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Maximizing the Two People in Us

By Etienne A. Gibbs, MSW, Management Consultant and Trainer

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Everyone of us, in reality, has two people inside: Te person we are today and the person we can become tomorrow and in the future. We go to work every day, are never late or absent, earn a promotion; and receive occasional raises. We and our work are far above satisfactory. That makes us the person who is well liked by our employer, our family, and ourselves.

But there is also another person in us. It is the person who, when properly motivated and exposed to the encouraging information, can narrow the gap that exists between his habitual performance patterns and his maximum potential.

The development of people, whether directed by someone else or by us ourselves, is a never-ending process. To the productive and well-managed company, this is as important as its advertising.

The development of staff is a really enormous area for additional profit that will mutually affect the employer and his employees. The development of people does not, by any stretch of the imagination, involve exploitation or manipulation of human beings. They, themselves, benefit as much or more than does the employer.

By exposing them to the information that develops them as persons, we help them reach into their deep reservoirs of ability and bring more of it to the surface. Consequently, they have more spontaneous skills and abilities to bring to the table, whether that "table" is at work, at home, at church, or school.

Maximizing the Two People in Us

To motivate human beings is not to force–feed them. They are at all times free to reject or ignore that to which they are exposed. But they don't; they come back for more.

We cannot motivate others; that's something they can have to do by themselves. However, we can set the motivational climate and they'll respond, not because they have to, but because they want to.

Now, wouldn't you rather have a well–oiled, highly motivated individual functioning at his (or her) maximum potential on your team?

Remember: When you maximize your potential, everyone wins. When you don't, we all lose.

Etienne A. Gibbs, MSW, Management Consultant and Trainer, conducts seminars, lectures, and

writes articles on his theme: "*... helping you maximize your potential.*" For more information visit

, or email him at

How to increase the ROI on your PPC campaigns

By Rick Rouse

Pay–Per–Click (PPC) advertising is one of the most cost effective (and just plain effective) ways to get laser–targeted traffic to your website. For just pennies per click you can have your offer placed in front of only those people who are truly interested in what you have to offer.

There is a problem with PPC however. Return On Investment (ROI) can be quite low if your ad campaigns aren't designed properly. In a nutshell, you need to make sure that enough people who click on your ad make a purchase to allow you to end up with a healthy overall profit!

Here are a few tips for maximizing the effectiveness of your PPC ad campaigns:

1 - Write clear and concise ad copy that tells the potential customers EXACTLY what they will find after the link is clicked. Since you have to pay cash for each and every click, you want to limit the clicks to those people who are truly interested in what you're offering!

2 - Be creative with the keywords but be precise in the ad copy. While you want the ad copy to be very precise in describing your offer, you want as many people as possible to see the ad in the first place.

Using several variations of the wording in your key phrases and synonyms for your keywords you can ensure that your ad will be displayed for a wide variety of search terms. Then your laser–targeted ad copy will "weed out" those who just aren't interested in your particular offer.

Maximizing the Two People in Us

3 - Link the ad to the EXACT landing page of the offer described in the ad, NEVER to your home page. If your prospects have to search for a link to the offer, they simply won't do it in most cases. The web is all about instant gratification, and the "back button" is used extensively when people click on a link only to find something that wasn't described in the ad.

4 - Test, test, and then test some more! The key to maximizing the ROI of any ad campaign is testing, and PPC is no different. Set up test campaigns using various keywords/phrases and different ad copy. Analyze the results after a few days, and then drop the ads that perform poorly and expand the ones that do well.

5 - Experiment with the bid prices for your keywords. For example, you might well find that a bid of \$0.35 results in almost as many clicks (and customers) as a bid of \$0.55! This means you save 20 cents on each and every click! Remember, your ad doesn't have to be displayed in the top position for it to be effective.

Rick Rouse is the owner of RLROUSE Directory & Informational Resources, one of the fastest growing

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