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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Success Requires the Use of Controlled Aggression

By Max Shifrin

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Safety belt commercials in the United States declare, "You can learn a lot from a dummy!"

Of course, in the commercials they are talking about the mannequins they use to simulate what happens to a person in a car wreck. Their point is that seat belts save lives and the "crash test dummies" prove it.

On the Internet, a similar situation exists where "You can learn a lot from a dummy!"

But, when we relate the story to the Internet, we are not talking about "crash test dummies". No, no. We are actually talking about "spam pest dummies".

The reason a spammer is a spammer is because he either does not understand the value of building long-term relationships with his customers, or he is so consumed with the idea of making a quick buck that he cannot see any other way. It could be that the spammer just considers a real business to be such a slave master that he would prefer to live his life on the run.

Like I said, "You can learn a lot from a spam pest dummy!"

I bet you are asking yourself right now what a spam pest dummy could teach you...

Success Requires the Use of Controlled Aggression

It may seem odd to suggest that something can be learned from a spammer. However I am certain, once you have read this article, you will say to yourself, "He was right! I can learn a lot from a dummy."

Here are just a few of the things that you can learn:

- 1) Branding
- 2) How to annoy potential customers
- 3) How to and how not to construct your headline
- 4) How to and how not to format your ezine
- 5) Aggressive promotion tactics

1) Branding

This first one may seem the oddest one in my list, but if you think about it a moment, you will see what I mean.

Branding is imprinting your company's name and message into the minds of the consumer. Think about the spam that hits your mailbox. In most cases you have received the message so many times that you know exactly what the spammer is selling as soon as you see the message.

The spammer is imprinting his message into your head by sheer repetition. Pound, pound, pound. If you are ever in the market for what the spammer is selling, you might actually think of him first! That is until you remember he is a spammer and suddenly start feeling sick to your stomach.

2) How to annoy potential customers

Think to yourself. Five emails in one week, twenty in one month, and none of the emails address anything you are interested in.

That is how to annoy customers/subscribers. Make a nuisance of yourself, and send them special messages full of things they just don't care about. Go ahead and try it. Your subscribers will be leaving faster than they are coming in.

3) How to and how not to construct your headline

You can learn the most by watching yourself. If you open a spam email and look at the contents, why did you open it? Seriously, why DID you open it?

By watching your own responses, you will learn exactly how to best construct headlines, or in this case, the subject of your email.

Some open their message with "Lose 5,000 pounds in two days!" With these, you automatically know what the email is about. If you do not need to lose the 5,000 pounds, you delete it and move on.

You will notice that when you do open a spam email, the subject/headline is usually constructed in such a way as to tap your interest and curiosity without telling you any details.

4) How to and how not to format your ezine

The very first line in most spam emails is the assurance, "This is not spam."

Sure its not!

Readers who see this assertion in a legitimate ezine will often assume it is spam. Often times they will delete the ezine and then later realize they were deleting something they requested.

Your opening line should refer to the name of your ezine.

Another point about spam. Spammers tend to ramble right out of the gate. They want to sell you fast before you hit delete. Take care that your subscribers do not get this impression from your ezine, or they will hit delete too!

5) Aggressive promotion tactics

One thing you can give a spammer above all other things is that he is aggressive with a capital "A". He does not dilly-dally around trying to get you to buy his wares. He is up and in your face consistently. He is not afraid to ask for the sale. He is not afraid to spend money to get prospects to increase his chances for sales.

Just because we endeavor to operate on the honorable side of the system does not mean that we should be any less aggressive. We should always maintain integrity in our business, but growth

does not come to those who wait for it.

We must be aggressive. We should never sit on the sidelines and wait for success; we should go into the field to meet it.

If the success of your publication is part of your goal, you should do whatever it takes ——— short of unsolicited commercial email (spam) ——— to build your subscriber base.

See, you CAN learn a lot from a dummy!

Handling Aggression In Cats

By Barbara Anderson

Ouch! The cat just bit me! And all I was doing was petting her. Aggression is not an uncommon emotion in cats, and can be displayed both adults and kittens. This is why all pet owners should know how to handle their cat's aggression. Alpha cats are (the top cats in the pack displaying leadership qualities) should be given special consideration.

These cats use aggression to obtain certain benefits for themselves in preference to other cats. They can turn aggressive over toys, baths, food, space, and the attention another cat might be getting from the owner.

Cats may use aggression as a way to stop something they deem unpleasant. For instance, an alpha cat may jump onto your lap when it wishes to be petted and then bite and scratch when it wants you to stop. This phenomenon is termed petting-induced aggression. It is common in cats that have a low threshold for physical affection. This is also a way that aggressive cats show who is in control.

Surprisingly, kittens can also show a high degree of aggression. Aggression in kittens is a normal biological response termed play-aggression. It is an built-in drive to play rough. Play-aggression usually occurs when your kitten starts growing up and needs to practice its survival instincts. It is, fortunately, a phase that most kittens outgrow.

It is important that you deal with aggression in a firm manner. If, when you are petting it on your lap, an alpha cat bites you, you should make show your disapproval by not allowing it on your lap for a few days. When you do allow it to sit on your lap again, ensure that you are in charge of petting activity. You must initiate and conclude the petting session. After a few days, the cat will learn to accept your role as its owner and may learn to be more patient.

In the case of an aggressive kitten, it is you who needs to be patient. Learn to read your cat's body language so that you do not give it a chance to attack you. You could also get another kitten as a playmate. This gives your cat an outlet for its play.

Learning more about your cat and taking control of its aggression don't just benefit you, the owner.

They also allow the cat to live a happier less stressful life.

Barbara Anderson writes for several online magazines, including
and



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