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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!**

**Test, Test and Re-test**

**By Bob Osgoodby**

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We could all take a lesson from children. As they are growing up, and learning right from wrong, they are constantly testing to see what they can do, and what is not acceptable.

I see hundreds of ads everyday on the web, and while there are some good ones, most fall into the "ho-hum" variety, and some are downright awful. Now this isn't bad, if they are testing to see what is going to work, and what isn't.

Many put up an ad with no idea as to whether it will produce or not. They let the same ad run for a period of time, and wonder why they didn't get results. They then do one of two things. They either blame the publication for not generating business for them, or give up entirely and go out of business. Others will run an ad once, and when the world doesn't beat a path to their door, they react the same way.

It is a proven fact that an ad must be seen five to seven times before someone can be expected to take action. If your ad is targeted to your market, and you are not getting responses, the odds are you have a "crummy ad". It is not then time to quit or blame the publication. It is time to change the ad.

All successful marketers have one thing in common. They are constantly testing the effectiveness of their ads. One of the most successful that I know, almost always runs more than one ad in the same or similar publication at the same time. You could put the ads side by side, and not realize they were from the same person for the same thing. She lets each ad run five times,

always keeping careful track of the drawing power of the ads, and keeps the strongest and changes the weakest.

Mechanically, her method is really quite simple. She uses a different email address in each ad, and a different website address as well. Both websites are exactly the same, but have different URL's. She got her websites from a low cost web space provider where she not only reserved the name of her site, but got web space as well for less than the cost of her ads. There are several low cost web space providers. I can recommend and – You really should go with the one that meets your needs at the best price.

Don't fall for the "hoopla" that you get "jillions" of characters of online storage for a few bucks more. You don't need all that room. I have dozens of web sites, and they are all under 10MB of storage. Capabilities being equal – price is boss.

She uses a popular ISP, but doesn't use that address in her ads. She feels, and I agree, that an ISP email address does not conjure up a strong "business image". Your choice of an ISP is important if you hope to do business on the web. Be sure yours provides an industry standard POP3 email capability. While AOL is great for many things, it does use their own proprietary email system, and isn't, in my judgement, the best choice for running a business.

She got a POP3 email address with each of her web sites, so she uses those. She also uses a different email address on her web sites – most web space providers give you unlimited email aliases. She then installed the Eudora email package with a different folder for each address she uses. When she gets an email, which was sent to one of those addresses, she has Eudora automatically file it in the appropriate folder, and send an immediate response. This lets her prospect know she got the message, but more importantly, allows her to track which ad it came from. If the email address was one of the addresses in her ads, she knows which one. If it came from one of the web sites, she knows which ad sent the prospect to that site.

But what has happened here? A quick count of the emails in each of the folders reveals which ad is pulling, and where the prospect is coming from. Now, remember the unlimited aliases, she got with her web space. If she is going to try to test the effectiveness of several publications, she simply uses a

different alias for that ad in each publication, and sets up a separate folder in Eudora for it.

There are other ways of course to track the ads by forcing the subject in your email address, and having a different subject for each ad. The cost of web space however, and email addresses has come down so much in the last few years, that having separate email addresses is most likely the easiest way to track the results of your ads, and present a professional image.

You must test, test, and retest your ads. If you do, you will find the winning combination, and realize the power of the web.

Did you know that subscribers to Bob Osgoodby's Free Ezine the "Tip of the Day" get a Free Ad for their Business at his Web Site? Great Business and Computer Tips – Monday thru Friday. Instructions on how to place your ad are in the Newsletter. Subscribe at: <mailto:tipofday-subscribe@topica.com>

### **When To Take A Pregnancy Test**

**By Olinda Rola**

Knowing when to take a pregnancy test will help you know whether or not you're pregnant. If you're wanting to know when to take a pregnancy test, the timing depends on the type of test.

There are two basic types of pregnancy tests – the urine test and the blood test. Both tests look for the hormone that is only present if a woman is pregnant. This hormone is called 'human chorionic gonadotropin', also referred to as 'hCG'. Blood tests can detect hCG about 6 to 8 days after you have ovulated. In general, urine tests can detect hCG about 14 days after ovulation. When to take a pregnancy test at home is done by many women using a pregnancy test that will test the urine to determine if they are pregnant. Home pregnancy tests are convenient, inexpensive and are private. The urine test should be done using your first urine when you awake in the morning. When you have a positive home pregnancy test result, you should then see your health care provider soon. Your health care provider will confirm your home test result with a blood test plus a pelvic exam.

When to take a pregnancy test is important, because if you test too early in your pregnancy, there may not yet be enough of the pregnancy hormone in the urine to provide a positive test result. Most of the home pregnancy tests will be 90% accurate if you wait and test yourself one day after your missed period is due. If you feel you are pregnant but the home pregnancy test is negative, repeat the test again in a week if you still have not had your period. And if you are still getting negative test results and think you are pregnant, be sure and see your health care provider right away.

Pregnancy is a wonderful event that is complex, frustrating, satisfying and exciting. Your desire to become pregnant and having a child will have even more significance to you if it means you'll be taking better care of yourself and your partner. Besides knowing when to take a pregnancy test, learn as much as you can about improving your own health so you'll be providing that special little one the very

best start to life that is possible.

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Read more about fertility monitors and ovulation tests at

<http://www.safemenopausesolutions.com/ovulation-tests.html>

– Olinda Rola is President of InfoSearch

Publishing and webmaster of

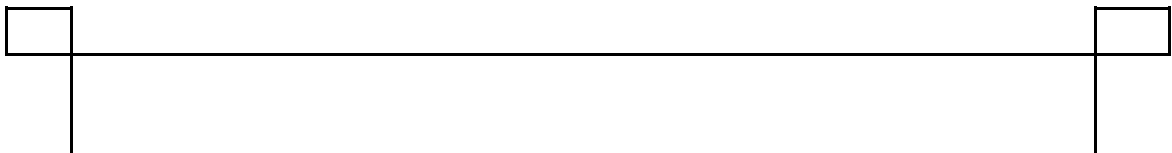
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