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Stretch Your Marketing Reach

By Kathleen Gage

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Word Count:

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Stretch Your Marketing Reach

By Kathleen Gage

One of the most cost effective marketing strategies you can utilize is an online newsletter, also referred to as an E-Zine.

You can provide valuable content to your customers and potential customers with an E-Zine. The beauty of utilizing the Internet to distribute your information is often people will forward your information to others who have similar interest.

The key to success with an E-Zine is consistency in distribution. It won't be beneficial to have a sporadic schedule. Distribution of your online publication should be done like clockwork. With all the automation tools available you can develop a system that is relatively trouble free.

For many, the greatest challenge will be the development of content. There are a few ways you can handle this. One, take a day to write several articles and put them in a file that you can easily access. That way, the writing is over and done.

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Second, have others write articles for you. Many people are anxious to write for online newsletters.

Third, a quick Internet search is bound to produce several places you can access articles that are there for the taking. Usually, the only requirement is that you give full credit to the authors.

Because I love to write so much I prefer to write my own articles. And yet, if ever in a pinch, I know there are many options.

Here are some examples of well done E-Zines. Each has produced excellent results for name recognition, promotion opportunities and back end business. Notice all have a place to leave an email address. I highly recommend this in that this helps you to build a solid database of interested readers.

<http://www.justbearsandstuff.com/newsletter/newsoctober2004.htm>

<http://www.greatsmilesutah.com/october-04.htm>

<http://www.kathleengage.com/newsletters/enewsoctober2004.htm>

In my experience, I have found E-Zines, when sent to people who want them, are one of the most incredible marketing tools you can use.

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Diminishing Stretch Marks

By Martha Fitzharris

Stretch marks are results of rapid stretching of the skin due to rapid weight gain and growth spurts. Pregnant women are more likely to have stretch marks the breasts, abdomen, and hips. Teenagers are more likely to have them on the shoulders and hips. In general, anyone who gains and loses weight rapidly will probably get stretch marks.

Stretch marks can be bothersome and unsightly to the ones that have them. As the skin stretches, collagen fibers in the skin tear, thus causing damage to the dermal tissue. Unfortunately, once a stretch mark appears it is permanent and difficult to make it fade away; however it is not impossible. Fortunately, there are treatments available to help fade them away.

A suitable method for removing the stretch marks is to use a cream which utilizes biological activators of your body's own regenerative process to prevent and diminish stretch marks. This type of cream will stimulate the production of new collagen, elastin and other proteins from within the skin, allowing your skin to heal itself thus replacing damaged skin.

Martha Fitzharris is a free lance journalist for

a website offering a

new biological natural skin care product that activates skin renewal.

If you want more information about Stretch marks, please clic natural skin care cream with natural skin renewal activators.



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