

Have You Ever Been to Nantucket?

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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
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**By Pamela Geiss**

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I don't know if you remember the television show "Wings" or not. It was a cute comedy show whose reruns are now being shown on the Nick at Nite Network about two brothers who ran a small plane service on the island of Nantucket.

Anyway, the other night I had the show on and a girl was talking about how the travel business had risen 15% on Nantucket since she started working for the agency. One of the guys made that comment that it was cold there in the winter with absolutely nothing to do, so how had she managed that. She said she started thinking about what kind of person would really love being in a cold and barren place in the middle of winter and realized it would be a masochist. So, she looked up societies and found the Masochist Society and sent them a promo on travel to Nantucket in the winter. Lo and behold, a bunch of them made reservations!

Now, of course this was meant to be funny, but I thought how brilliant her idea really was. Talk about targeting your advertising! This was a perfect example of a person truly thinking about her target market.

And that's what you need to do to be successful in your business. If you spam or just send out ads anywhere and to anyone, you are wasting your time and money and resources. Stop and think about it: You would get many more sales if you target your market and send to those who would be interested in what you are selling. Would you rather send an email out to 50,000 horse lovers when you are selling dog

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shampoo or send the same email to 5,000 members of the American Kennel Club? Which one do you think would get you the most orders for dog shampoo? It's not always the number of emails you are sending that gets you the best results.

Don't forget, your time is worth something. Spend it wisely and you will reap the benefits. Building a business online or off is hard work and takes more time than you think. Don't waste it spamming people who will either report you or at the very least, delete your email.

Big business hires market research companies to tell them

where to send their catalogs and direct mail. There is a reason they do that! They don't want to waste their money and efforts advertising to people who won't be interested. They want the best odds they can get, and you should be thinking the same way. Hey, maybe you aren't big business yet...but if you don't start thinking like big business, you never will be!

## **Shopping For Outdoor Bar Furniture**

**By Jesse Akre**

Outdoor bar furniture has become increasingly popular over the years. If your home has an outdoor bar, outdoor bar furniture is an absolute must. Even if your backyard doesn't feature an outdoor bar, you can enhance the ambiance of your outdoor seating area with outdoor bar furniture.

The first thing you will notice when shopping for outdoor bar furniture is the variety of styles the furniture is available in. Half moon, Nantucket and Mandalay are just a few of the styles available on the market. Deciding which style is right for your outdoor seating area is a matter of taste and style.

Once you know which style you prefer when it comes to outdoor bar furniture, it is time to consider what material you would like your bar furniture to be crafted from. Resin, iron and wood are just some of the choices available. If you desire the highly-popular rich, warm look of wood and want furniture that can stand up to years of use, teak bar furniture should probably be your outdoor bar furniture of choice.

If you plan on relaxing in your outdoor bar seats for extended periods of time, you may want to purchase cushions for your outdoor bar furniture. Quality-crafted outdoor furniture cushions are a great way to add comfort to your outdoor seating without taking away from the beauty and elegance of your outdoor bar furniture. Just make sure you purchase outdoor cushions that are fade and mold resistant so you can enjoy years of use from your outdoor cushion purchase.

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Quality outdoor bar furniture is not inexpensive. You should expect to spend at least six-hundred dollars for a good bar table and no less than three-hundred dollars for a quality bar chair. If you're looking for a stand-alone outdoor bar, be prepared to spend at least fourteen to fifteen-hundred dollars. While these prices may seem high, it is important to understand that outdoor bar furniture must be able to stand up to the harshest of outdoor elements and because of this, outdoor bar furniture often costs more than the less-durable indoor bar furniture.

Jesse Akre, owner of numerous home and patio decor websites, makes it easy to find original outdoor bar furniture and beautiful Adirondack Furniture . Learn how to decorate your patio and garden in style – click the following link:

<http://www.adirondackchairs-store.com>

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