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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!

Is That My Butt?

By Jeff Neil

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Is that my butt? Now that's an interesting question. But to be perfectly honest I'm not concerned with my butt. Not your butt. Not any one's butt.

But...

It sure got your attention. Just like it got mine. And that is the purpose of a killer headline.

Let's start this story from the beginning:

Here I am sitting at the doctors office. I'm waiting for my wife to get done with her check up. And "no", we are not expecting a baby, thank you.

Anyway... Here I sit. Notebook in hand. I brought it to write some content for a new website. So I'm looking around just waiting (hoping?) for the creative juices to start flowing.

You know how it is waiting at the doctors office. I started staring at all those magazines. You know... All those women magazines. No Hot Rod or anything interesting like that.

Is That My Butt?

And then I saw it. "Is That My Butt?". Right on the front cover of Seventeen, April, 2002 Edition.

Normally that's not the type of reading I'm into. But I couldn't resist. I just had to find out what the heck that question was all about.

So yup, I walked clear across the waiting room just to see that magazine. The story was about jeans. No, I did not read it. But the headline worked. And it worked well!

And that's what you need to do with your headlines. Grab their attention. And to be really effective you should be a

little creative. You've got a lot of competition out there so sometimes being completely of the wall is required. As long as you can make it fit.

Some of the best headlines I've ever seen are at the supermarket check out. The tabloids. Headlines like Three Headed Martian Calls 97 Year old Grandmother from Outer Space.

Yeah, it's silly. But people look. And then they see other headlines like 33 Year old Kansas School Teacher Reveals Life after 17 Divorces.

That's a little more believable. And people want to know. So they buy.

Here's four things you can put in your headlines to make them pull.

Benefit

How to make money. Most of want to know how to make more. Don't you? If someone knows more about a subject than we do, we want to know. Nosey creatures, aren't we?

Occupation

What's the job of the person with all this knowledge? Is it an expert of some kind sharing their valuable secrets? Or some average Joe that stumbles on a unique idea.

Geography

Where do they live or where did this happen?

Is That My Butt?

Odd numbers

Odd numbers make your headline more specific and believable.

This type of headline works because people want to know about people. And they (we) want to know what other people know that can improve our lives.

Shall we try one?

Benefit: How to be debt free.

Occupation: Financial Consultant

Geography: Florida

Odd Numbers: 27, 5

27 year Financial Consultant from Florida Reveals How to Become Debt Free in 5 years or Less...

That's something that people want to know. And that's a headline that gets attention, gets read, and makes sales.

Have you heard of the pizza delivery guy and the truck driver selling their secrets to their success?

Take a look at their headlines again. You'll see this formula. It's not the only way. But it's a good way.

After all, *Is That My Butt? 37 Year Old Maine Cop Tells How the Answer Can Increase Your Profit By 277%*

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Subscribe: mailto:always_marketing@infogeneratorpro.com

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Do You Want A Sexy Perky B?utt

By Chris Chew

How to build sexy perky butts and buns?

Do you know that whether you are a guy or a gal, one of your anatomies that are constantly being scrutinized is your butt? Many do say that a perky butt is one of the most attractive part of a human body. And don't you think it is? Certainly so!

Take a look at your own buns right now. Is it tight perky and strong or is it saggy and lumpy? Worse, is it without any tone and just hangs there like a piece of flesh just out from the butcher store? If you really want a tight and sexy butt that make heads turn when you are in a pair of tight jeans or in your bikini, read on.

Your butt consist of three muscles, the gluteus maximus, gluteus medius and gluteus minimus. The gluteus medius and gluteus minimus are the muscles on the sides of the hip that are used for the internal rotation of the thigh. The gluteus maximus is the largest of the three muscles and is used for hip extension, outward rotation, leg adduction and leg abduction. These muscles are collectively called the "Glutes".

Strong glutes helps us in our daily activities like climbing stairs or squatting to pick something besides looking good and sexy. These muscles are essential in sports activities. Strong glutes will power your participation in any sport, like cycling and especially in jumping sports such as football, volleyball, soccer, basketball and net ball.

If your glute is hanging and lump then there is a layer of fats covering the muscles. If that is the case, its simple. Just lose the fats by a combination of cardio, weight resistance exercises and a clorie restriction diet.

To have great looking strong glutes, weight resistant exercises must be included in your workout routines. For some people, exercises such as running up slopes, stair-master or step climbing will have good effect in shaping the buns. But to have that perky sexy butt, you will have to incorporate Squats, Dead lifts and Lunges which are fantastic butt shapers. All these exercises are described and picture illustrated in my ebooks "Burn Fat Build Muscles Fast".

So in a nutshell, you need to lose fats and build a well muscled glute in order to own a sexy perky butt that make heads turn and eyes glued to your bottom posterity. That isn't difficult. All you need is some commitment and determination on your part and you are already half way there.

Is That My Butt?

Chris Chew is a personal trainer based in Singapore. His clients are mostly from the entertainment and glamour industries like actors, models and pageant winners. He is the author of "Burn Fat Build Muscles Fast" at

<http://www.sgfitness.com>

and runs a fitness school at

<http://www.sgfitnessonline.com>

He has made many TV and media appearances.

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