

HOW MUCH BUSINESS ARE YOU GETTING FROM YOUR 'NATURAL MARKET'?

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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!

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By Bob Leduc

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I have a friend who is one of the top sales producers with a large life insurance company. Tony was born in Italy and grew up near Naples. He moved to the US about 15 years ago. He was immediately hired by his present company because he had prior experience selling insurance to US military personnel in Italy.

Tony soon discovered that a large number of Italian restaurant owners in the US city where he now lived were from a small village outside of Naples. Not only did they speak Italian, they spoke his dialect. It wasn't long before Tony was getting most of his business from these Italian restaurant owners. Nobody else can duplicate the 'natural' relationship he has with them. It's the primary reason why Tony became one of the top producers in his company.

Tony's relationship with his clients illustrates the powerful advantage of capitalizing on a 'natural market'.

WHAT IS A NATURAL MARKET?

A natural market is the portion of your target market that shares a unique personal characteristic with you. It automatically creates a relationship between you and a prospect in your target market for a PERSONAL reason. For example:

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Let's say you're a teacher or have been a teacher in the past. You're also a distributor for an MLM company selling healthcare products. You define your target market as people interested in preserving or improving their health and who are also interested in a business opportunity. Some of those prospects have the **ADDITIONAL CHARACTERISTIC** of being teachers or former teachers, just like you. That's a natural market for you. You can communicate with them on a special personal basis.

BENEFITS OF A NATURAL MARKET

Potential customers are more receptive when they share a

common background or a special interest with you. It's human nature to feel secure when doing business with someone we believe is just like us. This is especially helpful for promoting business on the Internet because prospects can't see or hear you 'live'.

HOW TO FIND YOUR BEST NATURAL MARKET

Start by making a list of different things you've done in your life. For example:

- * What professions or occupations are you engaged in (now or previously)?
- * What hobbies or crafts do you actively participate in?
- * What special interest clubs or associations are you actively involved with?
- * Do you have a unique national origin or speak a foreign language (like my friend, Tony)?
- * What unique special background or special experiences do you have?

Each item on your list may represent a natural market you can use. However, some will have more impact than others. The greater the uniqueness of the common characteristic, the more leverage it provides. Select the one with the most unique characteristic to use first.

Your natural market is a more focused definition of your primary target market. Once you identify a natural market, start using it in your advertising. Revise your present sales material to create special sales material specifically

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appealing to your natural market. Use the same marketing tactics you've been using but expand them to include this new segment of your target market. You'll unlock a completely new layer of business hidden in your existing target market.

Natural solutions for Acne are always the best

By Martha Fitzharris

If you are one of the many sufferers from Acne in the world, you might be also searching an effective product that heals this problematic skin affection.

But there are good news for you... acne is curable with time and dedication; with the help of an effective product your acne problem may disappear and its upsetting blemishes may improve.

There is also good news for your health, because it's proved that there are more natural options, so you don't have to use aggressive treatment and medicines that may have side effects on you. Natural health remedies are usually the best way to go. All you have to do is to know your skin type. This is to help prevent you from buying products that will not help you in any way.

With natural health remedies, you will be able to remove your acne through natural methods. And with the limited side effects that natural health remedies cause, you will be pleased to know that you will not break out in any allergies. There's a huge variety of these products in the market, all you have to do is search for the best one.

Natural health remedies are there to give you the best of nature with their natural components that will work to feed and nourish your skin while, at the same time, provide you with the painless treatment you need. There are some products that even trigger the self healing qualities of your skin!

We all know that having acne can erode an acne sufferer's confidence; and with the help of natural skin care remedies, that affected one can regain his or her self esteem as well as his/her beautiful skin.

For improving Acne condition it's very important that you have a daily cleaning routine. Always look the ingredients after choosing your products. Some products that you need to purchase are face wash and facial scrub; cleanser; toner and day and night cream. And in order for these natural health remedies to work, you need to use them every day.

As we said, having a daily routine with natural products will give your skin the best treatment available and will help you to improve your skin from Acne breakouts.

Look for natural products they will surely help you restoring your skin and will return enhance that youthful skin that you had after that annoying Acne.

Martha Fitzharris is a free lance journalist for

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a website offering a

new biological natural skin care product that activates skin renewal for a healthy skin.



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