

Got "Have-Tos"?

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By Kathy Gates

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Ever had an attack of the "have-tos"? "Have-tos" are an interesting phenomenon. They come in several variations like haveta, gotta, needto. also sometimes referred to as "hate-tos".

These "habetos" seem to invade our daily life. First, try listening to others to notice how often they say this. Then listen to yourself as well. I think you'll be surprised.

The connotation of "haveto" makes me tired just to say it. It implies that I'm doing something I don't want to do. It implies that I'm being pressured by external sources, instead of inspired and motivated internally. It implies that I might push back. It implies that I will procrastinate. It implies that I won't be happy while I'm doing it.

But "habetos" are not necessarily the bad things that we make them out to be. "Habetos" can be your friends, if you are using them in a way that works FOR you instead of against you.

"Habetos" relate to what you want in your life. I got up from my computer this morning, and mumbled "I have to go water the flowers." Now that's not exactly the truth. I do have options: 1. Let them die. 2. Install an automatic watering system. 3. Pay someone else to do

Got "Have-Tos"?

it for me. 4. Delegate the job to someone else in the household. 5. Don't plant flowers in the first place.

My point is that IF I want flowers, I may "have to" water them, but that is part of the bigger picture. It's not a do or die situation. It's my choice.

You might say "I have to go buy groceries", or "I have to take out the trash", or "I have to brush my teeth". Those may not be things that are enjoyable to you, but you don't really HAVE to do any of them. You may alienate members of your family, coworkers, or friends

if you don't do them. But then.that's the bigger picture, isn't it? The "haveto" is a direct reflection of what you want.

We all have "havetos" that aren't particularly thrilling in our life.doing the breakfast dishes, running errands, paying bills, maybe mowing the lawn, and especially that once a year tax aggravation.

But what if, instead, we look at the bigger picture, instead of just the "have to" itself. For example, "I have to do the breakfast dishes." Yes, I have to, IF I want a clean sink, and IF I want clean dishes to eat off of again. I consider this my contribution to a happy household. I consider it a role or responsibility that I negotiated, and that I accept as part of obtaining my ultimate goal.having a happy, comfortable family life.

I also "have-to" market my business.definitely not the most fun I ever had. But if I want the business, if I want the customers, if I want to make my living this way, then I "have-to" do the marketing. But again I have options: 1. I can let go of the business. 2. I can hire someone to help me. 3. I can delegate the job to another person in the business.

A friend recently said to me "I can't go to the movies with you, I have to pay the rent." Does she really "have-to" pay the rent? No. She too has options: 1. She could move to a cheaper place so that she has extra money. 2. She could get a better job. 3. She could mooch off her friends. The point is that she is making

Got "Have-Tos"?

choices about how she spends her money, and about how that money gives her the most pleasure. It's not that she "can't" go to the movies. It's that the higher goal (living in the house she wants) gives her more pleasure than the movies.

"Have-tos" are a part of life. Instead of looking at them as drudgery, or work, or struggle, remember to consider the bigger picture.

Kathy Gates, Professional Life Coach, helps people set priorities and goals, take actions, make changes, and reshape their lives. She is the author of numerous articles both online and in print, an Ebook and several Email Coaching Programs available at www.reallifecoach.com, call 480.998.5843

A Bloggers AdSense Vocabulary

By Liz R

So, you are considering taking the step of adding AdSense to your blog in order to make some extra money. It can be a wise decision. By using your blog to display contextual advertising, you have created a great opportunity, not only for the blog in question but for future pursuits, as well. Many bloggers enter AdSense without a great deal of experience in online advertising and its terminology. However, in order to better understand exactly what will be happening, it is important to get a firm grasp on some of the unique terminology used when discussing AdSense and blogs.

Here are some important terms, their common abbreviations, and meanings:

Terms of Service (TOS). All participants in the AdSense program are required to abide by Google's Terms of Service. This is basically the "rule book" for AdSense. Those who fail to conduct themselves according to TOS may be banned from participation and/or have their account suspended. Every participant should carefully read the TOS.

Publisher. That's you. Anyone operating a site displaying AdSense ads is considered a publisher.

Pay per click (PPC). Google AdSense operates predominantly on a pay per click basis. That means the advertiser pays for each time someone clicks upon their ad. It also means that you will get paid for every click.

Click through rate (CTR). This represents the percentage of page impressions that result in a click on an ad at your site. For instance, if your blog gets 100 impressions and 17 of them result in a click, the CTR for your site will be 17%.

Ad unit. An ad unit is a displayed block of Google AdSense ads. There are a variety of ad units from which to choose. They are usually expressed in terms of their size in pixels. For instance, a 120 x 600 tower ad unit will be 120 units wide and 600 units long—tall and skinny.

Got "Have-Tos"?

Ad placement. This refers to where your ads are placed. Publishers may place their AdSense units anywhere on a page consistent with the TOS. There are a variety of online guides, charts and recommendations demonstrating the various location options and how successful they tend to be in producing a high CTR.

Channel. You can set up channels to track the performance of individual AdSense ad units or to track earnings on particular sites. Channels are established in the Set Up area of your AdSense account.

Competitive Ad Filter. Google gives you the option not to display certain advertisements via the competitive ad filter. This allows you to avoid inadvertently advertising someone with whom you are in competition, for instance.

The world of AdSense brings with it a new vocabulary that must be mastered in order to achieve maximum success. Terms like those above become second nature in a short period of time for most AdSense units. By knowing and understanding these terms, you will be better able to understand your performance charts and will be better able to learn more about succeeding with AdSense.

Blogging – The Complete Guide –

<http://www.bloguide.info>



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