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Menopause, Andropause And Other Hormone Imbalances
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"KISS Marketing – the Basics"

By Stephen R. Renfrow

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Regardless of whether your business is a small Mom & Pop type atmosphere or a larger than life organization, your approaches and strategies must be of the highest caliber to reach your target audience. Professionalism is the key!

Often there is a trial and error period in finding the perfect path to follow or the ideal strategy for your particular product or service. Critically important is presenting your product or service in a way that conveys a message of professionalism and credibility.

It has long been a fundamental business principle that if your product is of the highest quality, easy to acquire and less costly to the consumer, that they will "beat a path to your door". For the most part that may be true but there are a few other considerations that are critical to the success of your business. While there are countless methods and approaches that you can take in reaching your goals, my experience has shown that the very first thing to consider is that all your presentation materials should be of the highest caliber. That doesn't mean they have to be expensive, but be aware that you represent yourself every time you pass out a business card or write a letter to a potential customer. Therefore you are always marketing yourself. Be sure that the tools you use are professionally and skillfully prepared. Opportunities for the growth of your company are enormous but can potentially be expensive. Therefore the following are just a few ways you may consider for marketing your product or service that are the least expensive and often the most effective in reaching

your target audience.

1. Prepare a good press release.

While there are not guarantees that an editor will pick up your story, the potential is staggering. All you need is one editor who is interested in your story and you've hit the bullseye. Overall, a press release is one of the least expensive methods for promoting your company, product or service.

2. Write articles about your area of expertise;

and the reasons your product will benefit the masses. Make sure the article is useful to those who read it. Every good e-zine is constantly looking for potentially interesting and important articles to feature. Writing articles gives you an opportunity to advertise for free while building credibility.

3. Include a good bio on your web site.

About you and your company. Write it in the third person. You don't want your bio to sound autobiographical, but you do want your audience to know something about you. A bio can create trustworthiness.

4. If it means paying a little bit more...

Make sure you have a good webmaster to create your web site. You want to be sure your web site represents you in a manner that conveys all of the above namely credibility, trustworthiness and professionalism.

5. Introduce yourself via e-mail.

I don't mean writing those tacky letters that are pure promo hype. I mean constructing a very professional letter that targets those who may have an interest in your product. A well-constructed letter is worth its weight in gold.

To encapsulate, it is unmistakable that the marketing approaches and strategies available are extensive but in order that you attract the target market you're eager to draw to your site, you must maintain a competitive edge by choosing professionalism. Above all, be sure to provide an enhanced level of customer-

oriented service. Nothing draws clients to your business more effectively than providing the most advanced and best possible customer service. If you wish to position yourself in the forefront, the primary key in getting a positive reception to your product or service is through providing flawless customer service.

The Art Of Kissing

By Sayan Liyanage

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Kissing is something that I could talk about over and over again and never get bored. What can I say, I love to kiss? Nothing is better than a good kiss. Nothing makes the birds seem to sing louder, the grass seem greener than a great kiss. We have talked in past articles about kissing, but not really too much about methods. You aren't born a good kisser. The only thing that will help you is education and practice. I'm sure glad there are things like kissing to practice in life, life would have been boring if all it was, was geometry. Let's talk about different ways that you can kiss. Take some notes and practice on your woman. She will love the new attention.

First there is the domination. We all have seen those WWII clips of them men coming back from battle and kissing their wives. This is a kiss with some power behind it. It can say many things.

A kiss like this will knock her off of her feet. Maybe you might use this kiss if you haven't seen her for awhile. You might use this kiss if you are very horny and can't contain yourself any more. We all have had those strong moments where we feel like we have to kiss someone. We need an outlet for all the sexual frustration that we are feeling. The great thing about a kiss is, it is easy and fast too do. You can get your sexual frustration out without having to take off your clothes. The element of surprise is what makes a woman the wettest. This isn't a kissing technique per se, but you will get the drift.

While you are kissing her, roam her body with your hands. Explore every area that you can. This will make her go crazy before you can even begin to think about what your next move is. I can't tell you enough how important this is. Before you give your woman a kiss, make sure your breath smells okay. Don't go kissing her if you just ate a tuna on rye sandwich. If you are in doubt, go brush your teeth. You don't like it when she has shit stuck in her teeth that fall into your mouth.

Lets talk more about kissing and not the do's and don'ts. The explore kiss. This is where you spend some time getting to know her mouth. This is a fun one from time to time. It shows that you are interested in her. You are learning new ways to excite her. This can be good for both of you. Good for you because you will learn new things that turn her on. Great for her because she will think all this time you are spending on her is great.

The peck before bed. You know you aren't getting laid when you get that little peck before she rolls over in her flannel night gown. It doesn't have to be such a little innocent kiss. Instead, look into her

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eyes when she gives you that little peck. Run your fingers through her hair and tell her that you love her. This will give her sweet dreams all night long.

Just like the peck before bed, turn that peck before you leave for work into something special. Tell her that you will be thinking about her all day long while at work. Look her in the eyes and smile when you say it. This will keep her waiting for when you get home. You can also use kisses to see where she is at sexually. If you are turned on but you are not sure if she is, kiss her and find out. Give her a long slow kiss, if she comes back wanting more, than you know you are going to score in the sack. If on the other hand after you are done she is talking about he bills you owe that month, you aren't getting laid

tonight.

You may not know it, but a kiss holds a lot of power to a woman. With the right kiss you can make her go from undecided to a horny vixen when it comes to sex. If you aren't sure that you will get laid, a kiss is a good way to test the waters. A kiss can also be a way to show affection. If you just want to show that you love her and are thinking about her, a great way to show it is a little peck. This will make her feel warm and fuzzy inside and know that you care.

Kissing shows interest. It maybe sexual or just love, but it does it all the same. Your woman will respond to this the same way time and time again. She will be happy to feel your lips on hers. Don't forget, you can never get too many kisses in your lifetime.

Sayan is a professional in online dating and relationship industry. He's specializes in working with singles that want to create lasting, intimate relationships. He's a young professional who runs his own dating site at www.total-dating.com



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