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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!

Lateral Marketing & Small Business

By Traci Hayner Vanover

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Big businesses do it, and now small business owners are following the trend. No, I'm not talking about spokesmodels, endorsements, or catchy theme songs — although certainly you could use those if you wish. What I am referring to is Lateral Marketing — and if used properly, it can be a solid business building tool.

For this example, we're featuring business client The Soap Dish, a family operated business offering a line of handmade Goat's Milk soap, lotion, and sundries. In addition, The Soap Dish offers an assortment of soap making supplies, packaging items, and a full recipe library. It is this selection of items that we will be focusing on for the basis of this discussion.

The owners of The Soap Dish learned, as many small business owners do, that few companies can, (or will) accommodate the unique needs of cottage industries. Many small businesses are unable to meet larger companies' order minimums, or simply do not wish to bring in the quantities needed in order to benefit from bulk rate pricing. This niche provided The Soap Dish with the opportunity to provide a service to other small businesses within the same market.

By ordering basic supplies in larger quantities, The Soap Dish was able to enjoy the benefits of bulk pricing discounts, then pass these discounts along to competitors who utilized these same items. In so doing, their supply business grew significantly, while establishing themselves as an up and coming player in the competitive market of soapmaking supplies. The additional revenue generated by the supply sales has allowed them to penetrate new markets, introduce new product offerings, and update internal systems at a rate that might not have been possible without the lateral expansion. In addition, the availability of a recipe database has allowed new and inexperienced hobby soapmakers a venue from which to gain knowledge, as well as affordable startup supplies. The presence of the resource helps in building customer trust and loyalty — both are key elements in customer retention.

The basic principles of lateral expansion in this example are quite simple. Look at your existing product offering, and identify items which complement that offering, and also appeal to others serving your general market. Identify a need in the market for the item or service — based upon price, availability, or

strictly on service. Then, develop a solid strategy to satisfy this need. By positioning yourself to meet the challenges created by the need, you also position your business to benefit from the solution you create.

To learn more about The Soap Dish, visit them online at www.TheSoapDish.com.

Know Your Muscle Building Exercises – The Shoulders

By Rick Mitchell

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Every bodybuilder and weight trainer will have his or her favorite exercises for each body part. That's how it should be – as you progress through the various stages of learning you'll understand what works best for you. It is useful, however, to take stock of your progress every so often and carry out an analysis of where you are and what changes, if any, are needed to move onwards and upwards.

Part of this analysis should include an assessment of the core exercises that make up your bodybuilding training program. In this article we'll look at the shoulder exercises that have proven their worth to serious bodybuilders for many years. All exercises should be performed to failure with one set of six to eight reps.

1. Dumbbell lateral raises – this exercise provides the best way to develop the lateral head of the deltoid.

– Hold the dumbbells at the sides with the palms facing the thighs.

– Raise the arms up and to the sides until parallel to the floor. Make sure the elbows remain slightly bent.

– Pause.

– Lower with control to the starting position.

2. Bent-over dumbbell lateral raises.

– Bend over at the waist with the knees slightly bent.

– Raise the arms up and to the sides as high as possible.

– Pause.

– Lower with control to the starting position.

Richard Mitchell is the creator of the bodybuildingadvisor.com website that provides guidance and

information to athletes at all levels of bodybuilding experience. Go to
to learn
more about the issues covered in this article.



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