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Marketing Wizard Shares Her 2004 Marketing Forecast

By Catherine Franz

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With next year just around the corner, Internet Marketing Wizard, Catherine Franz, is sharing some tips on what to expect in 2004 that could possibly affect your business.

- * Interrupt marketing is still fading in 2004, actually decreasing tremendously faster than in 2003. And could be totally eliminated by consumer voice and some new government regulations being proposed.
- * Legitimate advertising climbing.
- * Required planned marketing strategies doubling in order to stay ahead in building trust and continuing a legitimate marketing campaign.
- * Online trial by error marketing will continue to fade to almost nil by the end of 2004.
- * Online surfers increased their sophisticated in 2003 and will double in 2004.
- * E-commerce is going to make some drastic changes in transaction smoothness.
- * Website hosting companies are going to begin to need to create other backend revenue because hosting prices are going to drop considerably due to larger companies providing more hosting services fee in order to attract higher numbers to make bigger revenues from their mailing list numbers.

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* Viral marketing is going to get easier, prove to increase its usefulness and will triple its popularity for promoting products and services. Expected numbers are predicted to be off the charts.

* Referral or Word of mouth promotion is still the number one answer to marketing in 2004. There will be big increase in referrals, joint ventures, and strategic alliances.

* Bragging will be on the increase and will become even more sociably accepted in sales than in 2003.

* Fierce competitor competition among services companies will decline just slightly as companies run to catch up on learning to marketing cleanly.

* Web sites going e-commerce will double its numbers from 2003.

What part of this prediction affects your business in 2004.
What plans have you made to "adopt and adapt" your marketing strategies to handle these variables.

The Wizard of Soul

By Dr. Dorree Lynn

The Wizard of Soul by Dr. Dorree Lynn

"He is a good Wizard.

Whether he is a man or not I cannot tell, for I have never seen him."

The Wizard of OZ
Frank Baum

The word psychotherapy comes from Greek. Loosely translated, psyche means soul and the therapeutic herapist is meant to be the attendant or the one dealing with healing of the soul. It wasn't until the late nineteenth century with the dramatic input of physicians like Charcot, Freud and others that the psychotherapist became a person entrusted with healing the mind separate from the soul. Now, I am not sure where the soul is located or exactly what it is, but I am certain that it has little to do with the mind as a separate entity.

It is true that psychotherapists are trained professionals, but the great ones are more like magicians.

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They are ordinary mortals whose magic is the ability to make you believe in yourself. Yes, they may teach some tools and educate you along the way, but ultimately they are no different than the unmasked mortal who changed the lives of those who believed in him in the story and beloved movie, *The Wizard of Oz*.

Dorothy, The Tin Man, The Cowardly Lion and the Straw Man sought the Wizard in the Emerald City, They followed the yellow brick road and after many adventures, each found that they already possessed the very qualities they so intensely wanted. Once they found what they were seeking, each could move on and Dorothy could go home. She could return to her own life, as the same person, yet changed. An unexpected tornado tossed her into a world she had not planned to enter. Yet once she took the path, what an extraordinary life-changing adventure she had. Life is like that sometimes, isn't it?

"Then you must go to the City of Emeralds. Perhaps Oz will help you."

"Where is this city?" asked Dorothy.

"It is exactly in the center of the country, and is ruled by Oz, the Great Wizard I told you of."

"How can I get there?" asked Dorothy.

"You must walk. It is a long journey, through a country that is sometimes pleasant and sometimes dark and terrible."

A psychotherapist is no more than a wizard or wizardess whose task is to help you find your self and in so doing seek your own soul. When your personal tornados toss you into unknown territory, learn to

live with the upheaval and follow your dreams. Let your wizard or wizardess help you. Remember your professional's task is to guide you along the way. Just as in the *Wizard of Oz*, the wizard is a very ordinary human. He or she just happens to be an extraordinary wizard.

This column's for you,

DR. D

Dorree Lynn, PH.D

Dr. Dorree Lynn is co-founder of the Institute for the Advanced Study of Psychotherapy and a practicing clinician in New York and Washington, DC. Dr. Lynn served on the executive board of the American Academy of Psychotherapists and she is on the editorial board of their publication, *Voices*. She is also a regular columnist for the Washington, DC newspaper, *The Georgetown*. Dr. Lynn is a noted speaker and well known on the lecture circuit.



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