

Dig a Hole, Bury Your Bones!



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**Dig a Hole, Bury Your Bones!**

**By Sean Wu**

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As you may have heard, "The Money is in the List." It has been a widely accepted fact that in order to be successful online, you've got to have your own opt-in mailing list.

While the subject of successfully building a mailing list has been widely covered and discussed, it is surprising that very few ever mention about how to protect your hard-earned list.

Anyone who has been building a responsive mailing list for sometime will definitely recognize the time and effort that must be sacrificed in order to obtain thousands of subscribers. For new list builders, sometimes getting a few hundred subscribers means weeks of late nights and consistent promotional efforts.

Why then, do I always hear news about successful list owners losing their entire subscriber base due to a crash on the servers hosting their lists?

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Recently, I've heard news of a successful list builder who have been building his list for over 5 years that lost his entire 10,000+ subscriber base due to an unrecoverable crash on the server his list was hosted on.

While the idea of losing 10,000+ subscribers almost overnight sends a spine tingling shiver through the backs of most list builders, I rarely observe list owners making constant efforts to backup their lists. In most cases, it is only when they've heard about other people's tragedy that they run out and utilize the "backup" function on their listservers.

A targeted, highly-responsive mailing list can be the most valuable asset for anybody's online business. Hence, I would expect successful list owners to guard their lists like a dog guarding its bone.

Dogs often dig holes in the ground and bury their treasured bones to keep them safe. Similarly, we list owners should also constantly utilize the backup function on our listservers (or manually backup on our own if such a function is unavailable) to retrieve our valuable list of emails and bury them somewhere safe.

This goes for ALL important data, including your website, articles that you have written, important passwords, and anything of value that you don't want to lose.

If you have an extra hard drive, a CD-writer, or one of those not-so-popular 100 MB disk drives, now is your chance to put it to use! Provided that your backup device has not already rusted or rotted from ages of dust, having a backup in hand is always better than nothing.

Backup your important files as frequently as possible as you will never know when something terrible will happen to your treasured mailing list, website, or hard drive. As lazy as I am, I do it AT LEAST once every two weeks.

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Don't count on your webhost or list hosting company to backup your data for you; do it for your own peace of mind.

To be successful online (and that includes being a good mailing list builder), we must learn to be a BIG DOG. And BIG DOGS always bury their bones in the safest of places.

About the Author: Sean Wu is the founder of MoneyALLY.com, a newly launched website aimed at helping people make money online. To check out his site that's JAM-PACKED with incredible online money-making tips, FREE E-books, and profitable secrets, visit: <http://www.MoneyALLY.com>

### **Let Me Show You How to Stop Your Dog Digging and Making a Mess**

**By Niall Kennedy**

If your dog digs, it may be for a very good reason. While most people think it is annoying and troublesome for them to keep track of their dog's need to dig, the fact is that a dog digs for a reason. For example, many dogs dig to bury or to retrieve bones or even toys. But, on a hot day, a dog can dig because he's hot. By digging down, he can lie in the hole and stay cooler. Smart! Or, the dog may be doing it because he is trying to kill rodents like mice and other critters that are lurking out of sight. Dog's like terriers do this instinctively. Still, other dogs do it because they are trying to run from physical confinement or just because of plain boredom.

As a dog owner, you are stuck in a dilemma. You don't want your pet to dig holes and leave pits throughout your yard. But, on the other hand, you don't want to punish your animal for doing something that is just natural for him to do. This is especially true when you have a pet that just seems to always be digging. You don't want them to do it but you don't want to punish them. This seems like a lost cause but in fact there are many ways that you can overcome this problem.

In order to get to the behavior and to treat it, you need to know why your pet is doing it. To do that, answer some basic questions. When does the dog dig? Is it when he or she is left alone or when you give them a toy or bone? Do they do it in the same spot every time? Is the dog digging near a fence as if trying to get out? Finding out why your dog digs will lead to answers for you in treatment.

The dog that digs when it is left alone is one that is bored. If this is the case for you, there are several things you can do to prevent it. For example, tire the dog out with a walk or some play time before you leave for an extended amount of time. If it is tired, it is likely to sleep through part of the time. Also, make sure to give the dog toys or other items that will engage her mind. Walking into a pet store you will see hundreds of choices. You'll even find what are called dog puzzles. These can be such things as hollow balls or cubes that you'll place a toy or treat inside. When they smell it, they will spend time working on getting it out. This leaves less time for digging.

For those dogs that are instinctively digging, your response can be, believer it or not, to provide an

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acceptable spot for them to dig in. Some owners create special pits for their dogs to dig in. They can fill in a small area of a soft dirt and then bury treats inside of it. Scatter them, place some deeper than others. The dog gets the treat when it uses its sense of smell to locate it. Don't let the dog know you are burying them either.

What about that dog that just doesn't want to stop digging? In some cases, you may have to protect that flower bed instead of trying to stop the animal. Either a physical barrier can be used or one that is remote punishment type. Some owners try techniques such as a splash of water or a distraction of attention whenever the dog attempts to dig. The problem with these types of systems, though, is that they only tend to work when the owner is present and able to do the distracting. Unfortunately, most compulsive diggers go right back to digging when the owner is no where in sight.

Best Pet Health Information

is a resource which will help you find information, hints and tips to keeping

your dog happy and healthy. <http://www.best-pet-health.info> This article may be reprinted in full so

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