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How A Laundromat Helped Me Have A Higher Level Of Success

By Gordon Bellows

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A few months ago, while driving home from an errand, I saw a sign on a building that changed my life. It was storming and there was an end-of-the-world kind of darkness, even though it was the middle of the day. Things had been on the negative side all day and there seemed to be no end in sight for the bad news.

Suddenly, I noticed the sign on the building. It was the name of a neighborhood Laundromat, and the sign said "Sunshine Center." All at once, I started to smile as a flood of thoughts filled my head. I remembered so many good things I've heard over the years, such as; always have a good attitude, smile no matter what, and the words to that good old song, "Don't Worry, Be Happy!"

Seeing those two words, sunshine center, was like a wake-up call to get back to what I have believed in all along. I've long held the belief that we can't always control what goes on around us, but we do have control over how we react to the events.

Just seeing the word sunshine made the day seem much brighter. The word center reminded me that we should have our own sunshine within us at all times. By that, I mean a good attitude, a smile, and the resolve to make lemonade whenever life gives us lemons.

A feeling of peace came over me when I saw that sign. In just a matter of minutes I was able to think about a way to effectively deal with the situation that seemed so hopeless. I realized that I wasn't in such a rut after all. I just needed some sunshine, and if it wasn't there, I would create my own.

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The title of this article mentioned being more successful; it's true. Later that day, I made a follow-up call to someone I had almost given up on. They were waiting to hear from me and in a short time became one of my best customers. There were some other things that happened that day that contributed to a higher level of success. Had the poor attitude stayed with me, I would have missed out on so many things!

Also, having a good attitude might be able to help in other ways. Medical research indicates that people with a positive attitude may recover more quickly, and it seems to contribute to a better overall sense of well-being.

Now, I use "Sunshine Center" as the name for the place within me where the positive attitude and the self-motivating reminders are alive and well. Corny? Perhaps. Effective? Nothing else like it!

A good attitude and the determination to make the best of things can be conducive to a happier, more productive life.

Gordon Bellows is well-known for exploring the topics that impact our lives. His lifestyle survey revealed what people want most. Health and wealth were high on the list. Top-rated site shows how to have better health and wellness while you create true wealth! Find out for yourself at http://www.roibot.com/w.cgi?R30623_AC44 Get the life-changing Health and Wealth Report. It's yours FREE!

Who Is Your Real Competition?

By Sean D'Souza

Who Is Your Real Competition? by Sean D'Souza

If you design kitchens, is another kitchen designer your competition? Most likely not. And the sooner you can position and modify your marketing strategy against your real competition, the sooner you will start to see more business come through the door.

So Who Really Is Your Competition?

The answer to that is always—Never the most obvious. So let's take the example of the kitchen designer. Having decided that another kitchen designer isn't his competition, he now has to decide who is his real competition.

His Real Competition Could Be A Car Salesman

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Is this for real? How can a car salesman be a kitchen designer's competition? Let's analyse this more carefully. A kitchen and a car are both fighting for the same thing— The householder's limited budget.

If the kitchen designer, were able to convince a couple that a kitchen is more important than a new car (which he could easily do if there was a foodie around), he now has a better chance of them dropping the car in favour of the kitchen.

The Advantage Of This Method Of Positioning

The most obvious advantage is that you're not losing any current customers. All your past advertising is bringing in the customers that are looking for kitchens anyway.

What it does do however, is bring in a new lot of customers that would never have thought about kitchens, if you hadn't implanted it in their minds. Effectively, you have both, customers who are looking for kitchens as well as customers who are forfeiting their new cars in favour of new kitchens.

How Your Re-Positioning Can Help You Focus

We had a client who ran a laundromat. Her current customers were people who did not have washing machines. Obviously, her business went up and down based on the season and on her customers limited budget. We got her to refocus her marketing strategy on a new target— Customers who had washing machines.

These customers had the money, but no time. By deciding that her real competition was time she decided to target people who had limited time instead.

As a result, she was now targeting busy people while other laundromats were targeting people with washing. This positioning actually helped the laundromat stand out from the rest of the competition.

How The Laundromat Did A Full 180

This re-positioning did a couple of things for them. One, it helped them focus on their target audience. Consequently, they changed their name from just XYZ Laundromat to Bizzie Buggers.

It was catchy and bang on target. It also now meant that busy customers (with the money), were more likely to stop over and drop their washing. Plus they had the regular customers walking through the door anyway.

What You Need To Do

Sit down and write who your immediate competition could be. Then write down what your business is really up against. Here are some examples.

These aren't necessarily your right targets but they help you see things in a different light and help you determine who your real competition could possibly be.

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Cartoonist= Photographer

Computer Salesman= Filing Cabinet

Car Dealer= Expensive Restaurant Meals

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