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The First Thing On Your To Do List

By Tammy Gonzales

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by: **Tammy Gonzales**

Make out your Advance Directives. It is better to plan in advance then to rely on fantasies of how we think others would react to making decisions for us. Others may make decisions that may be in their own best interest not yours. Unplanned events sometimes occur in our lives that may take away the opportunity for us to make our own decisions. Why burden others with expense and timely legal problems.

A living will allows you to document your wishes concerning medical treatment when you are unable to speak for your self or nearing the end of life. A medical power of attorney allows you to appoint someone to be your health care agent, usually some one you trust, who will be authorized to make medical and health care decisions, (medical treatment, care provider and environment) on your behalf.

No matter what your age is or how long you expect to be in good health or to be alive planning for your health care in the event of a medical health crisis is a priority. Give yourself a voice. For many of us it is very difficult to talk to the ones we love about events that we do not want to see as possible or inevitable.

Talking to those you love about what to do in the event of a medical health crisis is important even though it is impossible to foresee every event or circumstance. Bringing in your family and friends into the process will help you get a feeling for who may be best able and willing to support the decisions that are important for you.

When talking about your decisions it is important to consider your values and beliefs, as this is very personal. Advance Directives can be changed as your health circumstance changes. With age and change in life style habits our physical bodies may be prone to certain disease progression or debilitating impairments of one kind or another. So reviewing and updating your advance directives is important.

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Talk to your medical provider or doctor and let them know that you are making your advance directives. They will be glad to know this. Your doctor can answer your questions about your health and explain treatments and possible outcomes. Let your Doctor know about the quality of life you want in the event of a medical health crisis. Find out if your doctor is willing to follow your wishes, as the law does not require them to, if they disagree and feel it is unethical or against their morals.

Consider the following: Current age, life style and activity. How you feel about doctors, caregivers and care-giving environments. Your religious beliefs and your morals, values and ethical attitudes about care and illness. Attitude about control and independence and the possible loss. Health, illness, fearful situations of death and dying.

When you are ready to appoint a health care agent you may want to select someone you trust and understands your decisions. The person you select can be a spouse/partner, family member or a friend. It needs to be someone who is willing to act on your behalf. Some individuals may not be able

to act on your behalf if they do not understand or agree with what you determine is the best and appropriate treatment for you. It is important to clarify what you want to reduce any remorseful feelings. Keep in mind that health care agents can make medical decisions when you are unable to, not just at life end.

You can obtain Advance Directives and Medical Power of Attorneys from your local hospital, long-term care facility, your physician may have them available, your local libraries reference desk, and your local Senior Law Office.

Partnership for Caring - Provides additional information about Advance Directives and Health Care powers of Attorney. They also provide forms that you can download for free. All they require is you completing a simple registration form. They do not share your information. Go to this link now to get your free Advance Directives:

Tammy Gonzales Life Coach has created Handbook for Planning Into the Future for you to create a guide for your loved ones to get through the most personal and emotional event they will ever share. Put all of your affairs in order before the need ever arises; get started with the five-week motivational e-course to guide you through the process. Go to:

3 Reasons Why You Should Love Unsubscribes

By Michael Paetzold

If you are like most new marketers you just dread logging into your autoresponder and seeing that you have lost list members due to them unsubscribing. Well I am here to tell you three good reasons to look forward to getting unsubscribes.

The first is that you are actually using your list. The only way that I have ever seen to not get an unsubscribe is to never send an email. If you are not going to use the list why go to the time and effort

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to build it. So congratulate your self when you get the unsubscribe because you are actually using your list.

The second thing is that someone is opening your email. To unsubscribe they had to at least open the email and click the unsubscribe link. The good thing is that your headline worked and got them to open your email. Now if you are using dishonest headlines, (You have won, your account status, and other headlines along those lines) this is not a good thing and you are reaping what you have sown. If you are using a solid headline that matches your email and it gets opened this is a good thing. Your headline is doing its job.

The third good reason to be glad to get unsubscribes has to do with personality. Now here is a shocker (said with sarcasm dripping from the keyboard) Not everyone is going to like you or your writing style. Those that don't will unsubscribe. The good thing though is that if they don't care for your style you will never build a relationship with them. If you can't build a relationship with them they will most likely never buy from you. So each unsubscribe will make your list more targeted to people who actually like your style and are more likely to respond favorably to your offers that meet their needs.

So now you have three good reasons to no longer dread seeing that people have decided to unsubscribe from your list. Rejoice in the fact that you are actually making your list stronger and more profitable for you in the longer run.

Mike Paetzold is the co-author of Opt In Master Course a series of lessons that are designed to help you build a profitable list. You may get more information at

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