

Got Rhythm?

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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!

Got Rhythm?

By Norma Schmidt, Coach, LLC

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Want to thrive while juggling job and family? Get into a regular rhythm of work and rest. It's as vital as inhaling and exhaling.

The right rhythm for you is uniquely yours.

A daily period of 10 to 20 minutes to relax and rejuvenate can do wonders. You might decide that one day per week you will avoid work related to your paid job and keep household chores to a minimum. Vacations of several days or longer are marvelous to look forward to.

The key is to make periods of relaxation a regular part of your daily, weekly and yearly schedule.

START SMALL.

Short breaks are the easiest to schedule. Even moms with toddlers can manage a few minutes a day to read, pray, stretch or whatever else helps you find your center.

During the spring when my first child was learning to walk, I benefited enormously from spending just five minutes a day reading "The Physics of Star Trek." Over time, my rhythm came to include longer rest periods, with even greater benefits.

Now, if I slip out of my rhythm, my family reminds me to get back into it. They can tell the difference in me!

So, don't wait until you're frazzled and depleted. If you haven't done so already, start experimenting today to find your own, unique rhythm of work and rest.

QUESTIONS TO HELP YOU GET STARTED:

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On what day or days of the week can I most successfully claim time for myself?

What time of day works best?

What activities will I avoid during my "time off"?

What activities will promote a sense of inner calm and vitality?

Enjoy.

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Norma Schmidt, Coach, LLC, helps women who are both professionals and parents to create balance. She edits the bi-weekly e-zine "The Balance Point." Free sample coaching sessions available. Visit

<http://www.NormaSchmidt.com>.

Have You Got Style?

By Wild Bill Montgomery

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Writing Ad Copy with Style takes practice, patience and preparation.

I can't give you the practice or the patience, but I can help you to prepare!

Product Vocabulary List:

Start by building a "Product Vocabulary List". You may be asking yourself, "What the heck is a Product Vocabulary List?" Well, a Product Vocabulary, are actually the building blocks of your ad copy. When you are preparing to write new advertising copy, begin by creating a list, actually 4 separate lists.

Broken down, you should be compiling the following information that describes or relates to your product:

1. Nouns, Verbs, Adjectives and Synonyms.
2. Slang, Familiar Phrases, Cliches and Puns.
3. New Ideas and Ways to approach your product.
4. Product Facts (positive and negative).

Write down everything you can think of. Much of this

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material you will compile while creating, devising and defining your Advertising Strategies. Once you start using these lists in this manner on a regular basis, you'll wonder how you ever got by without them.

Themes

What's a theme? A theme is the "Punch Line" of your ad copy. Your theme could be conveyed by written, visual or oral means. It's how and where you want to go with your copy. You will most commonly notice Themes in banner advertising, but they are used in almost every form of Advertising. Most successful advertising campaigns have great themes. An advertising theme should focus on one point and be "catchy" or easy to remember. The theme will help you decide how you will get their attention and what thought they will leave

with. The key is to leave a thought embedded with them. Whether it's one word or a slogan, don't let them leave without planting that one thought in their mind.

When deciding upon the theme for your ad, start with one theme. Now examine it and re-examine it. Find as many different ways to use this theme as possible. Turn it inside out and upside down. Play with each new idea or variation of the original theme that you come up with. Enjoy it, have fun with it, but get it all down on paper. Do yourself a favor, write down everything!

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Rhythm, cadence or flow; It's all the same and you have to have it! Great ad copy is always simple. Use short simple sentences, "active" verbs, rhyme, puns or wordplay and positive attitude. Normally you should use only active verbs. Pay heed when using "passive" verbs in your ad copy. Rhymes, puns, double meanings and wordplays make for most memorable of ad copy, but remember, keep it simple. If they don't get it, you don't get it. Get it? Another example of good rhythm is "parallel sentence construction". Here is an old, but good use of parallel construction in a headline: The Quality Goes In, Before The Name Goes On! (Sound familiar?). It doesn't matter which approach you take,

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as long as the copy has rhythm and flows from one point to the next. Don't jump from point to point, move smoothly from one leading into the next.

I hope that this will help you write better ad copy and remember "Do it with Style"!

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