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**Menopause, Andropause And Other Hormone Imbalances**  
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**Selling Is Not A Dirty Word**

**By Judy Cullins**

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Selling—a word that strikes terror in writers and professionals. We love to write. We love to coach. We love to speak. We hate to SELL. Maybe that's because we have the used car salesman or the vacuum sales person in mind. They annoyed us because they didn't listen, they pushed, and we felt attacked. We defended our position, and that's what we think others do when we share our talents.

When you think of selling, think of sharing the love that went into your book, the unique, important message it delivers. Like me, think, "Now that I've planted this garden, I want to reap its harvest. If I don't share the word with others, my garden will die from lack of attention."

If you are like me, you will want to put both your attention and intention on your book or service. Yes, use powerful words to describe your products. Yes, offer your books to others. Follow my lead and let them know about it through an ezine, pr, writing and submitting free articles, sending email follow ups, giving freebies to attract folks to your site, or learning how to sell books without a Web Site.

To raise your "Selling" awareness, check out the acronym below:

S Sharing my book; educating and entertaining people with my unique information

E Expecting positive outcomes; knowing my book's value, living it, and offering it with my short blurb in the "30–60 Second Tell and Sell"

L Listening to other professionals who have shared their books and created ongoing lifelong income, raised their credibility as a coach or other professional, as well as living a grand adventure.

L Listening to what my reader's problems and needs are, so I can serve them

I Involving people by asking them pertinent questions to see

if my book fits their needs.

N Nurturing business relationships through friendship as a savvy friend who follows up regularly.

G Gain enthusiasm from all the people who already love my book enough to give me quality, specific testimonials.

Share your good feelings and good words with others. Show them how you and your book can help them. It's OK to sell because your book and you are significant and can help others.

Judy Cullins: author, publisher, book coach eBook: [\\_Ten Non–techie Ways to Market Your Book Online\\_](#) <http://www.bookcoaching.com/> Send an email to <mailto:Subscribe@bookcoaching.com> The Book Coach Says... includes 2 free eReports <mailto:Judy@bookcoaching.com>

## **101 Uses for Dirty Diapers**

**By David Leonhardt**

As the father of a toddler, I am an expert on dirty diapers. I know exactly what to do with them: throw them out!

But along comes a New York waste company and a town in California who want me to do something else with my dirty diapers. Like cover my roof with them. Or walk on them. Or build a doghouse with them, perhaps.

Does this sound nuts? Well, it's not. In fact, this project just won the world's top happiness award: the 2003 Happy Guy Award ([www.TheHappyGuy.com](http://www.TheHappyGuy.com)).

## Selling Is Not A Dirty Word

A few months ago, we lived in a "vertical community". When The Little Lady was born, we wanted to expand our home to make room for her, but our neighbors below objected to us digging a basement, and a front porch would have blocked the hall. So we opted to move out to the country, and with that move we had to sacrifice the diaper service and any environmental high ground we could claim.

Yes, we became what we had always wanted to avoid being: diaper-dumpers.

If you have never had children, you may not realize how much a little child can dispose of. In olden days, a couple would have a dozen kids, give or take a few. In these modern times of disposable diapers that just is not possible - the diapers from the first child take up more place on this planet than several dozen siblings would.

So along comes the town of Santa Clarita and Knowaste Inc. proposing to recycle dirty diapers. Sure, you think, just mix them all together, throw in a bit of water, steam them clean and slap them back on baby.

Ironically, the only product that does not seem to be on the list of end uses is diapers. Roofing shingles, sure. Shoe insoles, yes. But not diapers. As I pondered how the world might look if the massive force of dirty diapers was unleashed, it became clear that there could be several big markets. Imagine the pitches ...

From Milan and Paris: "Next we have Oo-La-La Picotte strutting her stuff in a lovely ensemble of pure recycled diapers. Notice the fashionable fuchsia on the upper tilt of the collar. This line will be all the rage in parlors and bars this spring."

From Detroit and Tokyo: "Feel the energy and invigoration. That's the power of 100% pure recycled diapers under the hood. Go ahead. Kick the tires. Pick your color. And drive away safe in the knowledge that you are being protected by 2000 pound of pure recycled baby poop!"

From Los Angeles: "It's a smash hit. Dirty Diapers II: The Recycled Story opened in theatres across the country yesterday and immediately claimed the number one spot. What a movie!"

From New York and Toronto: "This just in. Citizens are being asked NOT to hoard dirty diapers. I repeat, do NOT hoard dirty diapers. The shortage has already slowed the economy by three percent and housing starts have ground to a halt. Please take all your dirty diapers immediately to a drop-off depot. This has been a public service announcement."

So what will YOU be doing with your dirty diapers?

David Leonhardt is the Happy Guy, speaker, author, and publisher of "Your Daily Dose of Happiness" at

Visit him at

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