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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!

Remembrances Count

By Don Monteith

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How do you feel when someone remembers your birthday?
Your Anniversary? It could even be a first month card from your
girlfriend or boyfriend. We've been dating for 30 days! Wow!

Maybe just a close friend sends you a special card on a special
day. You may JUST be a customer!

What's it feel like? – Bad? – No big deal? – Who cares? Why bother?

I doubt it! Most of us get a nice warm feeling down in the gut.
Someone remembered my birthday, that's really nice! Make a call.
Thanks for thinking about me. Is this your kind of reaction?

All of us want to be appreciated. Liked, respected, noticed.

"Your Customer Is No Different"

There's an invisible tattoo right across your chest.
It clearly states "MAKE ME FEEL IMPORTANT"

You can't see it, you just know it's there. Everyone has it.
You are no exception. All of us like recognition, for simply
being. Even the downtrodden deserve our respect and concern.

You lift another person's spirits and YOU get a lift, too.
Hopefully, you are an UP person. It's a matter of choice.

Get up in the morning.....

You have two choices. First, are you happy.....thank God for a new day! Second, you can choose to be Unhappy and NOT thank God for anything. First choice is better.....for YOU and ME!

There is an old saying . . "Everyday above ground is a good day!" Just think of all the positive ways that you can spend it or waste it. You and I have the freedom to choose how we use our time. Yes, all 24 hours of it.

Sleep it away? Eat too much? Need to be on a diet? Work too much?

Not enough time for the family? Touch the lives of others in a positive way ... family and friends.....customers.....look for new opportunities every day.

You may recall my suggestion in an earlier Ezine that you build a PROFILE on every customer. I know that you have done exactly as recommended. Some folks go beyond the business realm and include personal friends. Those to be remembered in special ways.

ACTION TIP: Send a birthday card; anniversary card; thank you card. ANY card. Whenever you have the opportunity. Be a STAND-OUT among your peers. Most will never take the time. They don't know the dates to remember. Your CUSTOMERS and friends will like you BETTER because you remembered. He / She just can't help it!

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Five Short Quick Tips on Web Page Titles

By Catherine Franz

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Search engine spiders read and record page titles first. Here are five tips on how you can get the search engine spiders to read your titles and use them in their optimization process:

Remembrances Count

1. Character count is important: Google's maximum character count for page titles is 83. Yahoo's maximum character count is 111.
2. Don't use filler words like: and, for, the. They are dropped anyway by the search engines.
3. Remove redundant or unsearch worthy words or phrases, for instance: Welcome to, this is about, or Products Page. Anything people would not normally search on. This also uses up the limitations on character count (mentioned in #1 above).
4. Include word plurals, for instance: sales lead and sales leads.
5. Include various spellings or misspellings of the words, for example, saleslead and sales lead, could be used as one word or someone might search on them as two separate words.

Catherine Franz, a Business Coach, specializes in writing, marketing and product development.
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