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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!

OK People – Let's Get Real!

By Cathy Bryant

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by: **Cathy Bryant**

It's all about numbers – or so some ezine publishers would have you believe.

10,000 subscribers and counting!

20,000 subscribers and counting!

30,000 subscribers and counting!

You get the picture...or do you?

Now let me ask you – how many of those are actually **READING** your newsletter? Do you even know?
Have you checked?

You might really be surprised!

I've got bad news – especially for those publishers who use free ads to entice their readers to subscribe.

If your publication is business-oriented, you're lucky if 10% ever lay eyes on that wonderful work you labored so long over. And if it's filled with dozens and dozens of ads from all the free and low-cost ad placement programs now available, I have three words for you –

– can you say, "scan and delete?"

Because that's exactly what the majority of your subscribers are doing. I promise.

That is, those who are even **GETTING** your newsletter.

OK People – Let's Get Real!

Now I know that most of you, especially the ones who are currently still running those free ads, know that what I am saying is true.

Yet there are those among you that insist on hanging on to all those precious subscriber email addresses for dear life (even the ones that have bounced five times) on the outside chance that one day that email will gloriously begin to start accepting mail again and your count will be a true one.

Fat chance.

I'm not saying that all publishers do this; I know many that clean their lists on a regular basis. The long-time publishers who have grown their lists by traditional means certainly do. That's why they can command good prices for advertising – and get it.

But how many of you have the guts to do what I did?

MAKE THEM RE-CONFIRM EVERY YEAR.

Go ahead – I challenge you.

Make them take some sort of action that **REQUIRES** them to say "Yes, keep me on your list." Or else they don't get the newsletter. Period. No exceptions.

Watch those subscriber numbers drop like a rock – and watch your "open rate" climb.

Because what you're really after is sustained, loyal readership. Trusting subscribers who know that you are going to provide them with good, solid information.

And you're going to have to give it to them – otherwise, you'll never accomplish what it is you intended to do when you started publishing your newsletter.

Like making money.

Cathy Bryant's newsletter, the HomeBizJunction Herald, has **NO** outside advertising – free or paid. Just solid, reliable information to help those who want to start and succeed in their own home business. Subscribe at

to read her reviews of business opportunities

and products.

When You Want To Purchase Real Estate, Write An Offer!

By Sintilia Miecevole

OK People – Let's Get Real!

Yes, write an offer for the real estate you wish to purchase. Sounds easy, doesn't it? Well, it is more difficult than you might think. It's not impossible, but there are a lot of things you have to include in an offer to purchase real estate. Think about this - an offer is the first step to the contract to buy the real estate you want! When writing your purchase offer, put yourself on the "other side of the fence". Think about all the stipulations and the price you are offering. Is it something you feel would be reasonable if you were in their place? Although this is only the beginning of a long process of negotiations for the real estate, an outrageous offer or unacceptable improvement request may turn the sellers away from your offer and toward someone else's.

Although the price you are willing to pay for the real estate is a big part of any offer you submit, it shouldn't be the only thing included. Buying real estate is a huge investment on your part, so you should look at adding in protections and contingencies into your offer to limit your risk. Simply saying "This is the price I am willing to pay for this real estate" doesn't give you any protection in the event of something unforeseeable.

When you write out a real estate purchase offer, the things that should be included are:

1. The price you are willing to pay.
2. How you plan to finance the real estate purchase and what your down payment will be.
3. Who exactly will be paying for the closing costs of the real estate sale.
4. What inspections need to be performed on the real estate.
5. Any repairs you want done to the real estate.
6. What are the purchase timetables and when will you get physical possession of the real estate.
7. What, if any, terms do you have for canceling the purchase of the real estate.
8. How you want disputes settled during the purchasing process.

As you can see, there is a lot that needs to be determined before you can give someone an offer to purchase real estate. Buying a home or any other real estate is a huge decision that can affect your credit and your finances more than any other investment. Keep in mind that careful consideration should go into both writing and considering a real estate purchase offer, as it can possibly affect your life from that point on.

Sintilia Miecevole, host of

has a great resource site for listings both of

residential and commercial, rentals, foreclosures, tips and articles and help with financing, inspections, closing, and locating realtors near you and more. Click on

for further
information.

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