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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 First Words Out Of Your Mouth

By Jenean Matthews

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Advertising is such an important part of a business. If you don't get the word out about what you're offering you won't make money. There's plenty of opportunity to advertise on and offline line. When you meet someone in person you have the opportunity to speak with him or her verbally. The first words out of you mouth are very important. When you advertise the words in your ad are similar to the first words out your mouth. Make them important.

How many ads have you seen in your lifetime? Some were very effective and may have even caused you to get more information or make a purchase. I guarantee you those types of ads aren't thrown together in a matter of seconds and put out there for the world to see.

It's important to spend time writing effective ads. You want the readers to visit your site to get more information and eventually make a purchase. Next time you read an ezine or see advertisements don't by-pass reading the ads. You may think that you're not interested in other opportunities so you will skip the classified ads, but you're missing out on a learning experience. Read the ads and note how they make you feel. Are they good, effective ads? Why? Are they lousy ads? Why?

What makes a good, effective ad? If you can answer this question, you've just increased the visits to your site. When using classified ads you have a limited time to get someone to view your site. That's the primary purpose.

Don't make obvious mistakes when writing your ad.

@ Don't try to sell your offer in your ad. Think about this, would you walk up to a stranger and ask them to give you \$20. The purpose of the ad is to get the click.

@ Don't use unrealistic hype. Can you really believe you're going to make \$1,000,000 next week?
(If you do I have some land in Florida for you.;-))

@ Don't be so vague. Some ads don't give you a clue of what the offer is about. You're asking someone to spend valuable time viewing your site at least give him or her a preview.

Listed below are ten things to consider and ask yourself when writing a good, effective ad, or reading ads for a learning experience. I've used some of the ads from previous issues of my ezine, The Primary Spot (theprimaryspot-subscribe@topica.com), as a demonstration.

1. IS IT BELIEVABLE?

Can you really get guaranteed visitors, do you need them, and do you at least want to find out more details?

GUARANTEED VISITORS TO YOUR WEB SITE! IT'S FREE!

Each visitor will view your site for at least 30 seconds. That's enough time to create an interest, bookmark your site or open it up in another window to review at a later time. Get your site seen!

<http://www.iloveclicks.com/signup.asp?referrer=1692>

2. WHAT ARE THE HIGHLIGHTS OF THE OFFER?

Before you accept a new job one of the first things you want to know is what are the benefits. Are training and support good benefits?

The M.O.M. Team...Mothers ON A Mission

DEDICATED to training, and supporting those who wish

to own and operate their own HOME–BASED business while doing the things that matter to them the most. Free website and training. For free information, please visit our website.

<http://lauriewhelan.themomteam.com>

3. WHAT IS IT?

There's no guessing here.

Educational Software – Guaranteed
To Improve Grades and Reduce Homework Time.

<http://magiclearning.com/home/JM2633>

4. IS IT FREE OR LOW COST? THEN MENTION IT!

The purpose of the ad is to get the click but if the offer is

free or low–cost that may be enough information to tip the scale.

Yours FREE! – A Massive Collection of Viral Marketing Tools
To Build Your Business, Get Massive Traffic, Lead Generation
Tools, Autoresponders and more!

Go to: <http://www.referralware.com/home.jsp/4157856>

5. DOES IT CREATE CURIOSITY?

What is benefactoring? A new wave in network marketing
that will increase downlines, hmmm?

– BENEFACTORING IS THE NEW WAVE IN NETWORK MARKETING –

Our company has just endorsed the "benefactor" practice
and because of this our members' downlines are exploding!
Hate sponsoring and building downlines? Our Benefactors
Can help. Send for more info at: airx@getresponse.com

6. WHO NEEDS IT?

The whole world doesn't need your product. Find your niche
and market to them. You'll be more effective.

