

STOP! Reading the Headlines and Live Your Own Life First

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By Joanne Victoria

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Imagine! 40 is old. The California State Supreme Court has said that when are you are 40, employers can discriminate against employees using this age as the excuse.

I attempt to ignore all headlines in the newspapers. I try not to react to how I feel when I read them.

I try I really do, but I cannot stop today.

It's not new, but now, extremely blatant. I'm angry, but so what. That's my problem. Let it go and move on.

I gave up that particular battle years ago. I became self-employed in various disguises. I chose to be in a business that did not discriminate because I was a woman.

In my last salaried position I was paid half the salary of the former male manager. Did more and received less. I then decided only to work in a way that I was paid for my skills, not my age, weight, gender or marital status. This was my motivation. Enough was enough. Finished up, walked away and never looked back. On to better things.

I started as an independent contractor, then went on to manage other independent professionals. The next step was owning my own business. I reinvented my business several times over, and in the process, myself.

During all this time, I don't recall reading a newspaper or paying attention to headlines. Maybe I knew more than I thought at the time.

As my wise daughter so brilliantly asks: "What does it have to do with me?" Rightly so. Stop wasting time with things that have nothing to do with you or things and people you cannot change.

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The solution?

Ignore what doesn't serve you– in my case, news headlines– and use that time to start your own business. Small, big, it doesn't matter. Just do something.

Hear the one about the Cat Massage Lady? She started a business giving cats massages. Really. Then she went on to books, tapes, CDs, videos and seminars. Now she's training others to do the same.

There is Art for Infants, Scrapbooks for Anything and not one of the thousands of new businesses has anything to do with the internet. They all have to do with necessity being the mother of invention, desperation and a desire not to be discriminated when you are 40. Oh, yeah, and making money, too.

Walk through your house, room by room , including the attic and the garage. What do you do well? What excites you? If it excites you, it excites someone else. How can you make it work for others?

Whether you are 7, 47 or 70, you can start your own business. I saw a young girl in front of a Designer's Showcase house that was selling cake slices and cookies. I asked how she was doing and who made the sweets. She said she did, made \$34.00 and was happy and proud.

So was I. No one told her she couldn't. There may be no limits to her desires.

By now you are saying, OK, that works for others, but not me. On the contrary. No more excuses. If you already own a business or are an independent professional, you can still do something else. Create something new or invent a niche within your existing business.

If you have a 9–5 job, set aside 10 per cent of your day, that's 24 minutes, and take inventory. What are your hobbies? Look at what's missing and fill the void.

But first, STOP! Stop reading headlines or doing anything that provides no benefit to your life or does not align with your own personal values.

Learn that living your own life will leave you with no time to read the headlines and loads of time to be creative and really Celebrate Your Life, no matter what your age.

Joanne Victoria is a San Francisco Bay Area based author who speaks on creating your dream life. To book Joanne to speak at your next meeting, e–mail her at

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Stop Your Readers In Their Tracks!

By Livvie Matthews

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Studies have shown that while 75% of the people read headlines, only 25 % keep reading "the rest of the story". Breaking it down even further, you have about 4 seconds to convince that reader to read on!

When writing, the two most important elements are your headline and your opening statement. These two elements must stop your readers in their tracks!

Headlines must grab your readers attention. Just as you only get one chance to make a good first impression, you only get once chance to grab your reader's attention!

For example, when you read an ad, you don't read it just to be reading, you read it because you are interested in it. Something about it grabbed your attention.

Since your information will be read only by interested people, the purpose of your headline is to pick out those who are, or can be, specifically interested in what you are talking about.

You want to grab their attention and if you can create curiosity, that's even better. Curiosity your reader can only satisfy by reading your information! People are so hurried and they are not going to give you their time unless you make it worth their while.

Make your headlines draw your readers interests. Emotions motivate and sell. Use words that invoke emotions and that clearly describe the benefit to the reader in terms of action! Reinforce major benefits and points. Your headlines should either conceal an interest or reveal an interest.

Spend time learning to use power words. These words are known to trigger emotions and bring about desired results. Power, appearance and greed, are all powerful motivators. Also consider basic human motivators such

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as physical, safety, social and esteem.

Power Words would include:

Dynamics, Money, Sure–fire, Innovative, Specialized, Bonanza, New, Breakthrough, Soar, Affordable, Effective, Savvy, Crucial, Rewards, Harness, Unleash and the most powerful word of all....Free. These words make it difficult for your reader to just pass by.

One, two and three word headlines are the most powerful. Smile! Got Milk? Just Do It! These are examples of one, two and three word headlines that have been powerful attention getters plus, made a dollar or two.

People do not read ads for amusement or to be entertained. They read ads because they have an interest. Their "hot buttons" have been pressed.

If you are writing advertisements, this is the one time you are not trying to build a relationship with your reader. You are selling a product, service or information and if your ad doesn't get their attention, you won't make a sale, it's that simple!

I spend more time on creating the headlines for my articles than I do the articles themselves. Because without the right headline, viewers probably are not going to read the information contained in the article.

Don't misunderstand here, your content must be of quality and of interest to the reader, but if your don't pique your readers interest in the headline, you most likely will have lost your reader.

Readers will decide at a glance — by your headline or your opening statement—if your information interests them. Address the people you seek and them only by.....
Stopping Them In Their Tracks!

Livvie Matthews, Internet business specialist, author and consultant, helps people interested in creating information products, niche marketing and building relationships while building their business! Market Your Goldmine! <http://www.simplebizpublications.com> List of other articles of interest <mailto:articles-simplebiz@getresponse.com> Subscribe: <mailto:subscribe@simplebizpublications.com>

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