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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Get Back to Basics

By Dr. Robert Osgoodby

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WARNING!! Always seek the advice of a Medical Doctor before starting, or making changes in your diet or exercise program.

If you want to build a strong healthy body, proper nutrition is a keystone for your success. What constitutes proper nutrition? Great question! Unfortunately for John Q. Public, the greatest challenge is not a lack of information, but too much information. If you study the "experts" you will find endless contradictions and false conclusions that create uncertainty, and leave most people confused and clueless. We are in an information frenzy that makes it hard to know which way to turn.

On any given day you can walk into a bookstore and find several books on the best-seller list, prescribing totally different solutions for proper nutrition. One expert tells you to cut out carbs, another tells you to eat more carbs, the next tells you to eat more protein, while another tells you to eat less protein.

With this nightmare of mixed messages, no wonder why millions of people are left in the dark on which plan to follow. This month's newsletter is dedicated to share some basic fundamental truths for optimal nutrition for decreasing body fat percentage, increasing energy and building muscle. Let's get started.

1. Don't Starve Yourself – This is one of the most common misconceptions and mistakes most people trying to lose weight make. If your trying to shed fat, drastically decreasing your caloric intake in an effort to lose weight or get "cut" is almost as destructive to achieving your goals as eating large

amounts of ice cream and fried foods for every meal! Studies show this type of dieting actually decreases your basal metabolic rate, which is the last thing you want to do if you are looking to lose weight and decrease your body fat percentage. On this type of diet, most of the weight you lose is not fat – it's lean body mass. You are actually keeping your fat and burning your muscle!

2. Eat At Least Four Meals A Day – By eating four to six small healthy meals a day, properly spaced, you will burn fat at a faster rate. The traditional "three square meals" is antiquated advice that will slow down your metabolism and

increase body fat storage. Studies have shown, eating four to six small meals a day promotes optimum food absorption, stable blood–sugar levels, and increases your metabolic rate. A meal can be as simple as a serving of fruit or vegetables, a small baked potato, a cup of yogurt, or a meal replacement shake.

3. Monitor Your Portion Sizes – Instead of worrying about what ratio of protein, carbohydrates and fat you should be eating, concentrate on portion control. Most people's focus has been distorted by the huge emphasis placed on cutting fat intake. Fat is a necessary component in a healthy diet. The fact is, most people just eat too much. A good rule of thumb is that a portion should be no larger than your clenched fist.

4. Design An Eating Schedule – Most people eat when it's convenient, not on a schedule. This type of behavior slows your metabolism and sabotages your body transformation efforts. To get optimum results, you should eat four to six small meals a day, spread three to four hours apart. Your initial reaction to this principle may be there is no way this can be incorporated into your busy schedule. With a little bit of pre–planning and commitment, it can be done. You can cook up to one week's worth of food on the weekend and refrigerate and freeze it. Broil your chicken breasts, put them in a food storage bag and throw them in the refrigerator. Make a huge salad! Take your Tupperware out of storage and pack several small meals to take to work with you. Another thing you can do is make sure your cupboards and refrigerator are overflowing with quality sources of protein, carbohydrates, fruits and vegetables. This will also help you stick to the plan and not cheat during the week.

5. Drink 8 To 10 Glasses Of Water A Day – Believe it or not, water actually helps you control your appetite. If you find that a portion of food has not satisfied your hunger, drinking a large glass of water will help alleviate those nagging hunger pangs. The vast majority of your body is comprised of water. Water is an essential transport vehicle for an array of nutrients, vitamins and minerals. It also helps eliminate waste products in your body including uric acid, ammonia, and toxins. Another misconception is that if you are retaining water, you should decrease your water consumption. This is just not true. One of the best ways to get rid of water, is to drink more water. Just like starving yourself decreases your basal metabolic rate, water retention is another example of your body's survival mechanism.

If a golfer or football player's performance decreases, getting

back to the basic fundamentals can help them regain their edge. The advice in this month's newsletter is simplistic and fundamental, but sometimes you have to go back to the basics to get back on track.

Dr. Osgoodby was a finalist in the "EAS Body for Life" Contest. Stop by his web page at bestbodyever.com to see his before and after pictures and subscribe to his monthly newsletter.

BACK TO BASICS

By Debbie Solomon

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We all read tons of literature on pertinent marketing information that is valuable to our business. With all the tools and resources available to us, it is hard to keep up with all the trends of the internet.

So, I am going to take you back to the drawing board. The Basic elements that is necessary to get your business off the ground. Once these basics are established, then you can begin to build upon them. However, these basics are the foundation of your business and must be applied appropriately before you can continue.

The 5 Basics of your business Foundation is as follows:

- 1.) Your Product or Service
- 2.) Your Business Plan
- 3.) Your Website
- 4.) Productive AD copy
- 5.) Effective Advertising Plan of Action

1.) YOUR PRODUCT OR SERVICE

- You cannot have a business without a Product or Service to offer.
- You need something that you will stand behind and guarantee.
- Never start something because you feel it is easy money. There is no such thing.
- If you participate in affiliate programs, be sure that you utilize the product yourself. How can you sell something you do not use yourself?

2.) YOUR BUSINESS PLAN

- A business plan is a Plan–Of–Action. An Agenda, A List of Goals.
- This is your guideline of how your business is to be run.
- Your business plan must include the following:
 - = State Your Objectives
 - = Situation Analysis (research business environment and competition)
 - = Target Market
 - = Positioning (the image of your product in the consumers eye)
 - = Market Mix
- Product, Place, Promotion, Price

3.) YOUR WEBSITE

- It is proper business etiquette to have your own domain, even if you are part of an affiliate program.
- Your site must be professionally designed.
- = no neon, no flashing lights, no fluorescent colors
- Your site must have multi browser compatibility.
- You must accept major credit cards on your site.
- Your site must have rich keyword content for search engines.

4.) PRODUCTIVE AD COPY

- Your AD copy must be to the point
- Do not promise what you cannot provide
- Original AD copy draws attention
- Always refresh your AD copy and keep it energized
- Use captivating headlines
- Do not over use CAPS or exclamation points.
- An AD is an invitation, so keep it short and beneficial.

5.) EFFECTIVE ADVERTISING PLAN OF ACTION

- You will not sell your product if you do not advertise.
- FFA Links and Free Classified Ads should NOT be part of your plan of action. They do not work.
- Ezine and Newsletter Advertising is most effective.
- = Find ezines that have been in frequent publication for at least a year.
- = Small subscriber base ezines also work. You pay more for the larger ones, but your AD is seen by many more too.
- = Find ezines with your target market
- = Track your Ads
- Implement a monthly advertising budget.
- Write Articles of your expertise– not an advertisement and send it to ezine publishers who accept them.
- Write Press Releases
- List your business in business directories

Once you have the basics laid out for your business, you can further your knowledge with essential information to keep you in tuned with the marketing world.

Please remember that without these basics, you do not have a foundation. Without a foundation, your business will crumble.



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