

One Shot... One Kill!

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By John Colanzi

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Many marketers have compared the art of marketing to the art of war. Some of the names used by marketers for their systems bears this out.

Don't think so?

What do these programs bring to mind?

Guerilla Marketing

The Warriors

Stealth Marketing

Looking at those names you know these guys mean business.

So what separates these successful marketers from the 95% who fail?

They're not smarter than the average marketer, but they do market slightly different.

The vast majority of marketers are going to battle with a shot gun. They have no clear cut target. They are closing their eyes, pulling the trigger and hoping they hit something.

They may occasionally hit something, but sooner or later they're going to run out of ammunition. Unless they are extremely lucky, their advertising budget will be spent with little or no sales to

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show for their efforts.

The top marketers on the other hand, think like a sniper. They know that they may only get one chance to close the sale. They take careful aim and make every shot count.

They know their target.

So what do these snipers do?

The most important element in their arsenal is their targeted list. They are masters of building and working their list.

By targeting their market they place the odds in their favor.

By making every shot count they have enough reserve funds to turn around a losing offer and make it into a winner.

If you truly want to succeed, learn the difference between a suspect, a prospect and a customer.

Put away that shot gun and make every shot count.

Start targeting your advertising campaigns and remember, "One shot, one kill!"

Do that and you'll avoid being the next casualty.

Wishing You Success

Shooting The Perfect Free Throw

By Jonathon Hardcastle

The free throw is quite the important part of basketball, showing a basic level of finesse and skill in the player making the shot. Proper free throw shots can make or break a basketball game, and improving free throw percentage is a must for anyone who takes their basketball skills seriously. In this article, we'll address some of the features of good free throw shooting and help you to find your perfect shot.

Consistency is the key to getting a good free throw percentage. The term 'consistency' does not mean that you consistently make baskets, but instead refers to the form that you use when you're setting up for your shot. The more discipline that you have in your set-up, the more likely you are to sink your free throws shot after shot. While every player sets up their free throw shot differently, it's important to observe your form carefully to note exactly what moves your body makes when you set up for your free

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throw. Every aspect of the shot needs to be considered, with little left to the imagination. National Basketball Association pros recommend that you get your form consistent in every aspect, right down to the timing of your breathing before taking a shot. Free throws are a mental aspect to the game just as much as they are a physical aspect; your state of mind can greatly affect how well you take your shot. It's important to take a second to cool down before you take the shot, ensuring that your mind is in a comfortable place.

When it comes to physically honing in on your shot, most coaches recommend that you take 10 to 12 shots in a row. This way, you can develop a good rhythm to your shot. After you take a shot, step away from the line so that you can step back onto it, confirming that you are setting up the same way every time. It's also important to practice the shot on several different baskets; playing on different courts, and focusing on different background distractions can alter your form, causing shooting issues. A good free throw technique should consist of the following: stepping to the line, bouncing the ball (if its helpful to your shot), taking the ball to the basic position, getting into a proper stance, concentrating on the target, timing the shot properly with the movement of your body, and finally, following through. All of these parts of the shot should be isolated and practiced to ensure that your on-court free throws will follow the same choreography.

Jonathon Hardcastle writes articles for

– In addition, Jonathon also writes

articles for

and

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