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How To Start a Running Program

By Jason Barger

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by: **Jason Barger**

Running or jogging is one of the best ways there is to lose weight fast. It burns tons of calories and gets your body burning fat. Running strengthens the heart, lungs and can be done just about anywhere at anytime.

The problem is most people don't know where to begin and usually do it wrong.

In this article I am going to show you an effective way to start a running or jogging program without killing yourself.

The first mistake people make when they begin a running or jogging program is that they run too fast. This will leave you out of breath and spent in about 5 or 10 minutes. When this happens people generally think to themselves that anyone who runs is crazy or likes punishing themselves.

This simply is not true. Once I found out how to run properly, I was able to run a few miles with ease and comfort.

I had been running for about a month and was up to two miles. But at the end of these two miles, I felt as if I was going to keel over and die. My legs hurt. My lungs hurt. Everything felt wrong.

I thought I would just keep running these two miles until it became easier, but it never did. It got harder, if anything.

Then I heard about a guy named Stu Mittleman. This guy had run from San Diego to New York in 56 days. Basically Stu ran two marathons a day for 56 days. So I bought his book called Slow Burn and it completely changed any negative feelings I had about running.

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The first thing I did was bought a heart rate monitor. This cost around 100 dollars and was the best purchase I have ever made. It allowed me to monitor my heart rate and stay at a comfortable running level, even while running up hills.

What I did, was started running at 50 to 70% of my maximum heart rate. At first, I felt like I was going too slow and not getting a good workout. But within a week, I was able to run 4 miles without any problems. The best thing was that after the four miles, I felt incredible. Instead of feeling like I was going to die before, I actually felt better.

To find your targeted heart rate zone, do the following:

Subtract your age from 220. Then multiply this by .50 and .70 and that will give you your targeted zone.

Example: Age 28

$$220 - 28 = 192$$

$$192 \times .50 = 96$$

$$192 \times .70 = 134$$

By this example, if you are 28, then you should be running in the heart rate zone of 96 to 134. To make it easier to remember, just round it up to 100–135.

If you are running in this zone, you will probably be very comfortable and be able to run a good distance.

You see, the problem people usually face is that they start off running too fast. You just need to slow down. It isn't necessarily how hard you run, but that you are moving as much as possible, as often as possible.

Once you begin to add mileage, you will get in better shape and be running faster anyways. You just won't be working any harder. Your body will adapt, and you will begin to move more efficiently, without more effort.

This program worked perfect for me, and has turned me into a runner for life. I hope it does the same for you.

This article was written by Jason Barger. Jason has been helping people lose weight with his breakthrough book, *Primal Weight Loss*. To learn more about his philosophy and programs you can visit

Two-Tier Affiliate programs are best

By John Lynch

Two-Tier Affiliate programs are best by John Lynch

'Two-Tier Affiliate programs are best'

When you join an affiliate program or start an affiliate program of your own, you have to decide whether it will be a single tier or two-tier program.

With a single tier program you earn a commission on any sales you make and that is it. If you are running your own affiliate program, you pay your affiliates a commission for any sales they refer and that is all.

However, with a two-tier program, affiliates are allowed to recruit sub-affiliates and are paid a small percentage of the sales these sub-affiliates generate. For example, the affiliates may earn a 30% commission for selling product X himself; and when one of the sub-affiliates makes a sale, the affiliate may get a 10% commission as well.

This is very profitable for the affiliate as he can recruit an army of sub-affiliates, all earning commissions for him without any effort on his part except for the initial recruiting process.

If you are starting an affiliate program of your own should it be two-tier or single tier? Some might shy away from the seeming expense of a two-tier program. But is it really that expensive? Many affiliate program managers make the wrong decision on this.

Let's look at an example.

You have an affiliate program up and running and an average affiliate joins your program. Mr. Average has a web site that receives average traffic. He also has an ezine with thousands of subscribers published monthly.

Mr. Average posts your affiliate links to his web site and promotes your product to his ezine list.

Initially, he generates good sales. However, a point comes when he saturates his market with your product and his sales begin to drop. He begins to lose interest in your program and your sales remain small.

What happens if you set up a two-tier program? Rather than trying to keep your commission pay outs small, you motivate your existing affiliates to recruit other people to your program. This will exponentially increase your affiliate sales. Would it not be worth paying the referring affiliate a percentage of their sub-affiliates' sales?

Now when Mr. Average joins your affiliate

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program this is what would happen. When he has saturated his market with your product, he would now promote your affiliate program to his customers and ezine subscribers.

Many of Mr. Average's customers and subscribers decide to join the affiliate program. This in turn will motivate Mr. Average to continue promoting your products and recruiting affiliates.

Now what is the situation?

*Your income increases because of increased sales.

*You have a much larger customer base to which you can sell 'backend' products.

*An increase in your income because of the life time loyalty of the customers referred by your affiliate.

*An army of sub-affiliates who will sell your products, and in turn promote your affiliate program to their customers and subscribers.

The little extra in affiliate sales commission pay outs will be more than compensated for by the exponential sales increase.

This is why the two-tier affiliate program is a guaranteed winner and should be the automatic choice for potential affiliates and affiliate program managers.

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