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**Road Rage on the Information SuperHighway**

**By Rick Beneteau**

**Road Rage on the Information SuperHighway by Rick Beneteau**

I sat in the right lane at the busy intersection waiting for the light to change. A scruffy looking male driver in the left lane looked as impatient as I must have. Finally, on green, I continued down the 6 lane road. About a half block up I saw a sight that horrifies me to this day.

A child, no more than 3 years old, was starting to saunter across this crazy road. Alone. Reacting instantly, I sped up and got ahead of the driver to my left, then slowed dramatically, turned and stopped my car across both lanes to block traffic. Jumping out, I snatched up this tyke just as she was about to cross the center line and into oncoming traffic. The timing could not have been closer.

The story gets better.

As I was hurrying the toddler to the safety of the sidewalk I just about stumbled over her younger brother, who was starting to wheel his stroller between parked cars into the street, following his sister. Of course, he was safe as traffic was now blocked, and suddenly I felt blessed to have arrived at this critical moment.

Where was mom during all this? You shouldn't have asked:-) She had apparently told her kids to wait on the sidewalk while she walked across this major thoroughfare to go into a store. The siblings were simply trying to find her.

## Road Rage on the Information SuperHighway

What I said to this poor–excuse–for–a–parent you don't want to know and has nothing to do with this article, but what does is that during the entire time I was making sure these children were safe (which really wasn't that long) there was a car horn blowing furiously in the background.

Guess who?

Yep, the disheveled looking driver in the next lane. When I returned to my car, he made a point to open his door, stand up and scream at me at the top of his lungs (in what I perceived to be Arabic). After witnessing what had happened, he was VERY upset WITH ME because I inconvenienced him! This my friends,

is referred to as road rage.

I would assume that most people (and the drivers behind him) would have breathed a heavy sigh of relief that neither of these kids were hurt, or worse, killed on that road that day. But this article is not about "most people". It's about "some people" and a phenomena on the Internet that is becoming all too commonplace. And I don't like it one bit. It's what I call Road Rage on the Information SuperHighway.

The majority of people I come into contact with as customers, resellers (I own 2 affiliate programs), newsletter subscribers and folks who email me with questions or advice, are simply put, wonderful. But since I am communicating with sheer volumes of 'netizens', I am receiving more and more blatantly angry email. I mean the kind of ugly verbiage that most people would never have the parts to say to your face. And, I'm not alone. I'm in contact with many Internet marketers who are experiencing the very same thing.

Here are some recent examples, straight from my email files. Bear with me as I attempt to set these up for you.

I've written, and sell through a popular affiliate program, a best–selling marketing eBook called The Ezine Marketing Machine. The ordering system is state–of–the–art (digital delivery) and extremely dummie–proof. When a customer inputs their final order information on our secure server, they receive a 'Thank You' webpage with the simple instructions on how to download their book and bonuses. It's virtually impossible to miss the simple process and get instant access

to your goods (I send an automated email with the same download instructions as back-up), but a minority of customers do. I am only too pleased to quickly assist them and am online to do so from 6:00 am til 9 or 10 pm seven days a week.

However, one particular customer didn't quite "get it" and fired off no less than five emails within an hour. They arrived around 11:00 p.m. when I wasn't online. I've extracted the content (verbatim) from the three I've kept:

#1. "I've paid the \$\$\$ for your program, now what about the goods? The info sounds wonderful as does your yada-yada! Why not deliver the goods now so a mere morsel like myself may possible take advantage of the material you allude to as "Gospel" for success?"

#2. "Is it time to take all this stuff to the next level?? I'm prepared to do just that unless you can resolve this

TONIGHT."

#3. "Why is this such a hassle?? I sent my \$\$\$ and followed your directions. Where the hell is final product?? You "Gurus" appear to be all the same. You promise the moon and deliver nothing."

To top off his nastiness, he called at midnight and left a totally vile message about what a "#&@\*!! thief" I was. Now, what makes this quite humorous is the fact that this unfortunately computer-unsavvy person actually had his files the entire time, but never knew he had to click to open them:-)

Here's an example of how not to relate to content providers if you're a publisher on the Internet. Again, a little background first.

It's common practice on the Internet that newsletters, or 'ezines'(there are over 300,000 in existence currently), publish articles from writers and in lieu of payment, feature the author's "resource box" at the end of that article. The publisher receives the content free of charge and the writer receives the exposure whereby the ezine readers can link to their website. A win-win.

As a widely featured writer, my publicist, Anne Marie Baugh (who is very highly regarded on and off the Web), sends my new articles to those Internet publications who advertise for article submissions. Upon doing so with my latest article, she received this response from a publisher:

{{{{Anne edit below (we can save 150 or so words) for the best parts and keep the last par.}}}}

"Could you please tell me why you are sending me these articles? Oh, I think I know the answer. I am supposed to put these articles in my newsletter to generate business for Rick Beneteau. Right? Well, what do I get out of it except absolutely nothing. I will be honest with you even though you might not like what I am about to say. I am pretty sick and tired of all the scamsters and opportunists on the net that want something for nothing or only want to take and don't know how to co-operate so that everyone gains. In the first place I am not stupid enough to publish these articles just to benefit Rick Beneteau and secondly the articles sound too much like a motivational, inspirational speech that mlm companies use. If they had practical tips that you could apply to business then I would print them but as it is they don't so I haven't

printed one yet in my newsletter and I don't plan on printing one in my newsletter anytime soon.

