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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!

Symptoms Sell

By Kendall Summerhawk

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If you are a solution type of person like me, then the concept that symptoms sell may not be intuitive at first. "What do you mean symptoms sell? I'm hired to offer a solution!" Yes, that's true. But selling symptoms and offering a solution are not mutually exclusive. The trick is in your timing. You see, until your almost-client feels you understand their problem, they are not going to listen to a solution you offer.

The funny thing is, when you spend time asking questions to uncover their problem and dig deeply to find out what they've already tried to solve it, it naturally prevents you from jumping in too soon with a solution. This means you are following my golden rule: It's Not About You, It's About Them.

Asking about symptoms takes the pressure off of you to sell. You are just engaging your almost-client in an in-depth conversation with one purpose in mind – to find out how bad the problem is, and what happens if they don't fix it.

You don't have to spend hours engaged in this type of a conversation, even as few as 5 minutes can reap huge rewards. Precision questions make this easy. Now I realize that if you are a dyed-in-the-wool solution person this take a bit of awareness and practice.

Here are 2 reasons why adopting this practice is worth it:
#1 You can help more people if they feel you understand their situation. And helping people is probably why you do what you do, isn't it?

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#2 The greater the problem is, the less important money will be to your almost-client. Think about this for a moment – the more important the problem is, the easier it is for an almost-client to find the money to hire you. This means you have little-to-no-quibbling about your fee.

So why not prepare 2–3 precision language questions this week that will help you unearth the symptoms your almost-client may be experiencing? Get comfortable hearing about their problems and don't be satisfied until you've discovered what the consequences are in not resolving them. Dig deeply and you will

find incredible treasures in your conversations!

Once you've dug deeply to uncover the symptoms and what happens if they don't fix them, it's finally time to transition your conversation to the solution you have to offer. With this caveat – do NOT, under any circumstances, spend more than 1 minute going into detail about how to work with you.

The temptation to go into more detail will be strong. Resist. Here's a rule of thumb to keep in mind. Follow it and you will be following my golden rule: It's Not About You, It's About Them. The rule of thumb is: You are either asking a question or summarizing what they've said.

So to transition your conversation to a solution, you can say something like this (I've used my own business as an example, but this will work equally well for yours):

"So you're looking for a way to stop spending so much time on your marketing and instead get better results with the time you do have to spend, is that right?"

Now comes the transition...

"If I could show you a way to accomplish that, would you be interested in hearing about it?"

Simple, elegant, and completely permission-based. How often do you think you will hear "Yes! "? Probably 99.9% of the time!

So what comes next? Your 30–45 second description of how you can help them, carefully crafted to amplify the results they get and minimize the mechanics of how you work.

If you say these examples out loud, you'll hear how easy this template is to follow. It's a simple structure for focusing on symptoms that keeps the conversation all about them, and makes it easy for you to understand your almost-client's situation in greater depth than you ever have before.

Now it's your turn!

HIV Symptoms – Know The Signs, Know The Differences

By John Francis Amberden

One of the worst things that can happen to anyone is the manifestation of HIV symptoms. To most, an HIV infection is an automatic death sentence. This fear is the main reason why many people don't get tested, even though they know they are at risk. Perhaps the strongest weapon used to combat this hesitation is information. There are a lot of myths circulating out there regarding HIV symptoms and AIDS symptoms. And until these are negated, a significant proportion of adults will remain uneducated.

First of all, HIV isn't AIDS, but rather AIDS is a stage in the HIV infection. An HIV infection progresses through three main stages: acute infection, chronic infection, and then AIDS. While HIV symptoms tend to be vague, especially in the first two stages, a few key conditions are night sweats, severe weight loss and swollen lymph nodes.

There is no guarantee that a person who has been diagnosed with HIV, and is showing the classic HIV symptoms, will ever develop AIDS. In persons who do progress, the first AIDS symptoms typically become evident within 10 to 15 years of first contracting the disease. In a small percentage of individuals, the onset of all AIDS symptoms can be as short as 3 years after infection. Sadly, the initial stages of HIV often exhibit no symptoms so by the time a patient shows all AIDS symptoms, their immune system has already been compromised.

AIDS symptoms' is itself a misleading term as there is no one set of signs that can be used to make an accurate diagnosis without a blood test. That being said, there are some conditions that may point to a possible case of AIDS. They are similar to those of a stage 1 or stage 2 HIV infection but tend to be more acute. All AIDS symptoms include fatigue, swollen lymph nodes, a fever lasting more than 10 days, unexplained weight loss, purplish spots on the skin, shortness of breath, severe or chronic diarrhea, yeast infections in the mouth or vagina, easy bruising or unexplained bleeding and the most well known of all AIDS symptoms, night sweats.

It is clear that all AIDS symptoms are debilitating, but some can be explained by other conditions, such as food poisoning or even heart disease. Therefore, there is generally no reason to worry if you're just running a fever or you've been tired for the past few days. However, if you're exhibiting three or more of these symptoms, much less all AIDS symptoms or HIV symptoms, and you haven't been tested, you need to get yourself to a doctor. Even if you have none of the conditions listed and you know that you may have possibly been exposed, get tested. It's the only smart thing to have done.

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John Francis Amberden is a regular article contributor on many topics. If you have found this article helpful, visit his resource sites,

and

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