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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!**

**Johnny Appleseed ... A Lesson In Sowing And Reaping**

**By John Colanzi**

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Remember the story of Johnny Appleseed? Good old Johnny would travel from place to place sowing apple seeds.

As soon as he planted seeds in one place he'd move on and begin again.

Ezine writing is a lot like that. The seeds are our articles and we reap traffic, new subscribers and sales.

So what lessons can we learn from Johnny Appleseed?

1. Don't expect immediate results.

Imagine if Johnny sat and waited for each of his seeds to take root. He wouldn't have covered much ground.

Keep sending out your articles, don't wait for individual results.

2. Don't try to determine ahead of times which articles will get a good response.

When planting apple seeds John knew some would take root and others wouldn't. He didn't know which ones to plant.

He planted them all.

3. Think long term.

An article that may not have done well when you first released it, may end up in an ecourse or ebook, months later.

4. Know that you will get results if you're persistent.

Keep sowing.

Know that over the long haul you'll reap the rewards.

My uncle used to liken it to pasta throwing.

If you took hands full of pasta and started throwing it against the wall, some of it will stick.

So keep sowing, keep throwing and start reaping.

Your seeds will bear fruit.

Wishing You Success.

John Colanzi

John publishes the "Street Smart Marketing" newsletter. To subscribe  
mailto:streetsmart@rapidreply.net Make a Fortune on the Internet. Click here to find out more:  
<http://johncolanzi.com/instant.html>

### **An Apple A Day....**

**By Dave Cole**

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John Chapman was a man who saw opportunity when everyone else saw garbage.

Chapman had a vision, a tremendous vision for his future and the future of his country. That vision destined him to become an American folk hero.

He developed a business plan for his vision which included learning everything he could about his business, paying attention

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to details, asking the local markets about their opinions, and making adjustments along the way.

In the early 1800's, John "Appleseed" Chapman would visit cider mills and spend entire days running his hands through the garbage picking out tiny apple seeds one by one.

It was dirty, dull work. But to Johnny Appleseed, those tiny seeds were as precious as rubies. His idea was to take those seeds, plant them, then sell the apple trees to settlers as they moved westward.

Chapman made himself a student of nature. He learned where the best soil was for planting. He learned his market by becoming friends with the local folks and taking the time to have them develop a trust in him.

At the time the law required each settler to plant 50 apple trees on their plot of ground. As the settlers moved further West, Appleseed kept ahead of them planting more and more seeds.

His business thrived as settlers were more than happy to pay Johnny for his pre-started seedlings. By the end of his life, Chapman had planted hundreds of orchards on thousands of acres across the American Northwest territory.

In 1949 he was declared an American "culture hero" by the "Journal of American Folklore." In 1966 the US Postal Service issued a commemorative stamp to honor him.

John Appleseed Chapman became a success in his life and in his business because he had a passion for what he did. He was a religious man and saw his work as being an integral part of his faith.

Once Chapman was asked to describe what he would do in Heaven. He said, "I would follow the same occupation as I do here."

Every orchard he planted, Johnny remembered. He cared deeply about his trees, kept track of them and would go back every year to prune and repair them.

Besides his business, he loved his customers. As he became

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more successful, he realized that serving and caring for his customers was the best way to grow his business.

Even though life on the frontier was often difficult and hard, Appleseed didn't look at the hardships. His words were, "Love what you do and work becomes effortless."

Johnny Appleseed believed his life's mission was to plant apple trees. He never retired, for him tending apple trees was a labor of love.

Dave Cole Editor/Publisher Prosperity: The Choice Is Yours <http://choosetoprosper.com>



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