

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Gone Fishing ???**

**By Anita Foley**

Gone Fishing ??? by Anita Foley

When I was young, my Dad used to take me fishing. It didn't take too many trips out on that little motor boat to learn that the ocean is a very BIG place. Even though I knew there were millions of fish swimming around, there was no guarantee that we'd go home with a bucketful at the end of the day. We would have to use a variety of bait and fishing techniques to make a catch.

Marketing your business on the Internet is a lot like going fishing. There are millions of potential customers ("fish") surfing around out there, but there's no guarantee you'll hook any of them by the end of the day. Just like fishing, you'll have to use a variety of ads ("bait") and some marketing skills ("fishing techniques") to make a catch.

When we went fishing, my Dad taught me that to catch different kinds of fish, you needed to use different kinds of bait. Marketing online also requires you to use a variety of "bait", depending on the kind of "fish" you want to catch.

Your ads are your bait and you will need to use different ads to attract different customers. Writing ads is a skill you will definitely want to master before you "go fishing".

I've done a lot of research on how to write a "good" ad. But what the pros consider good and what actually works can be two different things. Sometimes what the experts might consider a bad ad is actually the one that works! That's because different writing styles appeal to different people.

Sizzle and razzle-dazzle ads work for some people, serene and sensible ones work for others. You may be always writing your own ads in the style that appeals to you as a buyer. Therefore, you'll want to try writing in a different style, even if it doesn't appeal to you. For example, here's a work from home ad written in two different styles:

STYLE 1 – Razzle Dazzle

## Gone Fishing ???

Make BIG money working from home. Now you can live the life of your dreams, spend more time with your family, secure your financial future, and get what you want from life. Hurry, limited time only. Click here NOW!

### STYLE 2 – Serene and Sensible

Would you like to have your own business, work from home, and profit from the power of the Internet? You can join a solid company that offers an easy-to-learn method of making money online. Click here for more information.

Which one appealed to you? Whichever it was, you may want to try writing in the other style if you find yourself always writing your ads the same way. If you want to catch different kinds of fish, you'll want to have different kinds of bait! You'll need ads that appeal to different people! I use a variety of ads written

in a variety of styles. Some of them the experts would love and some they would hate. But, depending on where they are placed, they all work.

When you go fishing, you also learn that you can't simply bait the hook and throw it into the water and then just sit there. My Dad taught me how to "jiggle" the bait, cast it out and reel it back in, "drag" the bottom, and numerous other techniques to get the fish to bite. In your online marketing you'll also have to apply some techniques to get your customers to bite.

You cannot simply write some ads and throw them around in a few places. You'll want to try different marketing techniques including banner ads, e-zine ads, classifieds ads, traffic generators, search engine submission, pay-per-click, and even FFA posting. And don't forget, you can use free advertising to test out the new "bait" and new "fishing techniques".

Sounds like a lot of work, doesn't it? So why bother? For the same reason you keep going fishing. You know those fish are out there, and it's just a matter of time before you "hook" the BIG one!

Anita Foley of <http://Wealth-Happens.Tripod.com> publishes a motivational ezine providing information & inspiration, articles & resources, opportunities & action plans for netpreneurs. Get Your M.B.A. (Motivation, Belief, Action) plan in every issue! Subscribe by email to: <mailto:Wealth-Happens@GO-Subscribe.com>

## **The Perfect Catch: Planning A Fishing Vacation**

**By Robert Coram**

When planning for a fishing vacation the first thing you have to know is what type of fishing would you like to do. There are so many different types from fly fishing to deep sea fishing to lake fishing that it is hard choose from, especially from the avid angler. If you care more for the location than the type of fish than pick a place you would like to go and see if those places have fishing nearby, which they probably do.

## Gone Fishing ???

Many fishing trips are also planned depending on what time of year it is. In some bodies of water the fish bite more than at others for various reasons. When planning a fishing trip look into the fishing conditions at the place that you want to go and try to go when there is a better chance of the fish biting.

The type of trip also is based on the type of fish you want to catch because obviously you aren't going to go fly fishing if you want to catch a marlin. If you want a certain type of fish scout out where they are and go from there. When planning a fishing vacation there are so many things that factor in tow what trip you want to take by knowing what you want out of the trip it makes it that much easier to plan for it.

Lodging is also important when planning a fishing trips because many times the fish bite better early in the morning so you want to stay as close to the fishing area as possible. Look at lodges, hotels, and campsites beforehand and if you picked the trip make sure to make reservations well ahead of time as you don't want to get to a place that is full only to have to go further from the fishing spot.

The most important thing to know when planning a fishing trip is what type of trip you want to take, whether it be by fish, area, or fishing style, knowing this will make the planning much easier.

Robert Coram writes about fishing vacations for

<http://www.fishing-universe.com>



**This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).**

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