

Expose Yourself !

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**By Jim Peters**

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That's what you need to do, if you want to maximize the traffic to your website. You need to expose yourself to as many pairs of eyes as you possibly can.

Paying for advertising is one way to accomplish that, but there are many other much more subtle ways to expose yourself, that can often generate much more targeted traffic.

Probably the best way to expose yourself is by writing articles and submitting them to ezines related to the topic. Oh, "I'm not a writer you say." Well, that really doesn't matter. I'm not a writer either, and here I am.

The only thing you need to expose yourself with this method is knowledge in a specific area. It really matters little whether that area is rocket science, or de-clawing a cat.

Start by writing a few paragraphs related to your area of expertise. Assume your potential reader has limited knowledge in that area.

Then, develop those paragraphs to convey your knowledge to your reader.

As I said, the topic is really irrelevant. If you can convey something to the reader that expands their knowledge by reading your article, you gain worthwhile exposure

Now comes the hard part: deciding on an eye-catching title for your article. And, I do mean the hard part. I can spend 30 minutes writing an article and another 6 hours coming up with just the right title.

A few things to remember: You really need to keep it short. That's a big part of what makes this process so hard. It also needs to convey a quick and easy to understand message to grab your reader's attention.

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For example, the title of this article must have grabbed your attention. You probably wondered, what could "Expose Yourself" be about?

Now, assume you have your article written along with an eye-catching title. Where do you go from there? Well, the whole idea is to expose yourself. So, the next step is a dynamite "sig" file. That's Internet speak for an expanded signature. One that contains not only your name, but additional data about your background and the enterprise you wrote the article to promote.

Keep your "sig" file short and sweet, not more than 6 to 8 lines formatted the same as your article.

You now have an article with a great title, along with your "sig" file. It's time to promote it. Have a look at these quick tips

<http://www.opportunityupdate.com/tips.html>

for getting your article noticed by a

publisher.

Here are a few of the excellent sources for promoting your article:

<http://www.opportunityupdate.com/doorwaytosubmit.html>

<http://www.dime-co.com/articlesub.htm>

<http://www.ezinearticles.com/>

<http://www.ideamarketers.com/>

<http://www.mailbiz.com/mailbiz/magcat/>

<http://www.netterweb.com/articles/>

<http://www.powerhomebiz.com/termsfuse/articlesubmission.htm>

Now, go out there and expose yourself!

Jim Peters is Manager of

<http://NetServeInt.com>

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## **Klondike Solitaire – A Winning Strategy**

**By Boris Sandberg**

Klondike Solitaire, or simply Solitaire, is the classic solitaire game. Klondike is probably the best known solitaire game in the world. The rules of this game are known to almost everyone.

Not all games of Klondike Solitaire are solvable. Playing Klondike game involves a lot of guesswork and it is the main reason why you do not win the vast majority of the games.

This article covers some strategy tips that that could be helpful for improving your win/loss ratio.

1. Turn up the first card off the deck before making any other moves. It increases the initial number of possible moves and gives you the opportunity to make a better choice.
2. Always move an Ace or Deuce to the foundation whenever it is possible. This rule seems to be clear and logical and does not need any further explanation.
3. Expose hidden cards. If you have a choice from several possible moves that expose hidden cards, choose column with the largest number of hidden cards.
4. Hold off the moves that are not important. The best move is one that provides you with opportunity to make other moves or expose hidden cards.
5. Do not empty a tableau pile if you do not have a King to put it in. You gain nothing if you get an empty pile. A space in Klondike solitaire can only be filled by a King or a sequence starting with a King, so leave your options open.
6. If you have a choice between a black King and a red King to fill a space with, be cautious in your decision. Look at the color of the blocking cards and make the appropriate color choice. For example, if you have a red Jack that blocks some hidden cards, you have to select a red King and than wait for a black Queen.

There are two basic ways to deal cards from the stock in this game: player deals either the cards at a time, or only one card is dealt at a time. The recommendations given above are applicable to both variations. The only difference for the "deal three at a time" variation is that you have to pay close attention to the order of the cards in the order of cards in the deck. Some people suggest dealing all the cards to the waste pile once without making any moves and remember the order of the cards in the deck.

If you play computerized version of Klondike, you can use the unlimited undo function as many times as you want to try different choices and to maximize your chances of winning.

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Boris Sandberg is a developer of the BVS Solitaire Collection, a set of about 400 different solitaire card games, including Spider Solitaire. For more information please visit

<http://www.bvssolitaire.com/klondike-solitaire.htm>

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