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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!

Essential Tips on Marketing

By Carol Bird

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Getting people to your site is the first problem, but getting people to recommend you, as to building a strong reputation on line is another thing all together.

- 1) Only do business with those that follow this rule, "The customer is always right!"
- 2) Follow that rule when you conduct business even when the customer does not appear to be right!
- 3) Do not act spontaneously when it comes to advertising! Always research the company, check their references and do not even bother to read the testimonials. Testimonials have to be goooooood and can easily be staged.
- 4) Never spend what you do not have, in other words do not count the chickens before they hatch.
- 5) Always take half of your profits and reinvest it into marketing and advertising.
- 6) Be patient. Nothing worth while even happens over night!
- 7) If something sounds too good to be true, it may or may not be. Be wise and research, put on your thinking caps and be a detective if you must, but do not always assume that things that sound too good to be true are too good to be true. Take the lotto for example, all you have to do is spend \$1 and you can get \$1,000,000 back for doing nothing at all? So just be wise and research.

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8) Never get to the point where you think you know it all. There are always new and better places around to advertise with and more profitable programs to join.

9) One key to advertising is this, go with the big guys! If you know a big reputable company is advertising at a certain place, you can be assured they have utilized their resources and researched that advertising company thoroughly, and hey, they are successful for a reason, so advertise where they do! Let's take Microsoft for example, if they advertise in the paid classifieds at Yahoo, then I say, "Go for it!" That is one thing I always do. I first look for logos or

businesses that are familiar to me when I come to a site, if I do not see any, I leave.

10) Best of all to be successful you must remember this, there are millions of people on line advertising their business. Many of them are advertising the same type of business that you are advertising. Go far away from them and advertise in a place that is not being used for that purpose by other people in that same field.

All of those FFA link pages, people do not read the links there, they place links there, that is why they are there, to advertise not to buy. One last thought, if you want to know where not to advertise follow this rule, when you see a link or a banner that says you can advertise on their site for free, then you go there and are bombarded by advertisements, do you read them? No you don't, neither will anyone else. Be smart.

Aromatherapy Essential Oils: Seven Things You Should Know

By Art Turner

Aromatherapy uses essential oils to treat medical conditions, to alleviate psychological ailments, for cosmetic purposes, and to reduce stress. The essential oils of aromatherapy have the power to enhance both your physical and mental state.

Essential oils are extracted from living plants and trees. When essential oils are used appropriately, most can be used at home safely, enjoyably, and with beneficial effects. Keep the following seven things in mind if you want to try aromatherapy at home.

(1) Most essential oils should never be applied directly without diluting them. Only lavender and tea tree oil are exceptions to this rule.

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(2) Essential oils are flammable, so use extreme caution around flames and heat sources. If you use a burner to diffuse the oil, put water in the burner first. The essential oil will enter the air as the water evaporates.

(3) Essential oils are for external use only. On very rare occasions, a qualified aromatherapist may prescribe essential oils by mouth. Some essential oils can be very toxic if swallowed. Even essential oils that have a therapeutic effect when diluted in certain oral treatments (like mouthwash) should not be swallowed.

(4) Keep all essential oils out of the reach of children.

(5) If you want to use essential oils during pregnancy, on babies, or with young children, please seek the advice of a trained, qualified aromatherapist first.

(6) If you are using essential oils as part of homeopathic or herbal medicine treatment, get advice from homeopathic or herbal medicine practitioners as well as from an aromatherapist.

(7) Some medical conditions require a doctor's care, and not all medical conditions benefit from aromatherapy. Always check with your doctor first before undertaking aromatherapy for the treatment of any medical condition.

Following these seven principles for safe aromatherapy will help your experience with aromatherapy to be both enjoyable and beneficial.

Art Turner blogs about essential oils at

and writes about stress

management techniques at



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