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## **In The Romance Game, It's Three Strikes And You're Out**

**By Marguerite Bonneville**

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John walked into the kitchen and slumped against the counter.

"Hi John, " I said. "What's the matter with you?"

"Oh, nothing," he mumbled.

"Must be a woman," I laughed. John was my roommate's brother and his romantic adventures were a source of great amusement at our house. He was always on the make but rarely successful.

"Yeah, well...there's this girl I met at a party and she's sooooo cute. And I got her number and I've been calling her but she keeps coming up with excuses when I ask her to a movie."

"So what does she say?"

"Well, last night she said she was busy on Saturday because she has to wash her hair. The last time she said there was something she wanted to watch on TV."

"And did she suggest another time?"

"Well...no."

"John! Where's your brain?" I exploded. "The girl isn't interested!"

"But how do you know that?"

"Because she gave you the lamest excuse on the planet and she didn't suggest a alternative."

"But she was friendly at the party," he countered.

"Maybe she was just in a good mood. Or maybe she was making someone jealous. What matters is what she's telling you now. And it's definitely a NO."

"But she's so cute," he whined.

"That's got nothing to do with it," I replied. I saw the hangdog look on his face and took pity on him.

"Okay, John, here's the deal. The next time you decide to ask a girl out, you give her three chances to say yes. You stop calling her after the third no."

"That's it? Three calls?"

"Yes. If she's interested she might say no but she'll come up with an alternative. Or she'll say yes by the third call."

"But what if she's just playing hard to get?"

"Fine. Give her three chances. If she says no more than three times you don't want her anyway. You really don't need to get involved with someone who's so insecure that they need you to jump off a cliff for them."

"But what if she would have said yes on the fourth call?"

"Then she'll call you. Haven't you noticed that when you pursue someone and then you suddenly stop, they miss the attention and come after you? Of course, that's only if they were interested in the first place."

John's face fell. "That's never happened to me."

"Doesn't surprise me," I laughed. "You don't give up until you've badgered them to death and by then they can't stand you. Any attraction that might have existed is long gone."

John was stunned. It was time to repair the damage.

"Look, I'm telling you this to help. Make it a rule to give a girl three chances, then stick to that rule. You'll save yourself a lot of time and heartache. And for God's sake, pick them for a better reason than the fact that they're 'cute'."

John squared his shoulders. "Right! She gets one more chance. I'm calling her now."

I groaned as he strode from the room.

I doubted that he'd stick to the three strikes rule. The movies offer many romantic storylines where the couple start off hating each other and then fall madly in love. Many people like John are confused about when no means yes or no means no.

But it's still safest to take a no at face value. Life's too short to try second-guessing other people. And it's much less stressful when the people in your life are honest and open and aren't afraid to tell you that they care. Why settle for anything less?

Marguerite Bonneville is a Master Practitioner of Neuro-Linguistic Programming (NLP) whose passion is publishing information online. She is a contributing writer at <http://www.romantic-gift-ideas-online.com>, a resource site dedicated to helping visitors find the perfect romantic gift.

## **Fight For Every Pitch**

**By Jeremy M. Hoover**

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Fight For Every Pitch

Every pitch in baseball is a battle. Every contest between a pitcher and a batter is a skirmish that bears on who will win the game. Although baseball is a team sport, each individual must fulfill their role for the team to win. If a batter gets lazy, he may miss the pitch that he could launch for a game-winning home run. If an infielder makes a throwing error, he may be throwing away the game.

The closest parallel to business is the battle between the pitcher and batter. The pitcher must fight for every pitch, and the batter must contend with every pitch. If either let up for just one pitch, the end result of the game could be in jeopardy.

The pitcher must know the batter well enough to decide which pitch to throw. Every pitch is crucial. If the pitcher throws too many balls and falls behind in the count, it becomes a hitter's count. If the pitcher challenges the batter with strikes and moves ahead in the count, it becomes a pitcher's count and the pitcher has more flexibility in how he can pitch to the batter.

The batter must know the pitcher well enough to guess at the pitches he will be thrown. He must protect the plate. He must know his own best hitting zones, and foul off pitches that might be strikes so he is not called out on strikes.

If either blows even one pitch—either the pitcher hangs one over the middle of the plate or the batter is called out on a solid strike—the result of the game could hang in the balance. Each must challenge for every pitch.

## In The Romance Game, It's Three Strikes And You're Out

You must fight for every pitch in your business. You are the pitcher for your team. Don't get lazy and think you know how to pitch out of a jam. Plan your pitches according to your market research or your advertising or business plan. Fight for each pitch. Fighting for every pitch is a metaphor for deliberate and proactive action in your business.

You can fight for every pitch in your business in many ways:

- Place one more ezine ad
- Write one more article
- Find one more distributor for your article
- Write a rebrandable ebook or an autoresponder course that promotes your products or programs
- Contact a website owner about a join venture possibility
- Comment in five forums, promoting your business in your signature
- Contact old customers to see how they like and use your product, and how you can keep serving them

Fighting for every pitch means you see every marketing activity as a battle that bears on the success or failure of your business. So go out and throw strikes!

Jeremy M. Hoover is a content writer who writes content articles, autoresponder series, or website or newsletter content. Contact him at [jeremyhoover@yahoo.com](mailto:jeremyhoover@yahoo.com) (subject = WRITE\_MY\_CONTENT) for more information. F\*REE autoresponder course: Learn how to make a business system that works! Send to [bizsystem@aweber.com](mailto:bizsystem@aweber.com) to find out more!

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