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Don't Count Your Chickens Before Your Eggs Hatch

By Shelly Rich Friedling

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Honestly, this IS advice for those in business, and not just colorful local lingo!

People have a tendency to do two things when closing that first big sale, or watching the hit counter fly due to the newest supermonster—nothingbeatsit—trafficgeneratorX:

A) sit back, start filing your nails, and say "wow, I did it, smooth sailing from here on in" ...or
b) jump around, pat your self on the back and celebrate—go fishing, buy a car, start writing acceptance speeches for business of the year ...

but both hold a highly dangerous common thread: neglecting the immediate future.

It's ok—even appropriate and deserved—when you finally start seeing those results you've been working toward, to take a deep breath and relax. It's super to think in grandiose terms; without dreams, life would seem small indeed.

BUT, come back to earth quickly; the supermonster might crash, your big customer can also go bust, and your silver lining might tarnish fast. Go ahead and start reeling in the next "big one."

This IS actually the best time to either prospect or close other sales; when you're on a sales high (yes, you athletes, it happens!), you're feeling your best, and that energy will be reflected!

Hopefully your business plan includes daily income producing activities (IPAs). These can be small; send a new ad to a different type of ezine, add a new product or try a new type of service (eg ppc search engine or lead generation program). They are also the activities that bring you up in unexpected setbacks, because just at the point something falls through, those seeds sown start springing up. If you

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put all your eggs in one basket, what happens if you drop it?

Don't neglect outside opportunities: pass out business cards, make specialized auto tags, magnets, pencils, feather caps, whatever might be appropriate for YOUR type business; join organizations, talk to people at the grocery store checkout or your child's ballgame, conduct a local class or volunteer to present a free seminar at the community center...Use Your Imagination!

How many IPAs a day? Just depends on how much you want back.

It's important to cater to your present customer now too; you want to retain them. Remember THEY are your most valuable asset—they ARE buyers, and know others!

I like to do my KGA (Keep it Going Activities) right after a major accomplishment; trying out new software to see how I might improve efficiency or presentation, revising/editing website content, reviewing data, implementing plans to improve those places which are lacking or deficient, updating keywords...this is sort of my 'round tuit' list! These activities primarily are for the benefit of current customers.

After all, a bird in the hand is worth two in the bush.

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Shelly Rich Friedling, a long time entrepreneur, is currently acting as Editor/Publisher of Success*Strategies, an ezine for creative sales and marketing strategies. <http://www.richideas.info>

Two Questions To Ask About Bird Flu Vaccines

By John Hart

The results of a government-funded study show that very high doses of an avian influenza vaccine, supplied by Sanofi-Aventis, are needed to produce an immune response that should guard against the virus. 54% of the volunteers received two shots of 90 micrograms each, 28 days apart. A typical flu shot is 15 micrograms.

Based on the requirements seen in the study, the U.S. government's current stockpile of vaccines would provide enough for only about four million people, according to Dr. Anthony Fauci, director of the National Institute of Allergy & Infectious Diseases.

The problem isn't just a matter of dosage. It is also a matter of production. Flu vaccines are produced using hen's eggs, a 50-year old technology, if it can be called that. Automated machines inject hundreds of thousands of eggs, then an 11-day waiting period begins while the eggs incubate, brewing viruses that are then killed and bottled. To produce millions of the final product takes about six months.

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Then there's the question no one seems to be asking: if we plan to rely upon chicken eggs to incubate an H5N1 virus, how do we know the H5N1 virus won't kill the eggs? H5N1 already kills chickens. Shouldn't we assume it also kills a high percentage of chicken eggs? Sanofi–Aventis is spending \$150 million of its own money building a new vaccine–making plant based on the theory that H5N1 won't kill the eggs. By the way, eggs have to be ordered many months in advance for this antiquated process.

And where does Sanofi–Aventis plan to get all these egg–laying chickens anyway? Millions of chickens have been slaughtered worldwide already and a pre–pandemic scenario could kill off whole U.S. chicken farms at once.

However, there is a new vaccine technology on the horizon. It's called cell–based vaccine. Giant vats of living cells, such as dog kidney cells, multiply and then are inoculated with the virus. There are two companies already in the marketplace, one in Holland, one in Germany, but the technology won't be widely available for years. The FDA must review the entire method before any equipment can be imported to the U.S.

Clearly, the U.S. has waited for a new virus to come along to spur vaccine research. We may have waited too long. H5N1 isn't waiting. It's figuring out how to mutate into human–to–human transmission. In fact, the rate of mutation is alarming. Dr. Robert Webster, Ph.D., Member, St. Jude Faculty Rose Marie Thomas Chair, calls H5N1 "the most frightening virus I've ever seen in 40 years of research."

If you and your family are counting on a vaccine to protect you against H5N1 (Avian Influenza), don't bet on it. There are still too many unanswered questions and too many risks.

Mr. Hart is a medical journalist/researcher, and the author of "Killer Bird Flu...Get Ready Now!" a paperback that outlines what families can do to get prepared for the coming pandemic. Learn more at

<http://www.buynanomask.com>

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