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**The 3 Shocking MYTHS About Sleep That You Don't Know**

**By Kacper Postawski**

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The 3 Shocking MYTHS About Sleep That You Don't Know  
About – Which Are Depriving You of Your Life Energy.

MYTH #1 ) "If you sleep longer, you'll be more awake and have more energy in your life"

TRUTH: Sleeping Longer ROBS You of Energy and Damages your Sleeping System.

There are several reasons why sleeping longer damages your sleep system. What most people don't know is that there is a very important element of your inner sleep clock which is prior wakefulness. When you sleep longer you limit your prior wakefulness which puts stress on a number of other factors such as your melatonin hormone levels, your exposure to sunlight, and your body temperature rhythm. Getting longer sleep or "catching up on sleep" only weakens your sleep system, which in turn can even lower your immune system. The common belief that trying to sleep less makes you tired and low on energy is simply because people don't understand how the bio-temperature rhythms work (what you will learn soon).

MYTH #2) You need to "Catch Up on Sleep" if you missed some before.

TRUTH: Unless you...

Unless you go on a huge sleep deprivation marathon, you do not need to "catch up on sleep", if you downloaded the 2 free chapters of the powerful sleep eBook, you learned precisely why this is true. It is only during the first 3 – 4 hours of sleep that we experience most of State 3 and Stage 4 sleep. Sleeping longer than you usually do isn't physically beneficial to you in anyway, and puts your body temperature rhythm out of balance.

MYTH #3) "I feel so low on energy, I Must Get More Sleep"

TRUTH: More Sleep DOES NOT Provide You With more Energy!

You don't need MORE sleep, you need QUALITY sleep.

People think that sleep is a very basic thing. We don't really think about it do we? We sleep, we wake up, and we magically feel refreshed, don't we? In truth, sleep is actually quite a complex and fascinating system that most of us take for granted. Because most of us don't understand how our inner sleep system works, we aren't even aware of all the actions we're taking in our lives that are damaging our sleep systems and depriving us of energy. There is a difference between MORE sleep, and POWERFUL sleep. The only way to make your sleep more physically energizing is to learn about

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the inner science of sleep! Only once you learn how to optimize your sleeping system for maximum performance, can you try to reduce your sleep.

In this short report we only barely scratched the surface of these vitally important understandings. What we briefly talked about here is completely covered in rich detail in the first two chapters of the Powerful Sleep system, and for a limited time you can get those two chapters FREE right now (see details below).

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About The Author:

Kacper Postawski is an innovative sleep science researcher and the creator of the "Powerful Sleep – Secrets of the Inner Sleep Clock" system on [www.effective-info.com/powerfulsleep.html](http://www.effective-info.com/powerfulsleep.html). He can show

you how to reduce your sleep by up to 3 hours, create more time, and an abundance of energy in your body by sleeping LESS! Not more. He dispels the "8 hour sleep myth", tells you what most people never realize about sleep, and what the drug companies DONT WANT YOU to know. Go to: <http://www.effective-info.com/powerfulsleep.html> to find out more about Powerful Sleep.

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### **Book Review – Loyalty Myths: Hyped Strategies That Will Put You Out Of Business - And Proven Tactics That Really Work**

**By Adam McFarland**

Did you ever wonder if some of those age old sayings about marketing are true? For instance, we've all heard "It costs five times more to acquire a new customer than to retain a current customer." But does anyone have any proof of that? That is exactly what a group of authors set out to do in Loyalty Myths: Hyped Strategies That Will Put You Out of Business - and Proven Tactics That Really Work. The authors, Timothy L. Keiningham, Terry G. Varva, Lerzan Aksoy, and Henri Wallard are all experts in consumer loyalty and use their wealth of knowledge to dispel common myths and offer insight into what really works.

The book chooses an interesting format - the first six chapters are devoted to dismiss over fifty common 'loyalty myths' and the final two chapters are used to learning about why customers are loyal and how a loyalty program should be managed. Each of the 'loyalty myths' chapters contains several 'myths' grouped together by common themes, such as Loyalty Myths That Subvert Company Goals and Loyalty Myths Regarding Employees. The chapters both begin and end with an example pulled from industry that encompasses all of the myths mentioned in the chapter, with the actual myths discussed in the middle.

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The authors spend a couple of pages banishing each of the fifty three myths. Some of the myths are things that we tend to take for granted, such as "Companies tend to know their customers," while others like "share-of-wallet increases as customer lifetimes increase" would seem intuitively true. For each and every one, the authors use solid historical data to dispel the myth and show the negative business effects of believing it.

The final two chapters focus on seven 'loyalty truths' such as "Don't manage for customer retention before you manage for customer selection" and "Customer loyalty and brand imagery are far from independent; you must manage them hand-in-hand." The authors do a good job of going through how to build and measure a loyalty program around these 'truths.'

The book is an extremely fast paced, entertaining read. Anyone reading the book with an open mind will agree with the authors' solid reasoning. In particular, business owners, CEO's, and anyone in marketing or consumer affairs will directly benefit by eliminating these 'myths' from their business and implementing the 'truths.' This book can have a very real impact on your company's bottom line. Many businesses mindlessly pour money into customer loyalty programs without taking the steps outlined in this book. For some companies, a loyalty program doesn't even make sense. For others, their program needs a significant overhaul. This book will help you identify where your business is and give you the tools to make improvements.

The only downside with the book is the sheer number of myths. Many of the 'myths' blend together and readers would probably be more likely to retain the 'myths' if there were ten as opposed to fifty-three (similar to the seven 'truths'). The amount of myths also doesn't allow for the authors to go into quite as much detail as one would like for each 'myth.' There are several myths that aren't so much dispelled in the paragraph or two devoted to it, but within the context of the entire chapter. It just seems like it would have made more sense to combine many of the myths.

Overall, *Loyalty Myths: Hyped Strategies That Will Put You Out of Business - and Proven Tactics That Really Work* is a tremendously entertaining and enlightening read. Anyone that has an interest in consumer loyalty will learn a great deal of directly applicable information that can save their company money and help differentiate them from the competition.

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