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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!**

**Marketing 102 - Aiming vs. Spraying**

**By Marsha Kopan**

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Pick up the stack of mail that you receive in the mail today. How much of it do you consider "junk" mail? Do you stand over the wastebasket and take the "he loves me, he loves me not" approach to it tossing about every third piece in the trash without even opening it.

For the next week, rather than tossing that junk in the trash, hang on to it for evaluation purposes after reading this article.

After tossing out what you have considered to be junk mail, do you still have stuff that you've opened but goes immediately to the trash without reading it? Ok, for this same next week set that stuff in another pile.

Now after putting all the other mail in its proper queue lets see what's left. You now may have some mail left that needs your attention but not in terms of paying a bill, answering a client or depositing that customer check.

What is it? It is mail that perks your interest to build your business, give you a new perspective on success or makes an offer you just can't pass up. How did this mail bypass the garbage?

First of all 99.9% of it was in an envelope personally addressed to you with a real stamp or it was someone or a company that is of interest to you. The mere presentation could have been the key to your opening it. Examine this mail very carefully to see why you decided to open it and if you would take any action

on it. Go back and evaluate the other batches of mail that you've saved.  
Decide  
what makes you immediately discard it.

Now, when developing your direct mail advertising consider what you've just learned about yourself and keep in mind that 99% of others do the same thing.

## **How To Stop Your Cat Spraying**

**By Marc de Jong**

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The cat backs up to the door, lifts the tail and releases a fine spray of urine. Yes, your cat is spraying. You have a problem. But one you can solve.

Figures from the British Association of Pet Behaviour Counsellors say that aggression in dogs and marking behavior in cats are the biggest behavior problems in the UK pet population.

Spraying is marking behavior, not a litter box problem. Sprayed cat urine contains pheromones, a substance that animals use to communicate. Combinations of pheromones work like fingerprints: they identify the cat.

A spraying cat marks his or her territory with cat urine. It simply says: 'This is mine'. You may not like it, but getting angry doesn't help. It may even have an opposite effect: more spraying.

Cats in heat are attracted by the odor of cat urine. For them, spraying is something like an invitation to love. The results may be there in 65 days: a nest of cute little kittens.

Cats do not only spray during sexual encounters. Some also do it during conflicts with other felines, or when they are stressed.

For people the scent is far from pleasant. Thankfully most cats spray outside. But what if you have a cat spraying inside? Do something about it! And yes, that is possible.

The most radical and effective thing you can do is neutering or spaying your cat. Most castrated toms stopped spraying from the day they were operated.

But maybe you have a reason not to neuter your cat. In that case try to find out why your cat sprays.

Maybe it sprays only when it sees another cat. Solution: block the view. Or it sprays because of a conflict with another pet. Keep them separated and problems might be over.

If you don't know why your cat sprays, discuss it with your veterinarian. Chances are he will advise you

to spay or neuter. But your vet can also check if there is a medical problem.

Anyway, do not leave this problem unsolved. Cat urine odor and stains can make your home a very uncomfortable place, and your cat will still remain a cat even when it doesn't spray anymore.

Journalist, web site builder and cat lover Marc de Jong is the owner and editor of <http://www.cat-pregnancy-report.com>, a site about cat pregnancy, kitten care, cat health and other cat

related subjects.



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