

Internet Marketing is Changing Right Before Your Eyes!

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By Ken Nadreau

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There's no doubt about it . . .

Big changes are in the air!

In the midst of all the usual scams and rip offs, there's a New Wave of Marketing techniques that are beginning to immerge that will forever alter what you do, or will take you out of the game.

The choice is yours!

You see, what most marketers have been spending their time on might be called "peer marketing", that is selling to their fellow marketers. Hundreds and hundreds of programs and ebooks have been written designed to draw in affiliates to do the bidding and "leg work" for those producing them.

So now we have tons of "how to's" and just as many affiliate programs that have, over time, gotten real old.

Then, on top of all that, you have thousands of traffic exchanges and paid to read email advertising sites to make us think that we're actually marketing to someone.

But in reality, all we're really doing is perpetuating this "peer marketing" phenomenon that's frankly spinning our wheels and getting us nowhere.

We all know it's not working. We all know that, in spite of all the hype and hoopla, 95% of all online businesses are still failing miserably.

Let's face it, Internet Marketing is in a rut that's got us all running around in circles!

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But all is not lost!

Lately, new tools and methods to infuse new life into online marketing have been hitting the scene . . .

Things like Niche Marketing are beginning to draw many away from "peer marketing", and teaching them to spend their time finding out what other people want and connecting them to those products.

What's being discovered, actually, is that the average online marketer, who's been bogged down with trying to sell useless information to their peers, is generally well conditioned to slip right into Niche Marketing.

You see, there are tons of marketable, every day products available on the web, and there are just as many marketers who've learned, due to immense competition, to be extremely convincing.

Putting the two together is creating a remarkable edge over the product producers who, most often, have minimal skills in advertising.

Most of these products, easily accessible through reseller programs, can be marketed alone or in combination with other product via quickly set up websites.

And, because there's no production costs, in either time or money, most advertising campaigns can be generated in a very short period of time.

So you might say, Internet Marketing is finally evolving in a much more constructive direction!

Yes, online sales people from all over the world are now learning how to do what a sales person is supposed to be doing . . .

Finding people who are really looking for what they sell, and selling it to them!

Do you hear someone knocking?

Oh . . . It's Opportunity!

Ken Nadreau is the author of "Get Niche Quick", and one of the pioneers of the New Wave of Internet Marketing. He is dedicated to ending the stagnation and lowering the 95% failure rate for online businesses.

Contact Lens Care – Avoid Long–Term Eye Problems

By Burt Cotton

Buying a pair of contacts is easy. Anyone who has a tiny income can buy himself or herself a pair. Actually, teenagers today find the contacts a great way of expressing themselves, sometimes having

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some 10–15 pairs to keep changing. How much do you know about contact lens care?

What Actually is Contact Lens Care?

The process by which the product is maintained and kept functional is called maintenance, or as in our context here, care. The steps you need to cover the minimum and most basic contact lens care is outlined below:

- * Be sure you understand the instructions list and do exactly as you are told. Any deviation from the instruction, however small it may look to you, may be extremely harmful to you and your eyes in the long run.
- * Always touch your lenses only after you washed your hands with soap. Be careful while changing or using them, that the lenses are not exposed to anything that is dirty.
- * Always use a good brand of cleaning solution; do not just go for anything that the shop keeper offers you, or whatever it is available in the shop. Identify a brand that is good, and then stick to it.
- * Never put your lenses in the mouth; this can capture sufficient bacteria to damage your eyes forever.
- * If you wear makeup, put your lenses on last; sometimes particles from makeup will get into the eye. It's best to put them on last.
- * Check with your doctor at least once in 6–12 months to ensure that your eye sight and the use of the eye–lens have not changed.
- * Follow all the cleaning procedures mentioned in the instructions to the T; any negligence here may introduce a number of infections to your eyes which can not only be very painful, but also very dangerous.
- * In case you use eyes drops, have a time gap of about 30 minutes before replacing your lenses in your eyes; otherwise the contacts may absorb some of the eye drops which are not good for you or for the lenses.
- * Be careful what brand you are using and what is recommended for your lens. Many times, people ignore the instructions using whatever solutions they can find their hands on, only to find that they have actually damaged not only their lenses but also their eyes by it.

Contact lens care is one of the most critical factors in maintaining your eye sight, and keeping your eyes beautiful and healthy.

Burt Cotton

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