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Four Easy Steps to Winning Friends on the Web

By Marie Williams

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Most of you will be familiar with the works of Dale Carnegie and, in particular, his best-selling publication 'How to Win Friends and Influence People.' It may be over half a century old, but this powerful book is still largely relevant today. Some of his basic ideas need just a little modification for running a successful online business. Here's how to win (and keep!) friends on the web:

1) GET PERSONAL. Dale says: 'Remember that a man's name is to him the sweetest and most important sound.' Political correctness aside, he's spot on. We're less likely to trash personalised emails, are more likely to open these first, and (providing the email is also well-written) we'll be better disposed to actually reading them. Limited use of names within the body of the email can also draw attention to important points, but if this is overdone it will lose its effectiveness.

2) PRAISE WHERE IT'S DUE. Dale says: 'Begin with praise and appreciation.' This is a great technique when promoting products or services. A small amount of praise can go a long way – as long as it's sincere and you've done your homework. Take a look at the following two notes:

a) Hi there friend! Great site! I've got a great new product to share with you at a very special price ...

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b) Hi Name. Your articles in X Ezine are top-notch. Your ideas have helped to turn my website into a goldmine. By way of thanks, I'd now like to share some exciting new ideas of mine with you ...

No points for guessing which letter will get results. The first smacks of insincerity and contains no personalization or indication that the writer has even visited your website. The second letter uses a small amount of targeted praise as a great introduction to the sales patter. This helps to establish an element of

trust – necessary if you hope to make any sales.

3) INFLATE YOUR INTEREST. Dale says: 'Talk in terms of the other man's interests.' Of course, this isn't so manageable with an online business. It's easy to apply with a reciprocal face-to-face conversation, but it's another matter entirely via email correspondence.

You have to learn to be an email 'scavenger.' It usually takes several emails before a deal is struck. In this time (providing that you have followed the personalization and praise techniques), your reader will probably have opened up a little. You should read all their emails carefully (keep them together in a separate file if necessary) and search for anything that they let slip about themselves – personal details, country of residence, even their preferred style of writing (formal or informal). These details are your marketing weapons. Comment upon or casually drop in a few of these choice details in your replies for added personalization. When used discretely, they can establish and build a bond between you and your potential client.

4) LET THEM HAVE THEIR SAY. Dale says: 'Let the other man do a great deal of the talking.' Encourage feedback from your reader. Give them a reason to reply and to pass on more of their personal details. This can be done by making a few relevant enquiries. Ensure that you don't ask questions which simply require a 'yes' or 'no' answer. Ask something specific and get them talking. Not only does this help you extract your marketing weapons but it also means that your potential

client won't feel as though they've been talked into anything – even if they have.

I think you'll find that these four steps will give you a really unfair advantage over your competition. If you want to learn more, pick up a copy of 'How to Win Friends and Influence People.' It's not too old to teach you a thing or two.

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Choosing A Forex Trading System - Part 2

By Tony Hosea

In the first part of our series - Choosing A Forex Trading System - Part 1 we covered a few quick tips to get you a few steps closer to choosing the Forex trading system that's right for you.

In Part 2 we will take a look at a few other do's and don'ts for choosing a Forex trading system. With that in mind here is "don't" number 1.

1) Don't be overly impressed by a high percentage of winning trades

Often times you will see Forex trading systems advertising a high winning trade percentage. The ad might contain information a line like the following: "Over 90% Winning Trades"

You might look at that and say, "Wow, with numbers like that I'll be rich in no time!" Before you stop reading the ad to call your local real estate broker about buying that private island just realize that this one figure does not tell the whole story.

The fact is that most successful traders the world over have made their money with far smaller percentages of winners than many of the trading systems you will see advertised.

I would suspect that the reason the high winning percentages are advertised is to attract as many customers as possible. Many buyers believe that the closer the winning percentage is to 100% the closer the trading system is to being a "sure thing". In the trading world there is no such thing and you would be well advised to run as fast as you can away from anyone who tells you otherwise.

Here's a quick illustration of a losing trading system with a high percentage of winning trades:

Trading System A Performance

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Number of trades = 1000 % of Winning trades = 92% % of Losing trades = 8% Average Winning trade = \$180 Average Losing Trade = -\$2100

That's just a quick illustration of how a Forex trading system can have a high percentage of winners and still lose money. We'll go into even more depth in the next part of our series as we continue to explore choosing a Forex trading system.

To Your Forex Trading Success!

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