JUST DUCKY BABIES <http://www.justduckybabies.com>
– Pampering Mom & Baby! Maternity, Nursing, Babies & Tots.
Perfect Baby Shower and New Mom Gifts. Stop By & Take
10% OFF Your Order: Coupon Code: `zbzzi6zrb`
~ Enter Our Monthly Contest ~ FAST Priority Shipping!
<http://www.justduckybabies.com>

7. IS IT EFFECTIVE?

Does the thought of advertising your URL offline interest you?

Are you on the Road To Success?

Make sitting in traffic pay off!

Get your website exposed to hundreds everyday.

Put your web address on your vehicle.

<http://www.webdecal.com/at.cgi/123584>

8. IS IT RELIABLE?

Can the reader of the ad rely on the information given?

Over 20 Million People Get Government Money Every Year:

1,000,000 entrepreneurs get money to start or expand a business

4,000,000 people get money to invest in real estate

6,000,000 people get money to go to college

10,000,000 people get free help and training for a better job

Did you get your fair share yet?

<http://www.leskobooks.com/cgibin/cybercart.cgi/lesko:3-356:index.html>

9. DOES IT MOTIVATE?

Do you want to take action after reading the ad?

PAYING TOO MUCH FOR YOUR INTERNET CONNECTION?

You are if you are paying more than \$12.95 a month for unlimited internet connection! That's Right – \$12.95 a month!

US and Canada Access

<http://ld.net/isp/?jenean>

10. IS IT INFORMATIVE?

Will you gain information you can use? Is it easy to get to the information?

FREE Intensive Training -- learn the secrets of building a \$100,000 income with your home-based business in this 30-day intensive email-based training.

It's regarded as the best training in the world on home-based business and has been independently translated into 7 different languages. A \$199 value.

Yours FREE.

<http://www.theduplicator.com/exposure/>

Of course a short, attention-grabbing ad can't incorporate all of these points but these are certainly things to think about when you write your next good, effective ad or view others.

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Jenean Matthews is a businesswoman who believes in encouraging and helping others to accomplish their dreams. She believes people can overcome obstacles, rise to any occasion, and accomplish their entire dream with enough faith. She can be found accomplishing her dream at <http://www.1stshoppingavenue.com> or subscribe to the newsletter for chances to win free gifts salespaper-subscribe@topica.com

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CPR For Dogs

By Kirsten Hawkins

Anyone who has been to a CPR class is familiar with the basics of mouth-to-mouth resuscitation. First you'll check to be sure the patient has a clear airway, then check to see if the patient is breathing, check whether the patient has a heartbeat and, if the patient awakens during the process, be careful that you don't get bitten by the patient.

The American Red Cross has been instructing people in CPR for pets for quite some time now and has classes that include all manner of first aid, including mouth-to-snout resuscitation. You read that correctly; mouth-to-snout.

The procedure is similar to traditional mouth-to-mouth resuscitation between humans, the chief difference being that the person performing the procedure will close the dog's mouth and instead provide breaths into the dog's nose. The process sounds humorous in theory, but it works and knowing how to perform mouth-to-snout resuscitation on your pet could literally save its life.

According to a March 2002 story from The Scoop, a website that reports on dogs in the news (you know the theory - "DOG BITES MAN" is not news while "MAN BITES DOG" is), a dog in Walla Walla, Washington that was accidentally choked nearly to death was saved by a quick-acting Good Samaritan who was trained in mouth-to-snout.

After being revived, the dog was treated at the Walla Walla Associated Veterinary Clinic and released.

In addition to the mouth-to-snout procedure, dogs can have chest compressions performed in an emergency where the heart stops. Learning and knowing these techniques can save the life of a dog in distress and let him live to chase rabbits or play fetch another day.

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The concept of pet CPR is gaining much notoriety and is starting to be taught by organizations all over the country that formerly provided traditional CPR training and certification. If you're interested in taking these classes yourself, contact your local Red Cross. The life you save may be your dog's.

Kirsten Hawkins is a dog lover and animal expert from Nashville, TN. Visit

<http://www.doghealth411.com/>

for more information on dog health, the care of dogs, and dog travel.



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