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**Lennon Asked To: "Give Peace A Chance";**

**By Robert Benson**

He dreamt of world peace. He was an artist, poet and an outspoken voice of the hippie generation.

He was an influential musician, a peace activist, an absent father and a devoted lover and husband. He abused alcohol and drugs, sneered at normality, yet took time off from his rock and roll career to raise his son. But most of all, he was a Beatle. He was and still is, John Winston Lennon.

Born in Liverpool on October 9, 1940, John Lennon was shot to death on December 8, 1980 by a fanatical fan. December 8, 2005 marks the 25th anniversary of this tragic and senseless loss.

There are many words to describe John Lennon. He was an unruly, stubborn and a disobedient, troubled youth. He failed at art school, yet swore to his aunt that "one of these days I'm going to be famous and you'll be sorry".

He called himself a leader, yet did some of his best work alone. He was an alleged wife beater, very outspoken, often putting out controversial quotes to the media; either to make a point or just to be outlandish. But when he spoke, people listened.

He was a partner with his boyhood friend, Paul McCartney and together they left a musical writing partnership and a legacy that is unequalled to this day and may never be. The Beatles, with their producer George Martin, changed music in dramatic fashion; with studio techniques that had never been attempted.

They pioneered the concept album with "Sgt. Pepper's Lonely Hearts Club Band", which the editors of Rolling Stone magazine list as the greatest rock album of the rock era.

He had the attention of our government with his anti-war protests and at one point was under FBI investigation. He sang of love and peace and living in harmony, with all people coming together as one. There are some who called him a genius. He could be nasty, resentful and mean-spirited. He fought his demons and it seems he was winning, until December 8, 1980.

## Lennon Asked To: "Give Peace A Chance"

We can only recall his career, from the beginning, until the end and who doesn't know the story about the four lads from Liverpool. He was part of the group that changed rock and roll music history.

We can only wonder what John Lennon would be doing if he were alive today. How active would he be in promoting world peace? Would he still be creating wonderfully crafted rock and roll songs? All we can do is Imagine, and that is the shame of it all.

Robert Benson operates

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, a web site devoted to finding unique gifts in

unique places. Shop for Irish jewelry, Russian nesting dolls, plus-size apparel, collectibles, music boxes, waterglobes, wildlife sculptures, or one of our shopping malls for all your gift needs.

### **Promoting Your product? Offer a free ecourse from your web site...**

#### **By Radhika Venkata**

Promoting Your product? Offer a free ecourse from your web site...

Radhika Venkata (c).

Ecourse is a series of emails sent to the subscribers at a specified interval. This can be achieved by a follow up autoresponder software that can be loaded with email messages and it sends the messages at specified intervals.

<http://www.scripts4webmasters.com/follow-up-autoresponder-pro/index.shtml>

Tips in creating an ecourse:

1. Make your ecourse short like 5 – 10 messages. Too many messages makes the subscriber lose his focus. If possible keep links to previous email messages.
2. Divide the topic in to 5 – 10 subtopics. Example if you are sending a search engine optimization course, then you can divide your topic like–
  - = Day 1: Search engine friendly urls
  - = Day 2: Linking from and within your website
  - = Day 3: Keywords and Metatags
  - = Day 4: How and where to put content

= And so on...

3. Make a template for the ecourse. So you can just keep content to save it as day1, day2 etc. Put subscriber info on top like his email, ip, date he subscribed etc. This way you will be saved from accusations of spam.

4. ALWAYS give some good advice or useful content or tips through your ecourse. This develops your credibility. People think that you know your stuff.

5. Keep your resourcebox at the end of each message. Provide a discount for people who read your ecourse. Put some encouraging words like "Want to get hold of 'this really works' and 'proven' secrets of search engine optimization?" ... "20 times of this ecourse for a meager \$39.95?"

6. Load them in to your follow up autoresponder at 1 or 2 day interval. Don't put too much gap between the messages. Subscribe yourself or if your autoresponder software has an ability to send the all messages to you atonce and see all the links, format and layout looks OK.

7. Last but not least is, select the topic for the ecourse that is RELATED to your product or service. If you are selling your search engine optimization service, write an ecourse about 'Tips on listed in internet directories like dmoz.' or 'Secrets of Google search results.' etc.

Radhika Venkata

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