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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!

How To Be Believed... When You're Selling It.

By Kim Klaver

We all know that savvy people don't believe us (marketers) like they used to...

That's very hard to accept when you are 1000% convinced you have the most remarkable product, that it's scientifically proven and, it's really helped you.

But that is not enough today, and anyone who has tried to market anything they love to anyone else knows it. (Except for Mom, who will try anything you offer.)

That's where the art of marketing comes in. Assuming you believe you have that remarkable product that will make a difference in the lives of others, the challenge is:

- 1) to recognize that your prospective customer is only that sliver of the market that already shares your worldview about it, not those you have to persuade or convert and
- 2) to realize your goal is to ask her to try it, no promises. Then she can test it for herself, and see if it makes her feel like it did you. (They need not be samples. People can buy a few months' supply to try it for a few months to see if they'd like to stay on the program.)

That reduces their suspicion about your motives...good start to being believed.

Seth Godin, marketing uber guru, writes:

"In order to be believed, you must present enough of a change that the consumer chooses to notice it. But then you have to tell a story, not give a lecture. You have to hint at the facts, not announce them. You cannot prove your way into a sale – you gain a customer when the customer proves to herself that you're a good choice.

The process of discovery is more powerful than being told the right answer – because of course there is no right answer, and because, even if there were, the consumer wouldn't believe you!" Seth Godin, (

<http://www.bananamarketing.com/library.html>

)

Kim Klaver is Harvard & Stanford educated. Her 20 years experience in network marketing have resulted in a popular blog,

<http://KimKlaverBlogs.com>

, a podcast,

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which features hundreds of stories, tips, books and

CD programs for those who want to learn the art of network marketing.

Christianity: A Quick Guide To One Of The Most Common Religions In The World

By Nelson Carrasco

Christianity: A Quick Guide to One of the most Common Religions in the World

Christianity is one of the most widespread religions in the world. It is estimated that over 2.1 billion people worldwide are Christians

In Christianity, Jesus is a very important figure. In fact, the whole religion is based around his life and teachings. Jesus is considered to be the Messiah which means the anointed one in Hebrew. (Messiah is translated to Christ in English). Jesus is regarded to as both a god and a man. He was believed to have the human traits of mortality and feeling pain; however, was also considered a god as he was able to beat death through resurrection.

Jesus was believed to have never married; however, recently, a new movie called the Da Vinci Code, based after the best selling book by Dan Brown, caused much controversy worldwide because it claimed that Jesus actually did marry. The controversy this movie caused it to be banned from playing at theaters in a number of countries across the globe including Italy, India, and many more.

In Christianity, it is believed that god is one being who exists as three persons, God the Father, God the Son or Jesus, and God the Holy Spirit. These three persons that make up god are known as the Holy Trinity.

How To Be Believed... When You're Selling It.

Many Christians believe that their sins can be pardoned with belief and Jesus as a savior. Jesus suffered much in his life. The vast majority of all Christians also believe that Jesus was killed on the cross and was crucified, but rose from the dead and went to heaven. This resurrection from the dead is why many people regard Jesus as a man as well as a god.

In Christianity, afterlife is composed into two sections, heaven and hell. Those who have lived a good moral life or have paid for their sins will go to heaven while all others will go to hell. Heaven is often represented as a peaceful place in the sky with clouds and angels in a calm and tranquil environment, while hell is often represented as a dark and evil unpleasant place underground where the devil resides.

Christian Theory states that there is a general resurrection, where the soul of the body remains alive until the physical state of the body is resurrected and awaits Last Judgment. Many Christians believe that all humans will be resurrected in some form, while some others believe that those who lead unrighteous lives will not be resurrected.

Nelson Carrasco for Articles and information on Religion

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



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