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**How To Sell Snow To An Eskimo**

**By David Hallum**

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Think it's a hard thing to do? Think again my friend. You don't need to be that good of a salesperson either. I'm sure you've heard this "That person is such a great salesperson they could sell snow to an Eskimo."

To find the answer to what make these salespeople so great I studied them. Here's what I found each one had in common.

#1. They all studied their potential customers to learn their needs and desires.

#2. They were all creative and knew how to target only people that had a need or desire for the product or service they were selling.

#3, They each had determination.

The first trait I'm sure all of you reading this article have. You can all ask questions. Just make sure you fashion your questions in a manner that gets you the information you need to learn the person you're asking needs and desires.

By now I'm sure you're saying to yourself, "Yea, but how can I sell snow to people that already have more snow than they know what to do with." To do this you will need to have the second characteristic of the super salesperson.

## How To Sell Snow To An Eskimo

Creativity is something we all have. It's just some of us don't know it. Here's how I found the answer to how to sell snow to Eskimos. I posted a question on marketing consultant Willie Crawford's message board at:

<http://www.williecrawford.com/cgi-bin/index.cgi>

The question I asked was "What can you make out of snow?"

Willie gave me a list of things that could be made out of snow. You see Willie stayed in Alaska for a while and knows snow. I myself have no idea because I live in Texas and rarely every see snow.

I also posted my question on the "Home Business Web Sites Forum" ran by Steve MacLellan a Canadian. Steve told me of a Hotel built of snow and ice in Canada. He also mentioned a few other items that could be made from snow and/or ice. Steve is a web developer but knows more than I about snow. You can post business related questions on his message board at:

<http://www.homebusiness-websites.com/cgi-bin/index.cgi>

Steve is very knowledgeable and helpful.

While I've never sold a single Eskimo snow, If I were really determined to do so I could. How?  
>From the list of things Willie and Steve gave me of what could be made from snow and our discussion of living in Alaska. I found several ways I could process or repackage snow to sell to Eskimos.

Let just say I was determined to sell Eskimos snow. The first thing I would need to do is talk with some Eskimos to find out what their needs and wants are. Then all I would need to do is show them how my snow-based product is just what will satisfy their needs and desires.

So remember ask questions, satisfy needs and desires, and be determined. And soon people will be saying

you can sell snow to Eskimos.

David Hallum is a publisher and entrepreneur. His latest business is "The eBook Catalog" this catalog is a joint venture between publishers worldwide. David has united these publishers to bring you their best ebooks. To get a free copy of this catalog go to: <http://theebookcatalog.com>

### **Authenticity of Eskimo Inuit Art & Native Indian Art**

**By Clint Leung**

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Both Inuit Eskimo art and Native American art have gained international recognition as valuable art forms over the past few decades. However, the rising popularity of both Inuit Eskimo art and Native American art has resulted in the increased proliferation of imitations and mass-produced reproductions of original Native arts. Some obvious fakes are made in Asia from molds where the finished pieces are forms of plastic, resin or ceramic.

Other fakes are actually made of cast stone simulating actual Inuit Eskimo art carvings and wood for imitation Native American carvings. These fakes, which are harder to distinguish from authentic artwork, are often hand carved reproductions of an original piece of artwork. Workshops have illegally reproduced hundreds of copies without the artisan's permission. The counterfeiting companies would then attach some type of tag that claims the fake pieces were influenced by aboriginal artisans and even background information on the Native designs used in the artwork. Some even go as far as adding in Inuit syllabics on the bottom of the fake Inuit Eskimo art carvings.

These are very deceptive tactics on their part since they give the consumers the impression that the imitations are authentic and income producing for the aboriginal communities.

Fakes and imitations have lowered the image of authentic Inuit Eskimo art and Native American art. Sales of genuine aboriginal artwork have declined which in turn have deprived aboriginal artisans of income. The argument against these claims is that not every consumer can afford to buy authentic Inuit Eskimo art or Native American art so the souvenir level reproductions legitimately meet this part of the market. The imitations, which are usually low priced, enable students visiting Canada for example, to bring home a Canadian souvenir without breaking their travel budget. This claim would have more support from Native communities if aboriginal artisans were paid a fair royalty as income for each imitation and reproduction piece sold. However, this is seldom the case since most of the time, no royalties are paid at all.

The obvious fakes can be spotted quite easily. An imitation of an Inuit Eskimo art carving spotted at a gift shop was not made of stone as it was not cold to the touch. It was very light in weight unlike a stone which has some mass to it. The detail and the bottom of the piece had the molded look to it. There was even a sticker on the bottom with the company name Wolf Originals. Side by side comparisons of similar pieces in the souvenir store revealed that they were all identical in every detail, which is impossible for original artwork.

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A black totem pole had a very flat uniform back and bottom again giving away the fact that it came from a mold. Other totem poles made from wood or mixed wood with a claim that they were hand painted were among many similar pieces in the store. All of these examples were each priced less than \$20 Canadian which was another indicator that they were not original artwork.

Imitations of Inuit Eskimo art sculptures were recently spotted for sale in shops located at major Canadian airports. From a distance, these Inuit Eskimo art sculptures of hunters, polar bears and Inuit

women with children looked very authentic. However, each piece had several identical copies on the same shelf.

To avoid accidentally buying a fake or imitation, it is suggested that consumers buy Inuit Eskimo art and Native American art from only reputable galleries and dealers rather than from tourist souvenir shops. A piece of original, authentic Inuit Eskimo art or Native American art is one of a kind. There should be no other identical pieces on the shelves. In addition, original Inuit Eskimo art carvings should come with an Igloo tag (or sticker) which is a Canadian government registered trademark. Inuit Eskimo art carvings that are certified by the Canadian government to be handmade by Inuit artisans, come with Igloo tags.

Clint Leung is owner of Free Spirit Gallery (<http://www.FreeSpiritGallery.ca>), an online gallery specializing in Inuit and Northwest Native art including carvings, sculpture and prints. Free Spirit Gallery has numerous information resource articles with photos of authentic Inuit and Native art as well as free eCards.



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