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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!

LISTEN TO THE RADIO – WRITE BETTER E-CONTENT

By Heather Reimer

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Recently, I was asked to write a radio program for a non-profit organization. I had worked in broadcast journalism for many years before I switched to online communications and really enjoyed getting back to my radio roots.

But something interesting happened as I was writing the script. Over and over again, I noticed just how much radio writing and effective web content have in common:

=>Both depend on high impact, attention-getting statements:
"Weight loss without misery is possible if you..."; "The President has been found in a compromising position...";
"Want to know how to get your teens to talk to you?"

=>Both forms benefit from short, punchy sentences that use basic language and get to the point fast. E-business consultant Philip Say even uses radio lingo when he explains how to write strong e-mail newsletters and sales letters.

He says, "Sound bites are the most effective way to grab the attention of the reader. The challenge today is to deliver short, meaningful messages that will initiate a conversation with your audience. You have to pack a punch into 50 words or fewer."

The average 30-second radio commercial has only 50 to 80 words. So writing a radio spot for your online product or service is a good exercise in how to write tight. And it's

a good lesson in ruthless editing, possibly the hardest and most important part of the writing process!

=>Both radio and web content communicate better without jargon or foreign terms. I once used the French word "ennui" instead of "boredom" in one of my marketing articles. As a result, the piece sounded pretentious and I looked like a twit.

=>Both radio and web writing are improved by personality. Think about the radio announcers you like best. Probably you enjoy their voices as much as what they say. Your

online content needs a voice too. For a good example of this, check out the very distinctive personality of The Newbie Club (<http://www.newbieclub.com>), which carries right over into their newsletters.

=>The audience must come first. Radio announcers often pretend they are talking to just one person, imagining that person's age, their lifestyle, their hopes and dreams. (I once worked for a very earnest radio station that had the production staff dress up a life-size doll to represent their ideal demographic – sort of a crash test dummy for target marketing!) You don't have to go that far, but aim what you're saying/writing to that one person who represents your target audience. They are the reason for what you do.

Now start listening to radio with a critical ear. Practice writing content as if it's for radio. It may help you inject some real personality into your ads, e-zine or website.

Heather Reimer has been a professional writer for 16 years. She can create custom e-zine and web content, sales letters, ads and articles just for you. For fast, effective and memorable content, <mailto:heatherreimer@codetel.net.do>

Satellite Radio Antennas Are More Than Useful

By Carl Walker

What are satellite radio antennas and what are their uses? This is the question that many people ask themselves when they hear about satellite radio antennas. As you read this article you will get an idea on what a satellite radio antenna is. Also you will learn what are their uses, functions and a lot of great

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pointers on where to buy one, what types are there and how to take care of it.

In order for you to listen and watch your programs you need a satellite radio antenna. This allows the module that you are using to communicate with its home base; the home base includes all of the programs and it allows you to choose what you would like to view. This all sounds like something out of a sci fi movie, but it is not. Your television, radio, even your computer has a satellite radio antenna.

Now that you know what satellite radio antennas are here are some of their main functions and uses. When you turn on your satellite in order for you to watch any of your programs on it the main thing needed is the satellite radio antenna. It allows the base (your PSP) to communicate with the main base of the whole entire system. This gives you the ability to either listen to your music or watch your programs, which ever you may choose.

Many people wonder where they can buy satellite radio antennas. You may buy one in your local hardware store. There is no specific company you should purchase your antenna from because different companies make different types of these mechanisms.

The different types usually go based on the use of the satellite radio antennas. You may be buying it for your car, bike, and stereo system or maybe even just for your house. They all have the same functions and every company that makes them to does their best to suit you and all of your needs.

The best way you can take care of you satellite radio antenna is to keep it out of water, as we all know electricity and water are not what we could call the greatest of friends. Also, these should be kept out of the reach of any young children; if yours is already inside of something you should make sure that it stays in there but if not any young child can swallow it and cause much harm. If this does happen please alert the police department as quickly as you can.

Now that you know what satellite radio antennas are, their functions, where to buy one and how to care for it you are ready to buy your own. Always keep in mind that depending on what size and type of a satellite radio antenna will vary in its price range. If you buy something for cheap it won't last too long but you did not spend that much money on it, but if you buy something expensive it will last longer even if you did spend that extra hundred dollars on it.

Satellite Radio HQ talks about the history of satellite radio, the equipment

you'll need, the satellite radio channels you can receive and much more.



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