

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Marketing Lessons From The Apocalypse

By Ray L. Edwards

In the last book of the Bible called Revelation or the Apocalypse, the writer John is given seven letters to be delivered to seven different churches. They all contain commendations, rebuke and a promise to those who take action based on the advice given.

The last of these letters addressed to the Laodicean congregation is quite harsh and contain no commendations. This lack of compliments sets it apart from all the other letters. What's so different about this group of people? Why is God being so hard on them? What has brought on this scalding rebuke?

Well, they are neither good nor bad. Neither "hot nor cold". They are just lukewarm—ordinary.

The situation appears so hopeless that the Messenger says He feels like spitting them out of his mouth. A nice way of saying, "You make me feel like throwing up!" Yet, these people were unaware of their condition. In fact, they thought that they were doing just fine and "had need of nothing."

There are a lot Laodicean marketing taking place right now. I see this whenever I open the yellow pages or read sales letters online. I read advertisement and sales copy that lack any kind of personality. They all read the same and make no attempt to be "hot" or "cold". So they touch your skin but you don't even realize that they are there. You leave unaffected.

One thing I've learned about marketing is that, the safer you try to be the quicker you'll fail. If you try to please everybody, you'll end up pleasing nobody. You have to take risks and this means offending some people while being other people's heroes. If you try to take the middle road, then you'll always get run over.

It seems that even God hates lukewarm marketing!

"Hot" may involve going outside of your comfort level, but have you ever seen a famous person who didn't? So, for heavens sake (pun intended), be provocative and pull me into your message. Get under my skin and ruffle my feathers. Make me upset, but still want to read more because your ideas are so

big and I fear if I don't continue reading I'll miss THE idea of the century.

Forget the predictable, lukewarm fuzziness and be audacious. Don't bore me to death. Please, I have my wife to do that. (Did that last statement offend you as a woman, or thrill you as a husband? That's the whole point of the statement.)

I can still recall just a few years ago when I landed on one of my competitors' website who was selling a huge ebook package for \$47 that contained an item I was selling for same \$47. Needless to say, I was outraged! Now I knew why my sales had fallen. What if my customers found out about this website? I was sure they'll request a refund.

So guess what I finally did after all the fussing and fuming. I bought his package and became one of his affiliates. What? Could you imagine that he upset me so much that I became his affiliate? If he was selling the same item as I was for the same price I would have just breezed along. But he rubbed me

the wrong way and got my attention.

And I've always said that attention is the most coveted and expensive commodity for the online marketer. If you can get people noticing your marketing message then you are just one step away from the sale.

And you don't want your prospects vomiting you out. Just thinking about it makes me afraid of tackling my dinner. Plus, my wife loves to talk over dinner.

Ray L. Edwards' copywriting has been responsible for more than \$3M in sales for his clients this year alone. He is an online marketing strategist, a copywriter's coach and published author. You may find out more about his services by visiting

<http://webcopy-writing.com>

Learn Golf Techniques Without Leaving Your Home

By Luke Cameron

How would you like to learn golf in your spare time within the comforts of your home? I'm sure that you would like that very much. Imagine, learning the techniques without having to go out just yet! If you are a newbie, maybe you would like to see and grasp concepts by yourself before you head out into the golf course and seek training from seasoned coaches. If you are an experienced golfer, maybe you would like to be able to know about the latest and most effective techniques that you have yet to acquire. Well, all the information you need to learn is just within your reach. Online golf lessons are available. Some websites about golf offer free lessons and articles. There are some who charge a very minimal fee. But free or not, online golf lessons are available for your personal use and enrichment!

It is very easy to look for a website that offers online golf lessons. They are just a click away when you

Marketing Lessons From The Apocalypse

use search engines. You may also like to join communities of golf enthusiasts and be able to get recommendations from them. If you are active in online golf communities and forums, you will also be able to gather new methods or techniques from other members of the community. This would positively contribute to your present skills.

Online golf lessons, like real time lessons, are designed in a structural way. Lessons are also prepared depending on the needs and the level of experience of the learner. For beginners, lessons like stance and swinging techniques are provided and given more focus. Articles, photos, videos and other forms of media may be available in order for you, the learner, to grasp the concepts such as swing analysis. Some lessons will also include how golf is played within the setup of a tournament.

It can be said that golf is not only a physical sport. A player's mental aspect is also very important – the determination to challenge and win against his competitors, as well as against himself. Online golf lessons and articles will be able to help you understand these deeper concepts in order for you to be able to get even better in the sport.

There are some online golf lessons that require a minimal fee. You may find these lessons a bit more tailored, precise and personal. The lessons may be offered by downloadable media that you can store in your computer so that you may be able to go back again and again to certain topics that you might want to peruse a little bit more. These downloadable files may be in the form of e-Books, flash presentations, photos and video files.

Of course, such online golf lessons are not the end-all and be-all of learning how to play. These lessons are there to help you begin learning, improve your skills and augment the things you are learning hands-on at the greens with a real-time trainer. These online golf lessons are also able to let you enrich your knowledge in the sport at a leisurely pace. No pressure, no hassle.

Luke Cameron is owner of Sports Blog Inc. – an online magazine offering news, tips and articles on Sport related topics. His website can be found at:

<http://www.sportsbloginc.com>



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!