

"Need to Get My Attention? Try This!"

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By Wonder Wyant

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Then you might want to pay attention to what I learned this week.

I learned, for about the zillionth time in my life, that I am "average". Oh, how I hate to fit in that category. But, if you are a publisher or writer, you are probably trying to reach Mr. or Ms. Average.

I got lumped into "average" this time because I don't read your ezine. Nope, I really don't.

I get hundreds of ezines a week. And I have a life! I actually feel much better about myself having learned that the average email reader "reads" just as I do.

The average reader just scans your ezine or wonderful article looking for something of interest to him or her.

I know a lot of us put hard work in to what we write so it makes me feel bad that I have this habit. But, considering the volume of emails I receive in a day, it's a matter of self preservation for me.

In order to assuage my guilt trip and do my penance, I wrote this article to tell you what slows MY warp speed scan down to click speed.

1. White space. Lots of white space gives my eyes a chance to refocus again. When I see line after

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line of type, the old brain just really seems to shift into high gear. Short sentences. Short paragraphs.

2. Headlines. Especially bold, concise headlines that sum up the paragraph to follow.

3. My name. Those of you that already use these nifty software programs that insert my first name every so often must know how well this works. It's kinda like the ol' brain says "Hey, they must have written this just for me. I'd better read it!"

4. Bulleted or numbered lists. You are giving me a list of all the wonderful benefits of your great product or how to get from "A" to "B" step by step. Please use a bulleted or numbered list. It is easy for me to scan your list and see if it pertains to my interests.

5. Emoticons. Yep, those cute little pictures that tell me you just made a funny :o) or maybe you are pulling my leg a bit ;-). Even the ones that tell me you are mad as heck about this :^( . They all draw my eye.

I hope these little hints will help you catch not only my attention but also all my "Average" kinfolk out there.

Wonder Wyant is a retired carny and the editor of "Geeks,Freaks and Bamboozles", a free ezine about both thecarnival she retired from and the one she retired to.Subscribe free at <mailto:wondersubscribe@freeautobot.com>Or visit <http://welcometothefair.com>

### **Feeling Self-Conscious? 6 Tips to Turn it Around Fast!**

**By Peter Murphy**

When you feel self-conscious it means you are putting too much attention on your self, too much focus on what you are doing and how you are doing it. And this is a formula for poor performance.

The secret then to dealing with this problem is to become other conscious.

If all you do is shift your focus from self to others you will communicate better, perform better and become a far better listener.

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Another positive consequence is that other people will enjoy spending time with you because it is so obvious you give them your complete attention.

Your goal is to become so fascinated by other people that your focus is on what they say, how they say it and why they say it.

### 6 Tips for Becoming Other Conscious:

1. Pay attention to the way people breathe, watch closely and observe the relationship between breathing and speaking.
2. Listen not just to what people say but the way they say it. Pay very close attention to speech patterns, changes in tempo, volume and tone.
3. Ask thoughtful questions to understand the way others think. Really strive to grasp why others think what they think.
4. Whenever your focus shifts back to the way you are behaving ask yourself questions about the other person so you need to pay attention to him e.g. What does he really mean by that? How does he manage to be so boring? How does she keep people so entranced with her words?
5. Use your imagination to change your mood and to keep your mind too occupied to be self-conscious.

You could for example imagine that the people you are talking to are wearing no clothes or inappropriate clothes. Why not have some fun, feel good and still enjoy a good conversation?

You owe it to yourself to find as many ways as possible to feel good. As I have said before excellent communication skills are more dependant on your mental and emotional states than on clever language patterns.

6. Use affirmations to condition a new belief about your ability to be relaxed and other conscious. For example: I am fascinated by the way people talk I give my complete attention to whoever I talk to I

am an excellent conversationalist I feel fantastic when I meet new people

Peter Murphy is a peak performance expert. He recently produced a very popular free report: 10 Simple Steps to Developing Communication Confidence. Apply now because it is available for a limited time only at:

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