

If you can't beat em?

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**100% Effective Natural Hormone Treatment**  
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**If you can't beat em?**

**By Marc & Terry Goldman**

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In the past week, I was amazed at something that happened. 10 different people within an 8 hour period of each other tried to order an ad for the exact same product (actually business opportunity would be a better description). Now at \$107 a pop most marketers would have been thrilled (you do the math – \$1,070 for 8 hrs work).

Guess what? We turned down every order! Why, you may be asking? Here's why – the product they were advertising was in direct competition with our Ultimate Marketers Resource service! (<http://success.goldbar.net>) If any of you think we are crazy to turn away almost \$1,100 dollars, we are not surprised. As a matter of fact you are probably as confused as the advertisers we spurned.

So let's explain our thinking.

We don't believe in running ads for competitors!

Simple as that.

Business is about trying to survive and beat back your competition, not help them to beat you! Unfortunately, this is not something that most internet marketers understand.

You see, internet marketing is a pseudo business for many. Quite a few internet marketers have never been involved in an offline business and as such, they simply jump on the wagon of anything that will make them a dollar (even if it is a competitive service). The common reasoning that we hear for this all the time is, well – all marketing services are competitive in one form or another so you

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might as well make a buck.

That is CRAZY!

Let me ask you something: Have you ever seen any traditional business advertise for their competitors? Does Pepsi run ads for Coke and say "Oh well, you gotta drink soda right?".

Does Philip Morris advertise for RJ Reynolds?

Does Kelloggs advertise for General Mills?

No.

Listen, many internet marketers are not the most serious of people. Many of them do this as a spare time job and even more are so completely focused on money that they see nothing wrong with promoting EVERY opportunity under the sun regardless of whether it is a quality, let alone competing, product.

We know of some marketers who after spending a ton of money to acquire a service are now planning to take part in a multilevel business opportunity that will compete directly with their service.

Don't they realize that by advertising or promoting your competitors, you actually cheapen your own service or worse yet convey the impression to your customers that you dont have confidence in your own products!

It just doesnt make sense. But it doesn't surprise us either. We do this fulltime. It is our business and we run it as one. Even if this were a part time venture for us, we still would run this as a serious business. That's just the way we are.

So if you think your competition is your friend or you think that there is nothing wrong with promoting something as long as it makes you money we wish you luck. On the other hand, if you are ready to take on your competition, have studied them and have crafted a unique selling proposition to stand apart from them, we salute you! You will be in it for the long haul.

**Your Free Acoustic Guitar Lesson**

**By Anna Rowe**

## If you can't beat em?

Here is a free acoustic guitar lesson to help you improve your guitar playing skills quickly.

This guitar learning technique will teach you how to fingerpick folk–style, but in a Latin rhythm in the key of A. This Latin rhythm has eight quick beats to the measure, and is accented on the first, the fourth, and the seventh beats.

This guitar lesson will focus on using your right hand, and your thumb will play the accented beats. Your fingers will follow. Finger number one, the index finger, is to pluck the third string on beats two, five, and eight, and fingers two and three will pluck the second and first strings together on beats three and six.

In the following acoustic guitar lesson, you will chord an A for the first sample. To keep it simple, let's take the beats one at a time...

Acoustic Guitar Lesson – 7 Steps to Chord an A:

- 1) First, the thumb plucks the open A string for a bass note.
- 2) Next, finger one plucks the third string, which is sounding an A.
- 3) Then fingers two and three pluck strings two and one together. These two notes will be a C–sharp and the open top E string.
- 4) Now the thumb immediately plucks string four, which is an E and works as an alternate bass string. That's beat 4.
- 5) Now beat five is just like beat two, with finger one plucking string three.
- 6) Beat six is just like beat three, with fingers two and three plucking the top two strings.
- 7) On beat seven, use the thumb to pluck the third string, then finish up with fingers two and three plucking the top two strings again.

When you've practiced the acoustic guitar lesson above a few times, it will become second nature to you to pluck this Latin rhythm.

Your next part of this acoustic guitar lesson is to try the same finger picking pattern using an E chord. Since the open sixth string is your bass note, you'll pluck it on beat one. Follow through with the rest of the measure in the same pattern, except your thumb plucks the fifth string on beat four and the fourth string on beat seven. When you've mastered the E chord the acoustic guitar lesson moves on to the D chord. With D, you can just use the fourth string for your thumb–plucked bass note each time.

Acoustic Guitar Lesson Tip:

Here's a fast acoustic guitar lesson secret for making the above finger–picking style of guitar playing a

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little fancier. Chord an A. Here's how...

When you pluck the fourth beat of the measure lift your chording finger – it's the ring finger on your left hand. Lift it and then press it while plucking. You'll get a little slur at the start of the note. This sounds great when you build speed up. Try the same little trick when playing the key of E, too. It will be finger two that you will be lifting.

Finally in this free acoustic guitar lesson for you, put everything together in a chord sequence. Play A for two measures, then D for two measures. Play E for two measures, then back to D for two measures, then A to finish up.

Article by Anna Rowe. Visit her

site to get guitar playing tips and

program reviews. Learn how to play guitar with amazing guitar playing solutions and free guitar lessons.



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