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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!**

**Difference**

**By Marsha Maung**

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There are times when my ideas of raising a child is different from the elderly and others. To begin with, my baby is not an easy one. Because we're all different and have contrasting ideas about raising their own children, we should expect contradiction...especially if we have to depend on others to help take care of our children while we're away at work.

Sometimes, others may refer to your child as a BAD BABY just because your child is not as 'well behaved' as others. But through the years of parenting, I have begun to question the following, who's a good baby and who's a bad one ? Is there ever a bad baby? Are babies capable of being bad? What is bad?

Being a work at home mother, I work when I have to. Even when I am physically at home, I still HAVE TO work and have self-imposed working hours. So, I still have to depend on inside and outside help to take care of my kids until I can be with them...which is often as soon as I can. But opinions are not necessarily the same when it comes to childcare.

Take it from me, just learn to relax a little bit more. When you're a first time parent, admit it, we're really keen on being a good parent. Anything can send us into unabashed hysteria! I know I was like that when I was first a mother. The second time round, I look back and sometimes laugh at myself.

Relax . Take a deep breath and count to ten. If you're not calm by then, take another deep breath and count to ten again. Still suffering from frayed nerves? Repeat procedure. The point is that, it's not too good to spoil the repaire you have with your baby's daytime caretaker, whether she is your relative, sister, mother, mother-in-law or a hired help. Besides, maybe bending a couple of rules here and there is not going to result in a totally lost and hopeless child.

Find other options . Look, discreetly, for other means of taking care of your son, some of which may be seeking outside help, alternating caretaking with mother and mother-in-law...etc. There are always other ways of finding a reasonably good caretaker for your baby. For me, I have resorted to hiring a live-in babysitter who takes care of my children when I am working.

## Difference

Talk to other people about your problem . There will be other people who face the same problem you're facing. Sometimes, talking about it to another person will simply make it less significant and put things back into perspective. Especially when the someone is someone you trust completely. Just remember to keep an open mind...

Consult other family members . Other people may have a tip or two up their sleeves on how they survived the ordeal.

Swallow the pill . Take it from me, it is not worth it to argue with your baby's daycaregivers. Ultimately, the welfare of your baby is in their hands. You're on the losing end if you piss them off. It is simply not worth it. Noone and I mean, NOONE will be able to UNDERSTAND or deal with the problems FOR

YOU. Pick your battles wisely, smile and bear with it. Sometimes, bearing with it, the other parties (like your day caregivers) may start to see something in you and things will starting becoming better. I mean, who knows?

Marsha Maung is a work at home graphic designer and writer. She lives in Selangor, Malaysia with her husband 2 boys, Joshua and Jared. For more information on Marsha, go to <http://www.marshamaung.com>.

### **What's really different about your company, product or service?**

**By Jim Logan**

#### **What's really different about your company, product or service? by Jim Logan**

Assuming you're not the only company on the planet that provides products and services similar to yours, what is it about your offering that's unique? As with benefits you offer your customers, your uniqueness needs to be tied to things valued by your customer. Your uniqueness is your `orange'...your `orange' as compared to other's `apple.'

Being different only counts to the extent your target customers acknowledge the difference as a benefit. For example, if your difference is that you support 1000+ color choices for your `widgets' however, your target customers only buy or care about 4 basic colors, then your difference in having 1000+ color choices is of no benefit to your customer and has little to no market value.

Your difference has a shares space with your benefits as the ground you stand on to compete for your prospective customer's business. The things you highlight as differences are the items you most want to compete on and are in effect `traps' you set for your competition.

Look for difference in your offering that is tied to the use of your product and service. Your difference is your unfair advantage over your competitors. Another way to look at it is your benefits are what your customer gets from your products or services; your difference gives cause as to why your benefits and solution are unique.

## Difference

Remember...Difference without benefit is of no value to your customer. Be sure to highlight difference that is recognized by your customers as benefits they are willing to pay for.

Jim Logan is founder of Accelerate Business Group, LLC, a revenue growth company. Accelerate Business Group partners with their customers to build revenue the only three ways possible – getting more new customers, increasing the value of your average sale, and getting more repeat business. Jim can be reached at <http://www.jslogan.com>.



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