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Exercise Your Marketing Skills

By Doran Roggio

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If I were to mention exercise what is the first thing that comes to mind. The majority of us would no doubt conjure up an image of a sweaty bodybuilder grunting as he attempts to lift an astronomical weight, or perhaps you picture a slim, muscle toned aerobics instructor vigorously going through the movements of box aerobics shouting out maneuvers to her students. Both of these images depict individuals who are 'taking it to the limit', pushing themselves to their maximum and beyond to reach their fitness goals, thereby increasing their stamina while building a muscle toned physique. Such fitness pros establish routine workouts and proper diet in order to obtain the physical benefits they desire.

What does all of this have to do with your marketing? Just what is meant by exercising your marketing skills? How can you tone your marketing muscles and become skillful in your marketing techniques?

To begin, lets define exercise. There are three applicable definitions we are going to discuss, taking each one at a time.

1.Repetition of an action so as to develop or maintain one's skill.

Now ask yourself what are some things I can routinely do to sharpen my marketing skills? Just as the bodybuilder has a daily regimen of diet and exercise, so, too, should you have a daily regimen of study, and practice. To attain marketing skills it is essential to take in knowledge on a daily basis. Perhaps you only have fifteen minutes each day. The serious

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bodybuilder understands that even 15 minutes a day of exercise can put him closer toward his fitness goals.

A bodybuilder would never leave his fitness to guesswork. He knows that it is essential to his progress that he learns the proper methods of weight lifting. He may even hire a trainer. This will not only ensure his success, but in so doing the bodybuilder is reducing the risk of pitfalls such as sport injuries. By the same token, the trainer is able to keep the bodybuilder motivated.

It is essential for you to approach marketing training

with the same discipline. Not only will you more quickly develop marketing skills, but you will be less likely to become weary and unfocused. Make it a practice to learn something new every day. Obtain the necessary information from reliable and professional sources to become proficient.

Develop your marketing strength with the help of a marketing trainer. While creative thinking is a marvelous tool to be utilized, you also need to seek help from professionals who have already mastered the art of marketing.

2...to carry out the functions, requirements, or terms of..

Once the bodybuilder has a routine (a plan of action) he must diligently work at it. He could not expect to see results without action on his part. Nor would he build physical stamina if he skipped his workouts. Each time he returned to his regimen, it would be as if he were starting anew. He would have gained very little benefit. The effects would be minimal. In time, he may become disillusioned and give up. In short, the bodybuilder must make a commitment to routinely carry out the requirements of his workout in order to reach and maintain his fitness goals.

As you take in instruction on marketing you will perceive there are certain mundane tasks (advertising procedures, customer care, ad tracking, etc.) that you must give attention to in order to fine tune your marketing results. These are all necessary steps to success.

So then the first step in exercising your marketing skills is to obtain the necessary knowledge to strengthen your marketing

muscles. Develop a plan of action. Continue to reevaluate your goals. Ascertain if you what you are doing is leading you in the direction of those goals. Make the commitment to be diligent and not quit. Think success. Stay focused. Do something daily that educates you and keeps you motivated. Remember 'knowledge is power 'and thru your acquired knowledge you will develop techniques that work.

3...to bring to bear steadily of forcefully...

Through a habitual, laborious and sometimes tiring course of action the bodybuilder achieves results and acquires the desired physical fitness and muscular body. He knows his success came as a result of commitment and hard work. It would be folly on his part to think that he could achieve such results instantaneously. He continued working at it even when it seemed there was not much progress, exercising

faith that his continued efforts would bring success.

At first, especially if you are brand new to marketing, you may feel inadequate. There may be times you have tried every thing you have learned and it seems nothing is working. Do not dismay, this does not mean you cannot do it. All success paths start off with trials and even failures. That is part of the learning process. You can succeed if you do not give up.

Real success comes with time and work. Do not fall prey to the myriad of 'instant riches' promises that abound on the web. Marketing techniques which will bring success to your business will be developed gradually until one day you will realize that you have acquired the fine tuned skills to market your business successfully.

An excellent first step to exercising your marketing skills, would be to take the Free 5 Day Affiliate Masters Course written by Ken Evoy. This is an intensive 5 Day email course on becoming a high earning Affiliate. I can think of no better way to start your journey to acquiring the marketing skills you need to be successful. This is the very course that took and I refer to daily.

Request the Affiliate Masters Course by sending a blank email to: mailto:makemytams@s...

Constructive Tips About Retrenchment

By Colin Ong TS

This article provides constructive tips about facing retrenchment and moving on with new career opportunities.

1) Don't take it personally.

Your retrenchment should not lower your self-esteem. You have to pick up your confidence as your family needs your financial contribution. A job does not define the true worth of a person.

2) Find out more about the industry.

Do some research and learn about new developments within the industry of your competencies.

3) Improve your skills.

After researching, you should find out more the available courses to upgrade yourself. It is never too late to improve.

4) Pick up new skills.

If you want to switch to a different industry, you can use the retrenchment exercise as an opportunity to make the switch.

5) Taking a part-time job.

In the midst of searching for a full-time job, you can take on a part-time job. It will help in your current cash-flow.

6) Manage your finances.

The time-lag to your new job may pose a strain for your expenses. Get your family together and have an open communication about the situation. It is advisable to plan a family budget and eliminate non-essential items.

7) Call up your friends.

Your friends may provide fresh information about new job openings.

8) Join online communities.

There are a number of HR online communities that advertise job-openings.

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9) Exercise regularly.

Job-seeking in this current climate needs a lot of stamina. Don't neglect regular exercise and healthy eating.

10) Volunteer.

Helping other people who may be more needy than yourself will help you put things in perspective and dispel constant self-pitying. You will be more confident when you approach the job-market.

11) Improve your communication skills.

Use your spare time to improve your communication skills. This will help in your next job interview.

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