywords at low cost. If you need help finding good keywords, I suggest downloading Good Keywords. It's a free software program and has helped me find some great search terms.

Marketing on the internet is somewhat different than my coaching experience. The statistics are much different. In basketball, I wanted someone who could make 70 to 80% of the freethrow shots taken in a game.

On the internet, I am shooting for a 2 to 3% conversion rate. That's right, I'm looking for 2 to 3 sales out of every 100 clicks. That doesn't mean I don't want more, but 2 to 3% conversion is a good mark.

Let's you are paying 10 cents a click, and out of 100 clicks you got 3 sales. And your price for your product is 40.00.

$$* 3 \times \$40 = \$120.00$$

$$* .10 \times 100 = \$10.00$$

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* $\$120.00 - \$10.00 = \$110.00$ Net Profit.

You've got a good product that you can continue to test and market. If you had gotten 300 to 400 clicks and no sales, you'd have to take a good look at your product.

Sometimes people fall in love with a product before they test it. I've been there! It's always best to test, test, test!

Going back to my basketball analogy. The fact remains that Jane made more freethrows than Cathy. I want her on the line when the game is on the line.

Same rules apply when it comes to marketing online. I want to promote the products that "Pull the best Metrics."

And you heard that straight out of the ex-basketball coach's mouth!

* You can download this article at:

Jason is one of the owners of
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