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Explosive Value of Foreign Links

By Ken Kovach

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Explosive Value of Foreign Links
Best Linking Exposure

Do you live in a Foreign Country or speak a second language? Even if you don't, you can take advantage of this easy to implement linking tip.

Do a search on a foreign language search engine for a product very similar to your own. Then simply contact the owner of the site and ask him if he would like to exchange links with you. If you have an affiliate program attached to your product, all the better, as it will give more motivation for the link exchange.

If the site owner agrees, you have just received a valuable link exchange. 1) You are linked to the site which came up first in the foreign search engine for the same product you are offering. Chances are most of the English speakers in that country will follow your link out of interest and that could be a lot of targeted traffic. 2) You have also increased your search engine positioning with linking power.

This can really get exciting if you can exchange links with websites with top search engine positioning. This may be a slower method of building advertising and take a little more of a personal touch. But in the long run the personal touch always wins. Exchanging links like this is almost like endorsing each others products to a degree.

Applying personal niche marketing tactics can bring you more customers and sales in the long run. Scatter Shooting in the Dark with get 10,000 hits type of programs just don't seem to bring in the results. But the personal touch never seems to fail and is always in style.

I opened a website in Japan last year and sent an email to about 30 of the Top English Website owners and asked if they would consider exchanging links. I also offered them a few nice e-Books for taking the time to consider the offer. Of those 30, Ten wrote back wishing me luck and were happy to exchange links. The others didn't feel our sites had that much in common.

Explosive Value of Foreign Links

The Result was 10 links on Ten Top Sites. These links have provided me with personal visitors and customers. What if you were to apply this link exchange idea offering your product or service instead of e-Books? You can make an offer that is irresistible that will give you good quality links. What would you like to be offered in exchange for a link? Think about it.

Written by Ken Kovach of Success Services Ezine <http://kovach-services.com/ezine> and Kovach Services Ebook & Software Store <http://kovach-services.com> This Article is copyrighted © by Success

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The American English Accent:: The "Explosive" T And P Sounds

By Frank Gerace

The "explosive consonants"

Earlier we said that the vowels are an important factor in hearing a "foreign" accent. But it is not only the vowels. The consonants also must be mastered.

When we say that English consonants are "explosives", we mean that they are pronounced with a sudden release of air. It is this characteristic that marks the accent of an English speaker when they try to speak your language. You should try to speak like an American and you will be reaching for the American English way of pronouncing the consonant. It is the characteristic explosive nature of the English consonant that is the basis of so many jokes about the pronunciation of the English speaker who is learning other languages.

Pronounce the following sentence with the most exaggerated American accent that you can: "Peter, answer me! Can you talk?"

Did you exaggerate the words Peter, can you talk? If you did, the sounds that sound bad in your language are correct in English.

Most of my students are shy and speak with a low voice because they think that they do not pronounce correctly. In this way, they will never pronounce correctly because they do not exercise the pronunciation. They do not hear their mistakes; they do not feel the effort of reaching for the correct sounds, and worse of all, they begin to say, "Well, they understand me and that's what counts."

Don't be afraid! You have to exaggerate the English sounds now to be able to pronounce them normally later on in your progress with the language.

What are the sounds that give away the English speaker? The explosives. And the mispronunciation of these same sounds is what makes up the foreign accent.

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When you pronounce the words Peter, can you talk? in your language you probably don't use as much force as in English. For the "p" of the word Pedro, Pierre, or Piotr, you close your lips and then you open them for the sound to come out. It is the same with the "t" of the work talk.

However, in English you have to expel a little blast of air to make the sound of the "p" and the "t"; that's why they call the sounds "explosive", because they make a little "explosion"!

The teachers of Spanish to English speakers have to teach them to NOT expel the air for these sounds. They often make them say words like "papá", "Tomás" etc. with a lit match in front of their mouth. The student has to pronounce the Spanish correctly without blowing out the match.

Your job is the opposite. You have to be able to blow out the match (or feel the blast of air on the back of your hand) when you pronounce the explosive English sounds.

Listen to these sounds!

To hear the sound of the letter "p"

<http://www.bookslibros.com/sounds/p.wav>

To hear the sound of the letter "t"

<http://www.bookslibros.com/sounds/t.wav>

Frank Gerace Ph.D has worked in Latin America in UN and national Educational and Communication Projects, and has taught in Bolivian and Peruvian Universities. He currently teaches English in New York City at La Guardia College/CUNY. He provides resources on accent reduction and the proper American English accent at

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