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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!

The BENEFITS Of Going Natural vs. Sticking With What You Are Used To

By Bruce Bowery

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Let's look at the absolute worst things that could happen to you if you in fact decided to switch to more natural products.

- *They may or may not cost more.
- *They may or may not work as well as what you were using.
- *You may very well not enjoy the products at all.

Now, let's look at the added benefits that you could enjoy if you in fact decided to switch to more natural products.

- *You would be helping to reduce the amount of indoor air pollutants in your home.
- *You could very well be improving your families overall health and future.
- *The products may very well work as good if not better than the products you were using.
- *You very well may feel better physically when using these products.
- *You do not have to worry about the vapors or irritants or on what will happen if your children come into contact with these products.
- *The products are safer and easier on the environment.
- *The products are designed with the consumers health and well being in mind..

How many statistics will the average person have to see before he or she will realize the potential health risks associated with the vast majority of consumable products? The consumer will be left in the dark until stricter rules and regulations regarding these ingredients, the testing processes, and reporting the results to the public are enforced. I read somewhere that products ingredients that kill up to 50% of the animals used for testing purposes can still be introduced and sold into the marketplace. Who pays for this in the end? We all do twice, because we purchase these products to begin with and then we pay ultimately with our health. There are innocent bystanders who pay for this as well, and they are our environment, our homes, and our loved ones. I have one favor to ask of those of you who read my articles with disbelief, and that is this. Use this super-highway for all that its worth and do some research on your own. You will soon find out that I have not been blowing sunshine at you nor have I been wasting our time. You will come across the same reports, articles and documentaries as I have, and I am certain that you will come to feel the same way as I have regarding this whole thing. How much money or value do we place on our health and in the health of our loved ones and friends?

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Is there a cap, so to speak, that we place on the issues that surround our health and well being? Do we want to become more knowledgeable on what we purchase for use in our homes and in the potential health risks that accompany them? We live in a day and time where so much emphasis is being placed on our health and well being, and yet I find it hard to believe that we are blind to what toxins and hazardous chemicals can do to our bodies. We are trying to change and better our health by eating healthier and by participating in more physical activities. What good is all of that or what do we accomplish if in fact we are slowly ruining our health in the long run by using products whose ingredients are known to cause several ailments and serious health conditions? Again, I am able to be reached by email at StnypntNc@aol.com or by phone at 704-873-1226 if you would like to discuss this further or if you need more information.

The absolute worst thing that can happen if you decide to make a change to more natural products is that you will not like the products for whatever reasons. So, research this more before you make the

leap or change. Look for companies with strong track records, solid products, money back guarantees, (so that you will not loose out in the event that you do not like the products) or look for other people who use these types of products to get some general feed back on their own experiences with the products, or look for different alternatives altogether. Research will lead to knowledge and knowledge will lead to empowering you to make better informed and educated decisions regarding what consumable products you purchase for your home. Again, I thank those of you who have taken the time to read this article and will close in saying take care and good-bye.

I am doing what I can to help raise awareness on this topic. I an no expert, but have done research on my own for the sake of my families health and well being.

Get To The Point

By Dan J. Fry

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As a scientist I attend several international conferences every year to give talks, show posters, and exchange ideas with my colleagues. Many of the talks have time limits of 7 minutes with 3 minutes for questions. Have you ever sat down and timed yourself to see what you can say in 7 minutes? Its not much, let me tell you.

Even from a discipline that prides itself on sticking to simplicity, a 7 minute talk is a challenge. It forces you to say quickly and in as few words as possible your premise and findings.

This is not so different from advertising on the internet. Wait a minute you say, you are trying to relate internet marketing to

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doing scientific research? Well, classified ads for instance require a short but catchy headline (your premise) and a few sentences describing benefits (or findings). There simply is not enough room to discuss anything in a classified ad.

Sales copy is different. You have much more room for discussion. Does this mean you should run off on some literary commentary? No. To keep readers attention you must still remain focused to your initial premise. The big difference is benefit elaboration. Space now exists to list benefit after benefit by delivering one scenario after another to prove your premise.

Now think about the things just stated:

- (1) remain focused to premise,
- (2) list benefits, and
- (3) prove premise.

This is essentially identical to what we do in a scientific talk. Is online marketing scientific? In some ways, yes. One must research and brainstorm ideas to form the premise and benefit list. Sales copy is then drafted with these research results and one other underlying condition: getting to the point quickly and staying highly focused to it throughout the copy.

I have come across many web sites with sales copy that extends over more than 5 pages. It hops from one idea to the next without

remaining focused. I personally am lost in their premise after page 2. There is no doubt that your copy should be compelling but stick to the point. Don't go overboard with your benefits list. A well laid out list of benefits will succeed at grabbing the readers interest. If it's too long, people will simply click away to another site. Do you really need a benefits list longer than 5 or 6 key items?

If your product is that good that it takes 15 to 20 items to describe all of the benefits, you need to take special care to capture them all and the readers attention. I suggest dispersing several within the body of the copy. Don't itemize each. Carefully draft your copy with some of the benefits included. If this proves too hard then simply use only the most important. You can weed out the ones that aren't necessary by going back and thinking in detail about your target audience. See if you can sort your benefits into different groups based on the people who

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would make the most use of each benefit. Then write several different pages of sales copy and advertise each to its respective group.

Remember that the point to all of this is to capture a readers attention and drive home the sale. Success will be very hard if you make your readers work hard to understand and see your point. Do yourself and your readers a favor by getting to and sticking to the point.

About the Author: Dan J. Fry is an independent researcher and owner of e-Kinetic.com, a site devoted to providing resources for small budget home businesses. Subscribe to his free E-Zine on home business resources at <mailto:e-kinetic@GetResponse.com> or by visiting his

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