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**How To Stay Slim During The Holiday Season**

**By Melanie Mendelson**

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The majority of people find themselves carrying additional fat once the holidays are over. Worst of all, most of them never lose this extra weight. Over the years, few pounds gained over the holidays here and there add up to 10, 20, 30 pounds of excess fat!

To avoid falling into the holiday fat trap, follow these simple tips:

1. Don't deprive yourself. Munching on a green salad while everyone is feasting on turkey and stuffing is just not worth it. You will end up miserable, and chances are you'll binge at home or on the next party. Depriving yourself once is likely to cause you to eat everything in sight the next day to "compensate" for your suffering.
2. Don't stuff yourself. You are not a turkey, after all! :-) Remember, this is not the last time in your life that you can eat.
3. Eat a small meal several hours before the party. This will prevent you from being too hungry when faced with abundant menu. When you are not starving, you can think with your brain, and not with your stomach.
4. Eat slowly. It takes our body about 20 minutes to realize that we are full. Also, the slower you eat, the less food you'll eat as opposed to eating fast in the same amount of time.
5. Be aware of what you are eating. It's easy to get carried away in conversation, and eat way too much before you know it. Don't automatically go for more helpings while you are talking to someone.
6. If you are cooking the food, prepare healthier versions of traditional dishes. Don't go too far by trying to completely cut out the fat. Just make some slight changes such as mashing potatoes with low-fat milk, adding less butter to the food, and serving more salads and veggies. Or make the stuffing in a

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casserole dish outside of turkey, so it does not soak up the extra fat.

7. Deal with the food–pushing hosts by complimenting them. When they try to force more food on you, smile. Say how much you love their food, but unfortunately you are so full, you can't get in another bite. And that you'll be delighted if they gave you some of this food to take home, if there is anything left after the party!

8. Choose the turkey breast meat, since it has fewer calories than dark meat. Also, most of the fat in a turkey is contained in the skin. So, if you can, don't eat the skin. Skinless turkey breast is actually a healthy choice. But go easy on a fat–laden gravy!

9. Eat small amounts of various foods, as opposed to large portions of few foods. Sampling everything on the menu will leave you more satisfied since you've tried everything there is. But remember, moderation is key.

10. Eat that dessert. The trick here is to eat a small piece of it. This way you can have your cake and eat it too!

Melanie Mendelson is the author of *Practical Weight Loss – the healthy way to lose weight and keep it off*. Visit Melanie's site at

### **4 Strategies For Seasonal Selling – Planning For Retail Cycles**

**By By Chris Malta & Robin Cowie**

Every product has a natural life cycle and a season where it sells best: some early buyers come at the beginning, and then the mass of buyers come. Prices peak and retailers begin running out of stock. Sales slow, and trickle down to a few last–minute shoppers.

As an online seller, it's critical you prepare for the natural retail cycles throughout the year. With some simple strategies, you can make the most of the opportunities presented by the changing seasons:

1. **Keep the Flow Going** The way to maintain sales volume is to be ready for the next selling season. Phase in your new seasonal items for early shoppers while your other product line sales are winding down. You can keep the momentum going in your store and your income if you plan accordingly.

2. **Make Advance Preparations** Don't wait until the holiday is upon you to get your products lined up and ready to go. You should begin pushing your promotions two to three months ahead of time, according to Lisa Suttora of

. Says Suttora, "The advantage to having your

products ready several months before a holiday season is you capture the early bird buyers...You'd be amazed how many people shop months in advance of a holiday."

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Another benefit of early marketing is it provides lead time for the search engines to pick up the pages for your holiday specials. Include the season or holiday name in your titles, because people are searching for those terms.

3. Use What You've Got You don't necessarily have to change your entire product line every season. Evaluate your current product line and see what can be promoted as a seasonal item. Use your imagination—create unique gift baskets and kits. Shoppers are pressed for time and are looking for solutions, so put together product bundles to solve their holiday needs.

4. Adjust Your Website Your web store should reflect the season—feature items that work well for the approaching holiday. Put a seasonal spin on your ads and listings. "Your sales don't have to drop," advises Suttora. "Evaluate what you're selling and how you want to position it—freshen up the look of your site. You've got a whole new group of buyers coming in [with each new season], so you want to be ready for them."

Chris Malta and Robin Cowie of WorldwideBrands.com are the Writers and Hosts of The Entrepreneur Magazine EBiz and Product Sourcing Radio Shows.

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