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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Increase Your Selling Power by Increasing Your WORD Power**

**By Alexandria K. Brown**

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Although it's painfully obvious that a poor vocabulary won't keep you out of the White House, people do judge you by the words you use — making assumptions about your intelligence, education, and capabilities.

Having a vast "stable" of words that you are confident in using allows you to choose just the right one when you need it. This can help make your copywriting, client conversations, arguments, and sales presentations incredibly powerful and concise. And it never hurts to appear smarter than you are.

In grade school, we were given vocabulary lessons and quizzes that forced us to learn the meanings of new words. But now, as grown-ups in our increasingly "dumbed-down" society, it's not easy to keep learning new words without working at it. The six-o'clock news and "People" magazine won't do much to increase your word power.

So how can you increase your vocab without spending hours studying your dictionary or a book on the subject? Here are a few easy ways that I've found helpful:

1. Read more publications.

"The New York Times" and even news magazines such as "Time" and "Newsweek" often throw in words that fall above the country's average 6th grade reading level. (That sounds mighty low, I know, but that's the target for most publications aimed at the general public.) Keep a small dictionary with you, and

when you come across words you're not familiar with, look them up. Don't be embarrassed about not knowing them -- just learn them!

## 2. Get your "Word of the Day."

Dictionary.com offers a daily e-mail that gives you interesting and useful words, along with their definitions, pronunciations, and three examples of their usage. Since it's easier to learn in small bits, this is an ideal way to pick up new words you can really use. For example, yesterday's nugget was: "pervicacious pur-vih-KAY-shus, adjective: Refusing to

change one's ideas, behavior, etc.; stubborn; obstinate." (I'm sure we know many people who are pervicacious.)

Sign up at [www.dictionary.com](http://www.dictionary.com). (By the way, bookmark this site, or do what I did and make it your browser's home page. It's wonderfully handy to look up a word by typing it in your keyboard instead of lugging that eight-pound Webster off your bookshelf.)

## 3. Listen and learn.

If you want to go on a vocabulary crusade whole-hog, order the Verbal Advantage audiotape program, that aims to help you "amass a Harvard Graduate's Vocabulary in just 15 minutes a day." I enjoy listening to these tapes on long drives and find that I truly retain what I hear. The great thing about learning by \*listening\* is that you really learn how to \*pronounce\* the word. There's also a quick quiz after every 10 words learned.

The narrator also gives examples of usage and touches on common usage errors to help you avoid embarrassing mistakes in conversation. One example: Many people say the word "unequivocable," but the word is "unequivocal." (One less syllable!)

The company offers a two-tape "trial offer" for less than \$30 that gives you many useful words to get started. Check it out at <http://www.netofficetoolbox.com/app/adtrack.asp?AdID=8904> I think you'll like it! (Can someone please order it for "Dubya"?)

Now, all you have to do is remember to use what you know! Although you shouldn't try \*too\* hard to pepper your conversations with words that will stump your colleagues (think of Dennis Miller on Monday Night Football), you'll enjoy being able to pull just the right word out of your proverbial hat when you need it.

Copywriter and consultant Alexandria Brown's FREE biweekly e-zine, "AKB MarCom Tips," gives how-to tips on writing compelling copy for Web sites, brochures, and e-zines. Learn easy ways to "write to sell" and attract new customers today! Subscribe now at <http://www.akbwriting.com> or via <mailto:AKBMarCom-On@lists.webvalence.com>

## **Power Breathing**

**By Alan Tutt**

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Power Breathing  
by Alan Tutt  
<http://www.KeysToPower.com>

How would you like a technique that will increase your mental and physical performance? With the technique I am about to share with you, you will be able to clear your mind, increase your intelligence, restore your energy, and increase your physical strength. This is also a technique that you can use any time, anywhere you happen to be, without drawing attention to yourself.

I'm talking about 'Power Breathing'. The fundamental concept behind Power Breathing is very old, so it's possible that you've seen a variation of it in other places. One thing that I've found is that some descriptions of the process are so vague or misleading that you end up doing it wrong and get none of the benefits that Power Breathing can give you.

In Power Breathing, you hold an image in your mind while breathing slightly different from normal. Let's cover the mechanics of Power Breathing first, since that is the simplest component of the technique. In normal breathing, you usually use only about 1/3 of the capacity of your lungs. During exercise or other physical exertion, you will use more of your lung capacity, but you breath faster to get more oxygen to your muscles. In Power Breathing, you want to breath deeply, but slowly.

One way to control the tempo is to count. Breath in for a count of 5, then hold it for a count of 3. Breath out for a count of 7, then hold it for a count of 3. When holding, don't close your throat as this will create unnecessary tension. Use the same muscle you use to breath in and out, but hold it in place. Just pause the in and out motion of air. Try it now and get the feeling of the tempo. Practice it several times until it feels natural and easy.

One of the easiest ways to direct Power is to imagine that it is carried by the air you breath. As you

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breath in, you are bringing Power into your being, and as you breath out, you are sending Power away from you. Your thoughts and feelings will condition the Power while it is inside of you.

Using this image, if you imagine that Power is energizing your body while you are breathing in, then Power is being directed to energize your body. If you imagine that Power is cleansing your mind and emotions while you are breathing out, then Power is being directed to eliminate any tensions and negativity from your mind and emotional nature. And if you combine the two images, then Power is being directed towards both goals with a phenomenal result!

There are many uses for Power Breathing, but this is perhaps the most useful. Another use for Power Breathing is for healing. If you imagine that the air you are breathing in is bringing healing energies to whatever part of you is less than perfect, then you will be directing Power to heal that part of you. Make sure that you also include the image of any negativity or infection being eliminated from your body as you are breathing out.

It is also possible to "breathe in money" and "breathe out poverty". Or you could "breathe in love" and "breathe out loneliness". The possibilities are endless!

Alan Tutt is the creator of the phenomenally popular Keys To Power Mastery System available from <http://www.KeysToPower.com>. Become the Arnold Schwarzenegger of Mind Power using the Keys To Power Mastery System, and get everything you want in life.



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