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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!**

**Poor Birdy**

**By Robert Kennedy**

**Poor Birdy by Robert Kennedy**

I want to tell you a true story that is actually sad, but perhaps there is a learning lesson for all of us here. Today I woke up ready to get busy. My basic routine is shower, shave and Java. I had a few meetings this morning so I had to stop at a local 7-11 for my java (coffee). I pull into the parking lot, find a parking spot and begin walking to the front entrance. Just before I entered the store I noticed a bicycle rack just outside the front door. Let me explain that I have lived in Canada all of my life. You know we all live in igloos here. It is very cold this morning. On this bicycled rack is a bird, just sitting there. Upon closer inspection it appears the bird is frozen solid, while maintaining an upright posture and stuck to the bicycle rack. I might add when I looked closely at the bird, I observed that he had a pissed off look in his face. I guess I would to. Obviously there was nothing that could be done for the poor fellow so I got my Java and carried on.

As I am driving to my meeting I could not help but wonder how this bird got himself into this situation? I came to the conclusion that he must have had his mind on something else while carrying out a natural act that he has done 100's of times over and over. I began to relate this to the way folks live their lives, day in and day out. How many times have I acted or reacted out of habit? Without really thinking about what I was doing. I know we all do this by nature. We are creatures of habit: A stranger walks up to you and looks you right in the eye and smiles...you smile back. I walk into my business meeting offering an introduction handshake...everyone reciprocates the offer. I say hello...you say hello.

What this poor bird had done is got caught up in the moment and paid the ultimate price. Einstein's theories of 'action and reaction' become more apparent to me. Do we presume and assume too much? Do we walk the same walk and talk the same talk every day? And finally, is this the weakness evil doers pray upon?

Robert is an online leader in graphic design and print. Online since 1999, Robert has spearheaded the success of <http://www.weprintcolor.com> by providing the finest online graphic design system on the web

## Writing With A Bird's Eye View

By Pat Marcello

You're wondering about that title, aren't you? That's what writing good headlines is all about. You need to make people wonder where you're going with the idea. Uh—oh...

I'm losing my focus!

Ha! I just showed you what I want to discuss.

Focus is keeping your eye on the ball. It's not writing about the optimal condition of golfing fairways when you're writing about an optimal swing. The fairway has nothing to do with the swing—the aim, the position of the ball, yes, but NOT the swing. Right?

Why I said you need a bird's eye view in my title is actually counter to what that really means. Rather than writing about everything you might see from a high vantage point, you need to narrow your little birdy eyes so that you see only what's in front of you—your topic. You must FOCUS.

Let me give you an example of narrowing to a suitable focus:

When you're writing about a popular band for teenagers, what can you write about?

Here are some aspects:

The music The band members Fans The musical genre and where the band's music applies  
Anecdotal information about the band Their music videos And on and on.

OK. Let's take the first example. Say you're writing about Evanescence. You can write about the way that Amy Lee sings, how Ben Moody plays, their anthem, "Bring Me to Life," or anything directly pertaining to their music.

When you start writing about where they come from, biographies of band members, direction of their music videos, or anything that ISN'T strictly about their music, you've lost your focus.

Stick to one topic. Maintain focus. No tangents. Keep your mind glued to the subject and write only about one thing. Everything else you may be tempted to drag in can be new articles. How cool is that?

Pat Marcello's focus is writing and you can check out her new book [\\_7 Secrets to Writing Killer Articles\\_ at](#)

<http://pats7secrets.com/killerarticles>



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