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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Loose as in Goose

By Bob Osgoodby

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When writing anything, especially ad copy, how you convey your message and your words are what count. When you get down to it, isn't it all about what you say and how you say it? A good ad stands out from the crowd. The reader is compelled to take their time and actually read it, while quickly passing by the others.

My position is that first, your ad copy must be short, to the point and have no spelling or syntax errors. Well, in a recent article, I goofed. I wrote – "I try to keep articles around 700 words, as ones much longer seem to drag, and quickly loose the readers interest. What I meant to say was "lose the readers interest". This was a case of "fat fingers", and of course spell check didn't find it.

I usually have my articles proofed by someone else, but was running late that week. I read it over several times, but once you make an error, the odds of finding it diminish with each reading. I guess this all goes to prove, that the concept of having someone else read your copy, is really the best idea.

Let's talk about some of the things you must take into account. You need to ensure your message is read, otherwise you are simply wasting your time and advertising dollars. In order to do this, your copy must stand out from the rest. There are a number of ways to do this, and contrary to what many of the "pundits" say, there really is no magic formula.

If you are in business, you should subscribe to a number of ezines. Take care to read the ads, and see which ones get your

attention. There are some very good copywriters, and you could do well to learn from them. Keep an electronic scrapbook of ones you feel are worthwhile.

Any good copy should entice a prospect to click on the link and open it. Whether you wish to point them to a website, or request an email from you, it is critical that you make this easy for them. Always list your web site with the http:// in front of the URL. Example – – This allows them to simply click on it, and they will immediately be taken to your site. Likewise, always include mailto: in front of your email address – as this will

open their email client and easily allow them to send you an email.

So once you get your ad copy written, where should you advertise?

Ezine advertising is affordable, fast and effective. It allows you to get your message in front of your potential customers quickly and easily, wherever they are in the world. Ezine advertising should be high on your list of advertising methods.

On the other hand, email advertising (spam) is becoming passe'. This has resulted in overflowing inboxes across the globe, and essentially means that your e-mail message is competing with hundreds of others to gain the attention of the reader. Most people simply hit their delete key as fast as they arrive. Others, myself included, filter out the majority of the spam automatically, and it is never even seen.

The best use of e-mail is to respond to a prospect's request for information, follow up with former clients or contact your existing customers. Former and existing customers are normally your warmest market.

You can write articles in your area of expertise, and send them to your own list of ezine editors. The articles should be non-commercial, and not be simply ads for your business. Most publications however, allow you include your authors credits at the end of the article. This again, should not be blatantly commercial, but can invite the readers to your website or to send you an email.

There is another effective technique that can be used in emails.

You should create and use a signature file to go at the end of every email you send. Most email software allows you to do this automatically.

If you post to discussion boards and forums, include a "sig" file on your postings. It should always include your URL and be no more than four or five lines. The cardinal rule is that your "sig" file, should not be longer than your posting. One line postings with a six line "sig" file, will quickly draw the ire of the others in the group.

Being "Loose as in Goose" might be acceptable when conversing with a friend, but if you hope to attract people to your offers, you must get your act together. If you don't, you will quickly "lose" your prospects interest.

Saving The Golden Goose: Where The True Gold Lies

By MAUREEN O'CREAN

I remember as a child being fascinated by a small aspect of a much larger fairy tale in Jack and the Beanstalk. I guess I have never really been enamored with conquest and really thought that Jack was a thief, but I loved the hen that laid the golden eggs.

The original source of course was Aesop, who told a tale with a moral core in The Goose that laid the golden egg. A man and his wife had the good fortune to possess a goose that laid a golden egg every day. For a while they were happy and lived well, but then they became impatient with how quickly they were accumulating their wealth. So they thought that if the goose could lay such a fine egg of gold, it must be lined with the precious metal. If they cut the goose open, they could get the gold all at once. Of course we all know what happened, the goose was just a goose and there was no gold inside.

For Aesop, the moral of the story was much wants more and loses all. I think there is also a hidden message, true gold comes from the process of creating.

