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THE REAL THING

By Arleen M. Kaptur

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Writing – everyone does it, but not everyone is a writer. There are those who write letters, lists, journals, and are very good at it. Then there are those that scribble notes of all kinds to themselves, but never make use of them. They lose the note that told them where the note was that mentioned where the original note was and what it was all about.

Then on the other hand, you have someone who calls themselves a writer, and may have something published, but they are into the marketing part of writing much more than the content. Their mind and heart are geared to making money in the writing world and giving publishers, e-zine owners and other media what they want to hear, not what this particular writer has to say.

Of course, we all want to make money at what we do – this is just being practical. How long could you survive if you didn't make any money and this was your only means of support?

What I am trying to say is that every true writer has a million ideas, stories, and articles in his heart and in his mind that are labeled and stamped as genuine and original. They are basically who this person is and what is important or of significant value to this writer.

THE REAL THING

When we ignore what is inside of us as writers, then we are belaboring the entire process. Sure, you might make a living, but are you making yourself a life? Are you being true to your real self, or are you being molded by today's market interests or trying to attune yourself to only what tomorrow's market will bear. People read what they feel they SHOULD read, but not really.

Sure, they will try and keep pace with what everyone else is reading or is interested in, but in the quiet time of their lives, when they are with only themselves, they will reach for reading material that is "them." They will pick up reading matter that is geared to what is in their soul, and is of importance in their heart and in their lives. Then, they are looking for "genuine". They want to read what someone is saying who is as geared to this particular subject as they are, and even more so. They are trusting that this writer has taken the time to do the research, states a fact that is really a fact, and is strong enough to voice his opinion because that is who he is and what he or she is all about.

Then name recognition comes into play. People remember the author who wrote what they considered a genuine, from the heart and mind, article, book, or whatever. Sure, they have read countless other works, but they couldn't give you the name of the author – because it wasn't something they took to their heart, that enriched their mind, and that made that lasting impression on their person.

Genuine – when you put your name to any piece that you have written – make sure that it is who you really are because in the long run your name will always represent you no matter how hard you try to disguise it with the trappings of today. You are who you are so be proud of it – share it with others – and let it stand tall or fall – but you will never have to apologize for it!

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The Saga Of An Ideal Real Estate Agent

By David Riewe

Behind the success of a man is a woman, and behind the success of a real estate business is an ideal agent. Indeed, it's the human resource that is considered to be the most important factor for real estate business to succeed.

Indeed, real estate can be a lucrative activity when managed properly by the right person. But what does it take to be an ideal real estate agent? Here's how:

1. Have a solid track.

Most people who succeeds in life knows where they want to got, what they want to do, and the reasons behind it. And so, for a person to be a successful real estate agent, he or she must encompass this trait in order to succeed in the industry.

2. An ideal real estate agent knows who he or she is.

Skills, strategies, and marketing tools will all go to waste if the real estate agent does not have a solid assessment of his or her own personality.

Consequently, a successful real agent is honest in his or her endeavors especially those that involves transactions with a client. If, in the first place the real estate agent is not being true to himself or herself, then the real estate agent will most likely have difficulty in dealing with other people.

This all boils down to the fact that an achiever is a believer not of any other thing, but in himself.

3. Optimism.

A lot of people who succeeds in life are optimistic. This means that a person has always a positive outlook in life. An optimistic person believes that there is no such thing as failure. And an ideal real estate agent knows this too.

4. Motivation power.

An ideal real estate agent knows how to motivate or move people into action. It's that unique power of every sales person to device a strategy that can motivate their clients to buy the product he or she is selling.

5. Awareness of the value of properties.

To become an ideal real estate agent, one should be aware of the ebb and flow of the cost of the properties. These should be taken into consideration with utmost care and skill.

6. They should not price.

THE REAL THING

To be an ideal real estate agent is to be considerate with their client's purchasing capability. They should be sensitive enough to detect if the price of the real estate is reasonable enough to hit their market.

7. An ideal real estate agent does not engage into hard selling.

8. An ideal real estate agent knows how to make a pleasant showcase of the property.

David Riewe is a Publisher and Online Marketer. Visit his Real Estate Blog [Save \\$\\$\\$ Selling Your Own Home FREE eBook Shows You How!](#)



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