

DDT: Do, Don't Think. Just market

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DDT: Do, Don't Think. Just market

By Angela Booth

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Summary: Your marketing supports your business. Stop marketing, and your business bleeds to death. it doesn't matter what marketing you do, just market.

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You see funny things when you're walking your dog. A couple of summers ago, late every Sunday afternoon, I'd be out walking my dog and I'd look up to see a sky-writer.

Puffs and streaks of white smoke against a blue sky spelled out the name of a local telecommunications company. Every Sunday, for months.

I wondered what it was costing them, and whether they were getting results.

Guess not. That winter, the telecom went bust in spectacular fashion.

Sky-writing's one way to market your business, but what's the best way? The short answer is that there's no best way. Nothing works all the time. Some things work sometimes. Many things work most times. Constant marketing works all the time.

So here are my two rules of marketing:

* it doesn't matter what you do, just do some marketing every day; and

* watch your mental images, because your images control your emotions, and your emotions determine how much energy you'll put into marketing.

=> It doesn't matter how you market

That's a lie. It does matter. If your marketing efforts consist of expensive advertising and gimmicks like sky-writing, you'd better have deep pockets.

Ideally, you'll use a mix of paid and free (except for your time, which is in no way free) marketing tools.

I'm not going to give you a long list of marketing tools. You can use everything from sky-writing to sticking magnetic letters onto your car.

(Check out the Marketing Diary in each week's issue of Creative Small Biz, to see what I'm doing ---
http://groups.yahoo.com/group/Creative_Small_Biz/)

What's important is that you put major time into marketing each day. This is because the results of your marketing take time to kick in.

Let's say that you start by sending out a couple of hundred direct mail letters each week. You combine that with making 30 telemarketing calls to businesses each day.

You're dogged about this. You don't think about it too much, you just go ahead and do it, because you want your business to be a success, and it is a business, it's not a hobby.

You plod on. Your business builds. You add more marketing tools. A small ad in the classifieds section of your daily paper. You write a talk, full of information for other business owners. You call local business groups and give your free talk. You network at these gatherings: you make friends, and hand out business cards.

What's the result? Hey --- before you know it--- your business is whizzing along. What did it? Constant, easy--does--it, don't--think--about--it--just--do--it marketing.

=> Watch your mental images

Who's in your head? Two of you. Your brain has two halves, so you're two people. Truly. There's the left brain analytical you, and the right brain creative you.

Your right brain has charge of your subconscious mind. And if you sabotage yourself, your subconscious is what's doing it.

I found writing exhausting for years. Even thinking about writing made me tired. I dieted, started new exercise programs, gulped vitamin pills, got more sleep. Didn't work. I'd finish a few hours of writing completely worn out.

Then an image formed in my mind. The image of a mountain climber, toiling up the rocky slope of a steep, ice-covered mountain.

Numb fingers. Aching legs. Deep crevasses on either side of me.

That explained the exhaustion. My subconscious equated writing with mountain climbing.

So I changed my image of my writer--self. My new image is of a seed-sower, walking along the rows of a tilled field. The field has black, rich soil. I scatter handfuls of seeds from a bag as I stroll along in the warm sun.

This new image makes me feel pleasantly relaxed.

It works. Writing no longer makes me tired. I'm just ambling

along, scattering seeds.

If you find marketing difficult, ask yourself what image you're holding of marketing.

We all form images via our right brain. The left brain suppresses them (this takes energy) or puts them into words.

If you ask yourself, you will get an image. If the image is unproductive, like my mountaineer, change it.

So there you have it. Marketing in a nutshell. Only two things to monitor: how often you market, and whether you're sabotaging yourself.

Now stop reading and go market your business!

Resource box: if using, please include

Author and copywriter Angela Booth crafts words for your business. Words to sell, educate or persuade. Contact her today

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Insect Spray Warnings And Alternatives

By Carla Donnelly

All of us want to protect ourselves from anything that will harm us, no matter how small it may be. Mosquitoes, bugs and other small insects that fly or creep around our house are just some examples of those small beings that can pose serious danger to our health, especially to the young ones.

That is why almost all of us have resorted to having the insect sprays and repellants easily found in the shelves of our favorite grocery store. For quite a long time, these sprays have been the most effective method of getting rid of those pests in our house. However, as technology progresses and new studies have been made, these commercial sprays and repellants were found to be as harmful as the pests their trying to get rid us of.

One kind of chemical that have been present in insect sprays is the lead arsenate. Lead arsenate is an inorganic compound of arsenic and found to be useful in the purpose of killing pests. However, this chemical is highly toxic especially to organisms that it is not meant for. It also persists in the environment even after several years of not using them.

Chlorinated hydrocarbons, though found effective against mosquitoes causing malaria and fleas, have serious drawbacks also. First of all, other insects like houseflies were found to be resistant to this chemical. Also, DDT or dichloro, diphenyl, trichloroethane, one of the chemicals based on hydrocarbons, was found to be fat soluble. Those who are heavily exposed to this chemical most likely have concentrations of DDT 1000 times higher in their fats than in the blood. Although, it may not pose any real harm, it might eventually lead to some complications.

Organophosphates are very toxic chemicals that are also found in some insecticides. Parathion, an example of an organophosphate, is actually 30 times more poisonous than DDT. Each year, since it was developed during the time of World War II, these organophosphates poison thousands of people throughout the world, and even kill them. Those who are taking care of these victims are also in danger. The excretions of these patients or even vapors coming out from them are enough to poison a human being.

Infertility in adult men may be caused by several factors. However, recent studies show that exposure to insecticides have an effect in male infertility. This is because of the chemical chlorpyrifos found in these sprays. When exposed to chlorpyrifos or its metabolite, it may lead to reduction in the levels of testosterone in men.

Until the year 2000, this chemical, chlorpyrifos, had been the most common insect spray used in residences. After the results of the studies were released though, the Environmental Protection Agency prohibited its use in residential areas to prevent children from being exposed in that harmful chemical.

How to Understand the Label

Since this commercial product is known to have chemicals in it, we should understand what the label tells us to be safe. We need to know the toxic potential of these insect sprays. Since these chemicals

can prove to be lethal to humans, we must know the acceptable level that is safe to humans. The unit of measure of lethality is called the lethal dose 50 or LD50. The lesser the LD50 value, the more toxic the chemical is.

Alternatives

This information about the commercial insect sprays may be disturbing. But the good news is, there are several alternatives also available in the market that are much safer to use. You just have to read the labels carefully to know which one is better.

These alternatives are those that are made from organic components. There are some that are made from natural blend of plant extracts and oils. Others are either alcohol based or made from hot spices

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to repel insects. Most may not be aware but nicotine can also be used as insect repellent because it is extremely toxic to these harmful pests. And nicotine as insecticide has been widely used since 1880s. Miracle II is reported as effective on insect cleanup

Insect sprays are really important for us, especially if we have children around the house. We always rely on these products to keep harmful, little insects away from us and prevent diseases caused by them. However, we should also be careful in choosing the right product; else, we might end up being more harmed by these things that should protect us.

Carla Donnelly is a writer on environmental and health issues at the MangoLife Wellness Website. Sign up for the free monthly newsletter and get a free vegetarian ecookbook plus a chance to win a chemical-free soap that raises the body pH and can help with insects.



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