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Learning to Make Connections

By Paul "the soaring" Siegel

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Marketing may be considered to be a means of making connections. What every marketer must do is learn with whom to connect and how to connect in order to best serve his prospects and expand his business.

The Internet is the best medium invented to-date for making connections. There are lots of other media. But none offer the fast, easy and private methods for establishing connections and building useful relationships.

Some powerful companies have not learned how to do this on the Net. Recently a few members of the Recording Industry Association of America (RIAA) have tried to hurt peer-to-peer music-sharing systems by signing on and offering spoofed CDs. These CDs have periods of empty space or ruined music. The idea is to drive people to "legitimate" outlets.

Now I ask You, Is this a way to make a connection with someone? Is this a way to gain customers? Is this a way to be helpful?

While RIAA members are stuck in the past, others who understand that the Internet is a learning medium, use services, such as BroadProspect, to learn how to make connections. Here is an excerpt from an email I received from them:

"BroadProspect (<http://www.BroadProspect.com>) is a place where professionals list their senior industry connections on an ANONYMOUS BASIS for FREE, and become an anonymous connection maker. Companies shop online for a specific industry relationship and communicate

with the ANONYMOUS connection maker. When the connection maker is satisfied with the information, he/she can establish a client – or goodwill – relationship with the business entity."

This outfit understands that the Internet is not merely an information highway but a learning network. They have developed a method to enable business people, not merely to gather information, but to learn about other businesses they would like to partner or otherwise work with.

I have no business relationship with BroadProject. I write about it because I think it may be of use to some of you.

To be successful on the Net, look for ways to broaden your connections.

How Children Learn

By Shelley Ruiz

Nurture and Teach

The single most important thing caregivers can do for a child is provide a nurturing environment. By doing this, we influence children's brain development and their ability to learn. Introducing nurtured children to learning opportunities every day will help them become happy, well-adjusted adults. In all stages of child development, each experience builds on the one before it. The most basic foundations can serve as the basis for the comprehension of more complex ideas in future years.

Learning Begins at Birth

We are born with billions of brain cells - in fact, all we will ever have. What is missing is a large amount of connections - synapses - between those brain cells. Synapses start developing based on a child's experiences. Children's brains develop faster from birth to age three than any other time; and more learning takes place during this time than any other. The more learning opportunities parents provide for their children from birth until school age, the more synapses are made. The connections will serve as a pool of knowledge for a child to access in later years.

Because children's earliest experiences affect how they will think, learn and behave, helping children learn from birth to school age is a crucial activity. Parents and other caregivers can create a strong foundation for learning by providing a nurturing and rich learning environment from the very beginning.

Children Seek Learning Experiences

Not only do children need to be physically active, it is their nature to look for opportunities to learn. They participate in learning by using their senses and asking countless questions in order to more fully

understand the task at hand.

Creating a Learning Environment

Children enjoy learning when they can master an activity. Begin with a simple task and expand or complicate it after your child has enjoyed some successes.

Create a safe and secure learning environment. This will help children do their best learning rather than distract them. Key to creating this environment is treating your child with respect and caring.

Where Do Children Learn?

Children learn everywhere from school to the doctor's office to the grocery store. As do adults, children learn from interacting with others and watching their parents' behavior. Kids are highly influenced by the people in their lives, especially adults who they are close to.

Not All Children Learn in the Same Way

In the book *Frame of Mind*, Howard Gardner described his theory of multiple intelligences. We all have a certain way we prefer to learn. The seven multiple intelligences Gardner points to are interpersonal, intrapersonal, bodily–kinesthetic, spatial, musical, logical–mathematical and linguistic. We have the most success teaching our children when we can recognize their style of learning (as well as our style of teaching) and incorporate activities accordingly.

Playing and Learning

The main way children collect and process information is through play. Play is the repetition that reinforces old skills and encourages new ones. Because play is enjoyable, children's minds are open. Children are capable of much learning through play because they are very receptive and relaxed. Take advantage of this benefit and select activities that are fun and educational. Your children will learn, and you will both enjoy the experience.

Shelley Ruiz is a homeschooling parent and the owner of Magic Lark Learning (

) which provides parents and teachers with resources for making learning

fun, including a free quarterly online journal of poems and stories for kids.

How Children Learn

Sharing CONNECTIONS

Choosing Your Web Hosting Package

Networking for Women Entrepreneurs: Connecting is the Key To Magical Networking

What is the Quantum Connection? Description

How to play a Guitar
The Alphabet of Birds
Success Secrets
Take Control of Alcohol
Create a Website in 5 Days



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