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**The Good Stuff Is In The Tail...**

**By Kim Klaver**

So says the author of best-selling business book, *The Long Tail: Why the Future of business is selling less of more.*

In the image, basic 'for everyone' stuff is on the left, and the specialty goods peter off to the right – into a long tail.

Here's why should you care about this.

Do you have any special interest? Are you an audiophile, or you love tennis, are you a pianist, or is your health your number one priority?

Would you, as an audio nut, buy your audio equipment at Best Buy? As a tennis lover would you buy your racquet at Wal-Mart? As a health nut, would you shop at Safeway or Food Chopper?

Special interests are niches in the marketplace. Different people are nuts about different things. In fact, one's person's "good" could easily be another's "bad." Think choices of music, food, or night-time lifestyle for you and your kids, or you and certain friends.

If you love your weightloss or energy product and think it's special you will pay what you have to for it. Because it matters to you. And others in your niche will be happy to pay for it, too, because they feel like you do.

But not those for whom weight or energy doesn't matter like it does for you. They'll buy the 'for everyone' version (if they bother at all). Here's the difference between the plain jane variety and your special product line:

"If a producer (or a product) intends something to be absolutely right for one audience, it will, by definition, be wrong for another.

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The compromise necessary to make something appeal to everyone means that it will almost certainly not appeal perfectly to anyone — that's why they call it the lowest common denominator."

Aren't you glad your product (or business) is NOT for everyone? They'd have to have been so compromised in quality that they'd only appeal to those who don't mind getting the lowest common denominator stuff.

And for that they can go to WalMart or GNC or Best Buy.

What if you focus on your niche – those who care about your product or business values like you do? Niche products like ours are meant to appeal strongly to a narrow set of tastes, meaning tens of thousands, rather than tens of millions.

That would be enough, wouldn't it?

P.S. They don't tend to say "It's too expensive," either. P.P.S. Yes there's crud in the tail. There's crud everywhere. :)

Kim Klaver is Harvard & Stanford educated. Her 20 years experience in network marketing have resulted in a popular blog,

<http://KimKlaverBlogs.com>

, a podcast,

<http://YourGreatThing.com>

and a

giant resource site,

<http://BananaMarketing.com>

### **Read Your Cat's Body Language – Know Your Pet More**

**By "John E. Miller"**

Read Your Cat's Body Language – Know Your Pet More

Meow! That is the sound you hear when you meet your cat walking down the doorway. It will move with his head and tail held high, looking directly at your eyes and emitting a faint sound summoning you to follow wherever it goes. That is your cat? Right? The fluffy little mass, whose behavior seems quite odd at times, and leaves you baffling with a variety of questions.

## The Good Stuff Is In The Tail...

Have you ever thought that your cat is an aloof creature to you? Then it is because you do not understand it. Your cat is always trying to communicate to you through its gestures and body language, so to know your cat more, you need to know more about the cat's body language. The sweeping of the tail or rubbing of the cheeks, pricking of the ears or purring under breath – each has a significance of its own. Your cat will often rub its cheeks against you or against the cheeks of another cat. Through this it actually tries to pick up or leave scent markers so that it can again create a future physical contact.

### Importance of tail movement

The tail is the most important part of your cat's body, to indicate a variety of actions and reactions. The tail often denotes its mood and intention. If your cat is sweeping its tail in broad gestures, then it symbolizes annoyance or impatience at your excessive petting. If you continue to cuddle the cat might result in growling softly or giving you a "bat" with its paws. A rapid sweeping of tail back and forth, right from the center shows an extreme agitation in your cat.

If you find your cat turning its body fully sideways and extending its bristled tail upwards, then be sure that your cat is heralding a conflict with the fellow cats. When your cat is busy trapping a prey, you will find it to be more cautious, involved in subtle movements and inflating its tummy while all the time intently aiming at the prey. Often you will find your cat lowering its tail to tuck it between her legs, which show her complete obedience. A raised tail also indicates that your cat wants to be friendly, and a twitching of the tail will confirm its anticipation to be with you after the whole day of outing.

### Movement of other body parts

Along with the tail, the cat's body gestures speak volumes about its mood and behavior. While bent legs denote defending of self, outstretched legs will denote self-confidence and self-assurance. If the cat's ears are back and the body low, it will impart its shame or remorse; pricked ears will denote interest in the happenings around it. If you find your cat with the head completely lowered then it will show boredom and sneaking subtly with its head lowered on the ground should make you aware of full-fledged assault on the victim ahead.

Knowledge about these kitty-cat behaviors will definitely strengthen the bond between you and your cat.

John operates a handful of websites, many devoted to his primary hobby "pets" (See:

<http://www.free-cat-training.info>

,

<http://www.free-horse-training.info>

)

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