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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!

Don't Make It Personal

By John Colanzi

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Most of us have an inherent need to be liked. We want to be nice guys or gals and it upsets us when we receive angry emails or flames.

Well if you're going to do business online you're going to have to learn to deal with them. No matter how nice you are, or how many people you try to help, the flames will come.

Sometimes you'll receive them because something you've said is misunderstood. Sometimes you'll receive them because someone's forgotten they're on your list.

You just have to learn to roll with the punches.

You have to toughen your hide and take them in stride.

You'll even receive some from the small group of online marketers who go out of their way to be rude and obnoxious.

You can't make it personal.

As an online marketer, you don't make any sales if you don't get the word out about what you have to offer. Sadly there are some marketers who want the net to be a one way street.

Don't Make It Personal

They want to hop from newsletter to newsletter and site to site and grab anything that's free. Then when they receive a sales letter or offer they scream at the top of their lungs.

So what can you do?

Go into business knowing ahead of time, it has nothing to do with you. As they say in the Soprano's it's just their nature.

Don't bother responding, you'll just waste your time and energy and more than likely get even more upset.

Get them off your list, block their addresses from your email account and move on. Cut them out like you'd have a cancer removed from your body.

Do it fast and clean.

Stick to your game plan. Don't let the occasional idiot destroy your business or your resolve.

Stiffen your spine and take your hits. The internet isn't always a bed of roses, but it is the best game in town.

Get in the game.

In Praise of Personal Pronouns

By Robert F. Abbott

Rudolph Flesch, a pioneering advocate of readability, put great stock in the liveliness of the written word.

One way of getting that liveliness into our writing, he said, is to use the personal pronouns: you, me, I, we, us, he, she, him, her, and they.

When we use personal pronouns, several important things happen. For starters, we personalize our writing, and that makes it easier for readers to relate to the subject.

For example, which of the following two sentences would be more effective? (1) The use of personal pronouns personalizes written communication. (2) When we use personal pronouns, we personalize

our writing.

I think you would agree that sentence 2, with several personal pronouns, is more lively and more likely to be understood. That sentence allows readers and listeners to relate to the words; in other words, there's a personal connection. On the other hand, the first sentence is a collection of abstract concepts.

In using personal pronouns, we also make our writing more like our spoken communication. Listen to almost any conversation and you'll notice frequent use of 'I', 'you', and 'we'. It's quite natural to speak that way.

One more point: When we use personal pronouns, we're more likely to use active verbs and less likely to use passive verbs. By passive, I mean the 'to be' verbs, including 'is,' 'are,' and 'be.' When we replace these verbs with verbs that do something, we increase readability.

Try personal pronouns yourself. Take a document that you want others to read and rewrite it to include more of them. In the process of doing that, you're bound to make it more readable. What's more, you'll also make your words more effective.

Robert F. Abbott writes and publishes Abbott's Communication Letter. If you subscribe, you will receive, at no charge, communication tips that help you lead or manage more effectively. [Click here for more information:](#)

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