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Home Business Tips – Runners and Leaders

By Michael Hein

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The Leader and the Runners by Michael Hein

Runner

Every Internet publisher loves their runners; runners are extremely productive when it comes to generating traffic for them. A runner will spend most of their time:

Surfing like mad from page to page and signing up with many affiliate networks, they end up spending 80% of their time running the leader's business.

Dreaming day in and day out about traffic and sales and using this motivation to work endless hours into the early morning updating their web page and adding more affiliate links. A good runner will also dedicate time to generating traffic and again the dream of the fantastic job they are doing and how soon all of the hard work is going to pay them with a well-deserved lifestyle spurs them on.

Runners don't stop to think because they have not enough time to get all of the work done, marketing and page updates are consuming all of the runner's time. A runner, once established will spend more money on the books their Leaders are selling and rarely do they earn from the Ebooks they sell.

Runners have difficulty maintaining regular traffic to their site without spending a lot of time doing so.

Runners rarely have any strong web development background

Runners always want to be leaders

Leader:

A leader appreciates what is necessary to maximise their opportunities and incorporates this into every single element of published material that they pass on to their runners.

They will entice a runner with a fantastic collection of Ebooks that will always contain links back to the Leaders site.

They will make use of every possible opportunity to plug their site (Auto responders, Newsletters, Re-branded Ebooks, Self written material). Remember that a leader will rarely publish material containing links to other Leaders sites, unless they have a well-calculated joint venture.

A leader may well have a well-established business and web development knowledge.

Almost all leaders have been runners but they learned and studied all materials carefully and used their intelligence to build up their first Leading business.

Leaders remember how it is that they themselves were enticed by products and sales letters and learn to duplicate this effect within others.

Are you a runner or are you a leader?

These obvious points I have made are actually very important indeed to keep in mind, the majority of us are runners and simply don't know how to achieve a leader status.

About the Author: Michael Hein is the author of many great articles for Internet Marketing Success. No SALES approach to providing down to earth information about internet business. <http://www.webpremises.com> or <mailto:michael.hein@webpremises.com>

R E S T Need Not Be a Four Letter Word for Runners with Plantar Fasciitis

By Daniel Marein-Efron

When a runner is diagnosed with plantar fasciitis, often the first thing they hear is that they need to rest and stop running. Though this advice may work for someone whose plantar fasciitis is being caused by obesity, it puts the runner in an awkward situation. Runners often ignore the medical advice and "run through it" which ends up lengthening the time they suffer from the condition. Furthermore, this problem is compounded by the fact that studies have shown that the longer you wait to treat plantar fasciitis the harder it is to solve the problem.

"Healthcare professionals must take into consideration the importance of the daily run to the mental and physical wellbeing of the person." says Daniel Marein-Efrón, founder of Heeling Solutions (heelingsolutions.com) a new company using videos to educate people about conservative treatments for plantar fasciitis. "I need my daily exercise high to keep me focused and full of energy, so stopping my running completely was not a possibility when I was diagnosed with plantar fasciitis."

"With 5–10% of all running injuries being caused by plantar fasciitis it is very important that runners get the appropriate information to help them get better and keep them sane at the same time," says Mr. Marein-Efrón. "Our videos offer runners in-depth information on the treatments for plantar fasciitis,

which enables them to customize a treatment regiment with the help of their doctor. The Heeling Solutions R.E.S.C.U.E.Ô program also includes a special section for runners in addition to a second video that has a strengthening and stretching program that will help prevent the recurrence of plantar fasciitis."

Because of the unique issues confronting runners with plantar fasciitis many specialists are now recommending what has been termed "active rest." This idea has arisen after careful consideration of the most common causes of plantar fasciitis in runners:

- Sudden changes in activity level. For example, increasing mileage while training for a marathon
- Wearing shoes that may appear to be in good shape, but have actually lost their shock absorbing abilities
- Running on high impact surfaces such as concrete
- Having tight hamstring and calf muscles
- Having high or low arches

Many specialists now recommend that runners switch to running in a pool or traditional swimming to maintain fitness, while at the same time reducing the amount of stress put on the plantar fascia. This active rest can also involve other activities such as biking, though it is recommended that runners first stop experiencing pain before switching to biking.

For those that just can't stop running they can try reducing their mileage by 90% and slowly working back up over a period or weeks and months as long as the condition is improving and there is no pain. If pain increases, the pool is the best option.

For more information, go to www.aafp.org, www.heelingsolutions.com, www.apma.org

Daniel Marein–Efron is a former plantar fasciitis sufferer and President of Heeling Solutions LLC www.heelingsolutions.com . Mr. Marein–Efron has been involved with a variety of entrepreneurial business through his consulting company DMEX Consulting LLC

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