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Genius Is Born

By Marissa Shroeder

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Machiavelli Hangman

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It had been decided, and it seemed a long time coming, that

<http://www.imdb.com/name/nm1352346/>

">Shervin Youssefian would need to find a nine to five job and leave behind his aspirations to become a film director. With barely enough in his checking account to pay for rent, or even to buy a movie ticket, instead of giving in and joining society's work force, he tightened his belt and gave it another go.

This would mark the first step of one of those great Cinderella stories that only come out of Hollywood. Everyone knows the story of Matt Damon and Ben Affleck as they rose to the top by writing one Good Will Hunting that was directed by Gus Van Sant with an award-winning performance by Robin Williams. Everyone knows the story of Billy-Bob Thornton and how he stepped into the spotlight after he gathered all his resources to make the low-budget Sling Blade, which also got him an Oscar for best original screenplay. And who could forget Jim Carrey and how he wrote himself a check for one million dollars before he even had one hundred in his account.

Every once in a while, we hear about such an artist with a strong will and unbreakable drive that he manages to break through the egg shell and step on the other side of fame and success. It's amazing how a person's world can be flipped upside down and around and over and out over night. It just takes one person and one person alone in high places to notice you and to see that talent, whether raw or not, and will to take you under his wing.

This happened to Ben, Matt, Billy-Bob and Jim but it was certainly a different scenario with the filmmaker of the acclaimed

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">Machiavelli Hangman. "He tried to knock

on a lot of doors but they were too busy to open. He knocked harder and they shut off their ears before even listening. Youssefian realized that he was caught in a loop looking for agents and managers to represent him, so he decided to become his own agent. He take the first step on a journey of self-promotion, and only hope for the best. His first ingenious idea came when he put up a website encouraging his community to take part in what he called the one-dollar motion picture event. There are 200,000 residents in the city of Glendale and he said that if each of those residents put in a single dollar, then he would have enough money to make his film.

The idea amused some, it intrigued others, but most of all, it inspired. Within five months, the website raised 85,000 dollars and after another two, the whole money was ready to be used and Youssefian was finally on his way to success.

When asked about it, Youssefian has often said that the answer is usually in front of our eyes but we choose not to see it. In this case, the answer was the community and it certainly came through to show how far people can go when they come together to achieve a single goal.

Marissa Shroeder is working on her masters degree in filmic writing and she works full-time at a development company. Machiavelli Hangman

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Can You Really Become a Marketing "Genius"?

By Marty Foley

Can You Really Become a Marketing "Genius"? by Marty Foley

Effective marketing is vitally important no matter what business you're in. Consider what marketing expert Jay Abraham said about a vital key to marketing success: "Anyone can become a virtual marketing genius equivalent by doing one simple thing: testing."

In other words, learn how to test test various elements of your marketing to find which of them really work – and which don't – and you can learn how to market effectively.

Notice that Jay did not say that by testing anyone would BECOME a marketing genius. He said "marketing genius EQUIVALENT." In other words, if you're willing to do what most marketers don't do – test, and adjust accordingly – the results can be the same.

Genius Is Born

Yes, by testing, you can generate the same results as a marketing genius, without having to be one.

Despite the dramatic increases in response that can be gained through scientific testing, most marketers and copywriters today still don't take advantage of it. Still others either don't test enough, or don't test properly.

One reason many don't test is that by focusing on "institutional advertising," they don't have to be held accountable for the results (or more likely, the lack of results) of their marketing. Their view of an ad's success is, more often than not, whether it "looks good," "makes people laugh," or "wins advertising awards." Not whether it produces bottom line results.

On the other hand, virtually all true marketing experts preach about the importance of testing your advertising and marketing. Yes, marketing "geniuses" are usually very big on testing! Why?

Because even professional marketers often find it very hard – if not impossible – to predict how prospects will react in a given marketing situation. So even if you have some marketing savvy, testing can show you how to boost response that much further.

You don't have to be able to write a perfect sales letter on the first draft, or the second, or third. You don't have to instinctively know what the most profitable price is for your new product

or service. You don't have to guess which of your potential headlines will pull the most response.

By scientific testing, the true value of all theories, opinions and educated guesses are laid bare. If they truly contribute toward marketing success, testing will prove it. If they don't, testing will prove that, too.

In short, you don't have to be a literal marketing genius to generate better response from your marketing efforts. Nor do you have to listen to the marketing advice of others, which may be inaccurate and unprofitable, although well-meaning.

Your prospects and customers can show you exactly which marketing approaches are truly most profitable in the above areas, and many more, if you only test.



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