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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!**

**Preselling. Your Pathway to Success**

**By Chris Ryan**

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MYCPS!... The ONLY Book Of Its Kind

"Make Your Content PREsell!" ("MYCPS!") is the ONLY book of its kind. There are, of course, hundreds of books that teach you how to write, the classic being...

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"The Elements of Style"  
by William Strunk Jr  
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Only two problems with these "general writing" books...

- 1) They are so dry as to be almost unreadable. Medical textbooks are easier to read! ;-)
- 2) They have almost nothing to do with the REAL world.

-----SIDEBAR-----

There is a certain irony about these books.

After all, if there were truly written well, they'd COMMUNICATE far more effectively.

After all, THAT is the point of writing. How well does MYCPS! communicate? Take a look...

<http://mycps.sitesell.com/forum-beta.html>

-----SIDEBAR-----

Besides all the books on "general writing," there must be thousands MORE on how to write "sales copy." (Our own MYWS! continues to be a favorite!) And that's great, if you have something to sell. Even then, the power of C-T-P-M has established that SELLING comes after PREselling...

Discover how to Create a Web site that Sells.

Yes indeed... thousands of books about all kinds of writing.

But MYCPS! is the ONLY book of its kind. It shows you, step by step, clearly...

1) how to write to COMMUNICATE

2) how to develop your own "voice" with flair and substance

3) how to spin your site/biz/SELF into a unique position

4) how to HONESTLY convince people to trust and like you.

No other book in the world shows you how to do this. So...

Why is THAT so important? Glad you asked... ;-)

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Without The Right Skills, You're Doomed

The Web is a communication medium. Let's be more precise...

The Web is a TEXT communication medium.

For the next 10 years (at least), text will remain THE way to communicate. During that time, you will make or break your business success, your very life possibly.

-----SIDEBAR-----

Yes, The Web *is* a TEXT communication medium. "Text rules," and it will rule for AT LEAST 10 more years. Sure, high-speed access has finally reached the 50% mark. But, as I predicted years ago, it's taken much longer than anyone else was projecting. Now...

It will accelerate. And as the developed world becomes more and more of a 24 x 7 high-speed world, visual technologies will become more important (an interesting challenge for today's Search Engines).

But never, never, NEVER forget...

The Internet is \*NOT\* Microsoft or AOL or CNN. It's not the Fortune 500, at all.

So WHAT IS the "real Internet"?

It's the millions of small business people, the countless "islands of expertise."

It's YOU.

Together, the tens of millions of small business people provide the Web with the diversity that makes it such a beautiful, rich experience.

Sure, CNN will be full-video in 5 years. But I can ALREADY watch TV!

Sure, the "BIGCOs" of the world are moving their current business online, and will become progressively more visually oriented.

But that reduces the Net to a more efficient catalog or a faster way to do business.

Small business people will remain the backbone, the real reason for the Net to even exist. And THAT Internet will STAY text-based for at least 10 years, likely much longer.

-----SIDEBAR-----

Phew, glad I got THAT off my chest. Now, where was I? Oh yes, the Web is a TEXT communication medium. However...

Somewhere along the way, we have become obsessed with everything except how to write that TEXT. I can't overemphasize its supreme importance.

ANYONE who communicates on the Net, even if it's only via e-mail, NEEDS this book. (It is "#1 must reading" for our support staff.)

In truth, it's not ONLY for online marketers...

EVERONE needs this book. EVERYONE.

If you don't insist that your children READ this book, you're doing them a disservice. If you don't tell YOUR audience the same thing, you're doing THEM a disservice.

Ditto for the children of your audience!

As I said above, MYCPS! shows you, step by step, clearly...

- 1) how to write to COMMUNICATE
- 2) how to develop your own "voice" with flair and substance
- 3) how to spin your site/biz/self into a unique position
- 4) how to honestly convince people to trust and like you.

No other book in the world shows you how to do this.

We live in a world where communication is the #1 skill set of value.  
Without that skill, you're doomed.

THAT is why this book is so important. And THAT is why I call this book...

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"One Heck Of A Paddle"

That state of writing in the english world is absolutely abysmal. And there is no reason for it. If anything

is holding small business back on the Internet, it's writing.

Most small businesses can't afford to hire a writer.

And most small business people can't write.

So where does that leave them on the Web, where the written word is king?

It leaves them up a certain creek, without a paddle.

Well, MYCPS! is one heck of a paddle.

When we think of "writing," we think of Hemingway. But...

Hemingway had a gift.

Writing to PREsell is not a gift.

Writing to PREsell does not REQUIRE a gift.

Writing to PREsell is a skill you can ACQUIRE.

MYCPS! helps you acquire that skill.

It helps EVERYONE acquire that skill.

And I do mean EVERYONE.

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Which brings me to where this book belongs...

In EVERYONE'S hands. That's why...

Check it out here:

Discover how to Create a Web site that Sells.

Regards Chris Ryan.

The Six Simple Steps to Online Success

Aussie male and web master of The Six Simple Steps to Online Success. Residence: The wonderful Perth. Western Australia.

## **Alzheimer's Toxin May Be Key To Slowing Disease**

**By Baron Grove**

Australian scientists say they have identified a toxin which plays a key role in the onset of Alzheimer's, raising hope that a drug targeting the toxin could be developed to slow the degenerative brain disease.

The toxin, called quinolinic acid, kills nerve cells in the brain, leading to dysfunction and death, the scientists said.

"Quinolinic acid may not be the cause of Alzheimer's disease, but it plays a key role in its progression," Alzheimer's researcher Dr Karen Cullen from the University of Sydney said in a statement. "It's the smoking gun, if you like."

"While we won't be able to prevent people from getting Alzheimer's disease, we may eventually, with the use of drugs, be able to slow down the progression."

Alzheimer's is a brain-destroying disease that affects millions of people around the world. As the population gets steadily older, experts estimate numbers will balloon to as many as 16 million in the United States alone by 2015.

More than 200,000 people have Alzheimer's disease in Australia and the number is expected to rise to 730,000 by 2050.

Outward symptoms start with memory loss, which progresses to complete helplessness as brain cells are destroyed. In the brain, neurons die as messy plaques and tangles of protein form.

The Alzheimer's research team from Sydney's St Vincent's Hospital, the University of Sydney and

Japan's Hokkaido University found quinolinic acid neurotoxicity in the brains of dementia patients.

Quinolinic acid is part of a biochemical pathway called the kynurenine pathway which is also found in other brain disorders, including Huntington's disease and schizophrenia.

The scientists said there were several drugs in an advanced stage of development for other conditions which targeted this pathway and that these drugs, which still need to be tested, could be used to complement other treatments for Alzheimer's.

Baron Grove



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