

Roman Marketing ... or,

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**Roman Marketing ... or,**

**By Joe Vitale**

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"How to Build Your Own Empire in 5 Easy Steps"

Long before the movie "Gladiator" hit the theatres, millions of people have been fascinated with ancient Rome. More than 15 centuries after its fall, the Roman Empire continues to profoundly influence world history. But few have ever explored how Rome marketed itself to greatness. It wasn't all blood and guts, gladiators and chariots, togas and swords. There was a strategy and a mission, too.

After all, how could an ancient class of poor farmers rule most of Europe? Why would people leave their farms and their families to travel into unknown territories and fight barbaric wars? They were basically self-sufficient. They didn't even have a need for money until the third century. What's the deal here?

Roman Marketing was the key. In short, it was a powerhouse strategy practiced by the greatest emperors to instill hypnotic confidence in soldiers, allegiance from the public, and victory over almost all enemies.

And you can use it today to build your own empire.

Here's how Roman Marketing worked:

1. Create a mythology.

Rome did not have an inspiring past. Since it lacked the rich mythological sources of the ancient Greek, Rome filled in the holes by making up their own culture. They created their own legend. They told stories of Rome being founded by the survivors of Troy. Another story said Rome was founded by Romulus and Remus. These stories awakened a sense of the heroic in people. It gave them pride and confidence. It helped soldiers agree to fight for a country that was "the glory of Rome." Battle wounds became symbols of pride. It's

no accident that Rome's principle god was Mars—the god of war. With that kind of deity on your side, why \*not\* go into battle?

## 2. Share your wealth.

In the early days of Rome, citizens had no choice but to serve in the army. And they might serve up to 20 years. Why would they agree? Because Roman leaders made it worth their while. Soldiers were given land and later, when it was useful to have, money. Whenever an enemy was defeated, the goods were divided among the soldiers as well as the leaders. A happy soldier was a loyal soldier. Generosity was a trait adored in Rome. In later years, when greedy Roman leaders were more reluctant to share their wealth with their troops, soldiers were more reluctant to fight—and Rome fell.

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## **Roman Blinds: Making Your Home More Inviting**

**By Low Jeremy**

Do you want that classic look for your modern or traditional home?

Do you want a cheaper alternative to curtains?

If you answered yes to either of these questions then you need roman blinds. Window blinds can really make your home more elegant and pleasing to look at. However, not all blinds are compatible to the look of your home.

Roman blinds are one of the most popular blinds available in the market today. With its design simplicity and elegance, you can never go wrong with roman blinds. Most of today's homes consider

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installing roman blinds in their windows because of the said features. It is also very easy to install and is a cheaper alternative to expensive curtains.

Roman blinds are also easy to clean and, depending on the fabric, can be very stylish.

Making a roman blind for your home is very simple. All you need is a little creativity and roman blind equipments. You can purchase the equipments needed at your local hobby store. They will also have books for sale containing roman blinds making instructions.

You can also hire someone who makes these blinds if you want. Just make sure that they make quality roman blinds and it is important that you should take a look at their previous work first to ensure you that you will be hiring a professional.

Roman blind makers will advise you and let you pick the fabrics to be used for the blinds. It is up to you to choose which fabric will suit your home best and can make it more elegant to look at.

All you need is the measurement of the window you will be planning to install the blind in. You should choose where you want to put the blinds, either on the outside recess of the window or in the inside. However, it is more attractive for roman blinds if it is fitted outside the window recess. Fitting is also much easier on the outside.

Installing roman blinds in your home is one of the best ways to make your home more attractive and inviting. It is also one of the best ways to save money by making roman blinds as the alternative to expensive curtains.

Another great thing about roman blinds is that it is very easy to clean.

So, if you want something that will really make your home more inviting to people, you should consider installing roman blinds.

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