You, my dear Diva, are a Golden Goose. Each day you lay multiple golden eggs throughout your life. They are often disguised as meals for loved ones, staying a little later at work to help your boss or co-workers, volunteering at the church or PTA, working on your cross-stitch or scrapbooking or on a passion of your heart. Everything that you do, each and every day, that brings a blessing to another is a golden egg. Like the goose in the story, you know how to lay the eggs. How well do you care for the goose?

If you are at all like me, and I think you are, we are very, very hard on the goose. Instead of recognizing all the golden eggs she has laid, and being thankful, we, like the greedy man and woman in the story, expect more, more, more. It is time that we honor the goose and forget about the eggs. If the goose is well cared for, the eggs will come, won't they! Here are 7 lucky tips for the care and

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feeding of the golden goose:

1. Take one day off a week from work. The Sabbath is there for a reason, even God rested. "and on the seventh day God ended his work which he had made; and he rested..." Genesis 2:3
2. Feather your own nest. I have the most wonderful bed linens, I feel like a princess every night when I go to bed. I have 2 feather mattresses and a silk, down comforter. I bought them at a discount store we have called, Tuesday Morning. Scour the town for one of your own. You will sink into luxury and know you are special, each and every night.
3. Nurture another golden goose. Identify a friend or a loved one running on fumes. Pick up her kids after school, take over the scout meeting for her, bring her a home-cooked dinner (just double your batch) and leave it on the step. Why do we have to wait until we are struck down with a catastrophic illness or event to reach out to each other? Let's start a prevention program with our circle of women before the goose is cooked.
4. Feed your spirit daily. Find a quick, easy message that inspires you every day. One way with us is to sign up for the Daily Diva Word, it's a free, quick pick me up that comes in your email.
5. Turn off the noise. Have a quiet time each day to shift gears. If you work outside of the home, plan just 15 minutes of alone time in your car before you pick the kids up, or rush to the store. Get a great CD or tape and play it, all alone in your car as you change states from employee to mom, wife or sane woman.
6. Become a Teacher. The only way that we ever learn anything new is from someone else. As you begin to value yourself as the Golden Goose you really are, you'll begin to notice other women struggling to do it all. Share what you have learned with them and what helps you feel good about yourself.
7. Never Mistake the Egg as the Gift. We have become a society that values things more than people. It is often joked, tongue-in-cheek that you are only as good as your last accomplishment. That is the ultimate lie. We are not a collection of the things that we do, the sale that we make, or the goal that is conquered. You are the gift. You are the Golden Goose. The egg is just the last thing you created.

Wherever you are right now in your life, please stop for a moment and hear this truth. The true gold lies not in the outcome or accomplishment, it is in the process of creating. When you give yourself a little space and care for the golden goose inside you, you will once again lay a golden egg. Don't worry, there is no where to go, you have everything you need for the blissful life you desire. You just forgot where the true gold lives—inside of you.

All the best, Maureen

PS To help you remember the gold that you are, I've created some postcards for you to download. Two to keep and two to share with another Golden Goose that needs encouragement. Please visit us at

www.distinctivelydiva.com/goldenegg.html

to download your free postcards. Special thanks to D. L.

Ashliman for the translations of Aesop's Fable, The Golden Goose.

<http://www.pitt.edu/~dash/goldfowl.html#aesop>

Maureen O'Crean is the founder of

<http://DistinctivelyDiva.com>

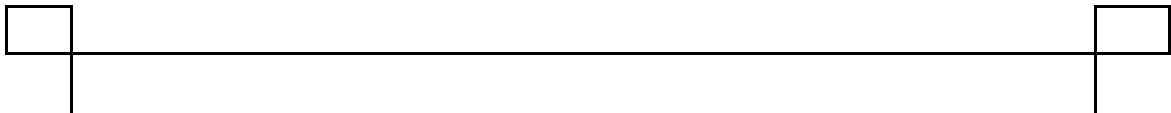
, an international online community of

women for women. As co-author of *I Am Diva, Every Woman's Guide To Outrageous Living*, Maureen knows the importance of self-care and self-acceptance. Please join us for fun and inspiration.

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