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Profound Knowledge

By Peter Andersen

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We all are on a quest for knowledge. Whether its information that will make our lives easier or just small packets of data that in a trivial way allows us to sort out "why things are the way they are on this planet." As intelligent beings we are constantly receiving and sorting information, in most instances, we are overwhelmed. Therefore, when relevant information arrives that is meaningful, concise and thought provoking, we have a tendency to reflect on this data for the principles and guidance that it offers. Here are seven insights that are worthy of the title Profound Knowledge.

1. LEADERSHIP PRINCIPLES: R.E.S.P.E.C.T.

Respect is essential for effective leadership. Lack of respect will require a leader to work twice as hard to realize their objectives. Furthermore, leaders can't be successful as disconnected individuals, no matter how great their individual expertise or potential is. To be an effective leader, you must have the support and respect of those you lead.

2. PARADIGMS: BREAKING THE MOLD

Paradigms are sets of rules and regs that establish the boundaries of what is currently believed to be possible within a given field. Therefore, our perceptions of reality, based on our paradigms, dramatically effect our business decisions. Likewise, we try to make future decisions by basing them on our current paradigms. Case in point, in 1968 Swiss watch makers had over 60% of the world's marketshare. By 1978, their dominance shrank to a mere 10%. What happened? The current paradigm had shifted and a new paradigm was born... It was the Swiss that first developed the quartz watch however they did nothing to protect their ideas and freely displayed the new quartz at world watch conferences. Seiko quickly capitalized on this new method of watch design and significantly enhanced their marketshare to become a world leader.

3. THE NEED FOR LONG-TERM VISION: THE PELICAN BRIEF

The pelican catches fish by flying high over their unsuspecting victims then diving at a high rate of speed into the water to forcefully overcome their prey. Although a successful method, this process eventually leads to their demise. You see, diving from high altitudes damages their eyes and slowly breaks down other vital functions that allow for their success. Eventually, the pelican goes blind and is unable to fish at all.

4. WORD OF MOUTH MARKETING

Businesses have used word of mouth marketing for years. In the case of the liquor industry, it was not uncommon to have paid agents visit trendy bars, order the brand of choice (normally an unknown import) and strike up conversations with both barkeeps and customers in order to establish or talk up a

cool image. In many cases it worked!

5. SUCCESS

Studies by Harvard, Stanford and the Carnegie Foundation suggest that success on the job depends 85 percent on people skills and only 15 percent on technical knowledge.

6. ORGANIZATIONS AND GEESE

Geese fly in a V-formation where each bird must take a turn at fighting the wind and being the leader. Each must know the common destination and choose the right course and speed. At any given moment each bird must be capable of leading all the others.

7. CREATIVITY

Creativity does not come from inspiration. Creativity comes from knowledge.

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The Simplified Profundities of Internet Marketing

By Joe Bingham

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People make things way too hard to understand on the Internet. I mean, come on, marketing CAN'T be all that complicated. So, it's about time someone, like say me, cut through all the crap and just

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plain offered some SIMPLE answers to the most commonly asked questions.

Now, you must realize, however, that just because these answers are reduced to the simplest form it does not mean they are not profound answers that should be not contemplated upon.

In fact, you should always contemplate my simplified profundities. Why? Because how profound will they be if they don't get contemplated?

Anyway, below are some of the most common questions asked about Internet marketing and the simplified profundities that answer them.

QUESTION: What is the best business or marketing opportunity?

SIMPLIFIED PROFOUND ANSWER: Mine.

I know that sounds very simple, but think about it. Have you ever met an Internet Marketer that didn't tell you his or her business or opportunity was the best? Of course not!

Now you see how the simple profound answer works? On to other questions.

QUESTION: What is the best way to get traffic to my web site?

SIMPLIFIED PROFOUND ANSWER: Take it from somebody else.

Traffic is not this vast, endless group of mindless idiots being led around by marketing strategies. They are people and while there are a lot of them, they are not limitless. They all start somewhere when they log on to the Internet, their home page, and only move from that page in one of two ways. One, they enter a search in a search engine. Two, they click on a link in an email they received which is either an ezine, personal email, or bulk mailing. From there, they move from sites they visit to other links listed on that site OR they go

back to their email or search engine.

That tells you what you have to do to get traffic. Either you take your traffic from someone's search engine, someone else's site, or you take it from someone else's email list. From there, if your smart, you will build your own.

QUESTION: How do I get targeted traffic?

SIMPLIFIED PROFOUND ANSWER: You target them.

Guns have sites and good marksmen use those sites. Shooting from the hip only works when done by someone who has practiced many thousands of shots in that manner.

So, either you take thousands of pot shots from the hip until you figure it out by trial and error, or you stop, take a look at what you are aiming at, and target it.

Targeted traffic is not achieved by chance. It takes some research and effort to find sources that relate directly to what you are advertising. Simply blasting at huge numbers is not targeting.

QUESTION: How can I make money on the Internet?

SIMPLIFIED PROFOUND ANSWER: Sell something that is worth buying!

No explanation should be needed with this one, but yet this is a most profound statement when considering some of the worthless junk touted as valuable around the Internet.

QUESTION: Who is the BEST writer on the Internet?

SIMPLIFIED PROFOUND ANSWER: Me.

Hey, writing is my business. What am I supposed to tell you I'm not the best? What kind of marketing would that be? I'm out to make a living here. If I don't stand up for myself and say, 'Look here! See what I have to offer', who will?

This is a BIG Internet with a LOT of players. You absolutely have to find your best and put it out there. Don't make false claims, but certainly don't be shy in standing up and showing off the abilities you do have.

Well, there it is. Simplified Profundities. Who but the BEST writer on the Internet would have thought up such a novel concept?

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