As for the money that one can make with an ezine or newsletter. Let me fill you in on something, there are a multitude of "I want something for nothing" type of people on the internet and as long as you keep giving they will keep taking and give you nothing back in return. This is reality even though it is not pretty. Unless you actually can get real business people subscribed you won't make a red cent. The only other way that you may be able to make money is if you are selling people hype and pipe dreams and books that tell you how to become a success. This is what business opportunity seekers are buying, they are buying dreams and not reality. It is kind of obvious that Rick Beneteau knows this and is cashing in on it. Unfortunately, I don't wish to lie and con people. If I can't run a business the honest way then I don't want to run it at all.

I would sure like to hear your thoughts on what I have said and I don't want to hear some business hype because I don't

buy it and I've seen it all before."

Now, what makes this publishers reply not only naive and unprofessional, but also funny, is that her last paragraph invites a response from Anne. Anne sent her a brilliantly worded letter that not only defended me but politely provided this angry person with a little education on Internet publishing. What happened next? I receive a VERY polite letter from her complaining that Anne was "harassing" her:-) Does the phrase "get a life" apply?:-)

Lately, I've encountered some very ugly "flames" from subscribers to my opt-in newsletter. Some were long-term readers who woke up one morning with amnesia, suddenly unaware of the publication they subscribed to and had been receiving for months and wrote me the spam riot act, complete with expletives. A few thought it prudent to report me to the "spam police". Good thing I keep subscription records:-)

Ok, before you begin thinking "this Beneteau guy has probably let off some cyber-steam", well, I have. Occasionally, I've reacted out of pure emotion when someone has attacked my integrity. I am fully aware of this "trigger" in me and usually know better than to fire back when I'm hot under the collar. A few times, I've been embarrassed by my own words. Nothing vile or vulgar mind you, but an unprofessional display of anger. So yes, I'm guilty too:-)

{{{{{Anne, re-write the next paragraph}}}}}

A good rule of the road – if you feel any kind of negative emotion when communicating by email, complete it, but don't click send. Let it sit there until your temperature reaches normal again and remove the "emotion" from your words. As evidenced above, you just may be wrong, but even if not, you will be acting in a totally professional manner.

Now, some questions to ponder.

Does a dial-up account come with an unspoken license to spew venom?

Will the whirring sound of a connecting modem actually boost testosterone levels?

Is the faceless Internet the new, global venting ground?

Is the Net getting nasty or what?

### **How To Reduce The Risk For Being A Victim Of Road Rage?**

**By Christoph Puetz**

Traffic in large metropolitan areas is growing fast. The traffic volume is outgrowing the roads faster than expected and traffic jams are pre-programmed. Large volumes of traffic on a non-sufficient infrastructure are some of the biggest challenges drivers are facing. Driving turns into a tedious task and is no fun anymore. Stop and Go traffic; traffic jams; accidents; noise; the feeling of being stuck – all these things drive up the stress level for drivers. The result can be experienced on our streets every day: Road Rage

How is road rage being defined? "Violent behavior exhibited by drivers in traffic, often as a manifestation of stress"

Pretty much every driver has experienced road rage at one point in his life. Being cutoff by a rude driver, getting the "Finger" shown, or being tailgated by a fellow driver are just the minor signs of road rage. More severe signs of road rage involve shootings, being followed and harassed by another driver or even pushed off the road. Road rage can result in injury and even death. The least thing that usually happens is that the driver being the victim becomes outraged and nervous and eventually starts to fight back which usually results in a much more severe situation with a complete different outcome.

How to deal with road rage and how to reduce the risk of becoming a victim of road rage? Drivers can do quite a few things to avoid road rage or to reduce the risk of becoming involved in such an incidence. Drive with the traffic flow when being on the left lane on a highway or pull-over to the right lane if you do not want to go that fast. Let the folks who are in a hurry pass – you'll see most of them again anyway as overall traffic flow in most cases does keep groups of cars within a 3–5 mile radius. Being tailgated? Again – pull over to the other lane and let other one pass. If you cut somebody off by accident forcing the other driver to hit the brakes hard or to pull away from you to avoid an accident – show signs of apologies. We all make mistakes while driving – but be fair enough to admit a mistake by apologizing. This will take out some of the stress factor in those situations. Use turn lights whenever make a lane change or turn. If the car behind you has to hit the brakes hard to avoid an accident because you made turn without using the turn lights can even result in an accident. Get a bigger car that is not as sporty as what you might have now. Bigger cars often avoid to give the driver the feeling that there is a need for speed. Cruising is more relaxing and a heavy vehicle just does not motivate as much to speed.

These are just a few suggestions of how to reduce the risk of road rage. Do not drive too defensive and slow. Going too slow and blocking the traffic flow is a bad thing to do. Try to imagine how you would feel driving behind yourself. Avoid doing things that you do not want others do to you, too.

Mr. Christoph Puetz is a successful entrepreneur and also an international book author. Websites of

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and



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