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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 Headline Is Your Lifeline**

**By David Geer**

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Reel them in!

Think for a moment about newspapers. Have you ever heard the phrase, "the headline screamed...?" This will probably give you an image of a headline that says, "Town demolished by flood", or, "Strange virus discovered in water supply". Doesn't it make you want to read on, to find out the details of the story?

For the purpose of your headline, you do not have to proclaim disaster in order to get attention. In most cases, you won't want "disaster" mentioned in connection with anything having to do with your business, unless you fix disasters! You also don't have to be overly clever or humorous. The direct approach works best, and is appreciated the most.

When prospective clients are at the door, invite them in. Here are some steps to help you put together a winning headline, and create not just a reading audience, but a buying audience.

Define your target market.

- \* Who is your target audience?
- \* What are the hopes, dreams, wishes, and needs of this audience?
- \* Who do you think would buy from you? Are they business people, teenagers, or married couples? Are they spiritual, health-conscious, or disorganized?
- \* Why is your product a good fit for this market? Provide a hook.

Targeting your target market.

- \* Speak directly to your audience, as this is the market that will purchase from you.
- \* Use specifics. "Tired moms", "time-challenged business owners". Let them know you are talking right to them. Generally, retired people will not be interested in the trendiest t-shirts for the in-crowd at the local high school. Aim for your audience.

By boiling your business down to its essential parts, you will be better situated to make sure you are reaching the right audience, and grabbing their attention. A buyer needs to feel right away that you are

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talking directly to them and that you can improve their life in some way, or else they will give you neither their time, nor their dollars.

On the web, you generally have only one opportunity to not only get someone's attention, but to keep it. If you lose them at the headline, you have just lost your opportunity to convince them why it is such a great idea to do business with you. Grab their interest. If you don't, it's doubtful they will come back again, and you may have lost a great prospect. Make your headline count.

Success 4U Marketing helps small business owners discover how to market any product or service online - quickly ... easily ... profitably ... successfully. <http://www.cashflowseller.com/>

### **Understanding the Basics of the Lanyard: A Look at Versatile Boating Gear**

**By Colin P**

If you are interested in taking up sailing or boating generally, you likely have found yourself interested in learning about the different components, tools and equipment items that are important to the sport. To this end, one of the most important and versatile pieces of gear that you need to familiarize yourself with is something called a lanyard.

"Lanyard" is a flexible line of rope --- or wire rope or even a strap. At each end of the lanyard you can find a connector, a device for latching the lanyard on to different pieces of equipment, other gear and the like. For example, a lanyard can be used to connect a body harness to a deceleration device. A lanyard can be used to link up a lifeline. A lanyard can be used to gear up an anchor. In other words, the uses for a lanyard in the context of boating or sailing virtually are limitless.

If you are contemplating the purchase of a boat, or if you have made the purchase of a boat, you will want to make certain that any lanyard that you have on board or on deck are in tip top shape. Again, because a lanyard has so many specific uses, you can be certain that any lanyard that you have on board or on deck will be put to regular use.

If you do purchase a boat, one of your first tasks will be to make sure that you have a sufficient number of lanyard ropes or straps on board. You need to undertake a complete inventory to determine each location and to determine which pieces of gear naturally will require a lanyard. Once you have completed this inventory, you need to make certain that you do have a suitable lanyard on deck to connect with a given part of the boat, piece of equipment or gear item.

Following this general inventory, you need to make certain that any lanyard that you do have on the boat is in good condition. Too often a boat owner will continue to use a lanyard even when the lanyard is in poor condition. If you do overuse a lanyard, you can find yourself in a bad situation. For example, suppose that you have a lanyard hooked up to a lifeline. And, further assume that the lanyard you have linked to the lifeline has been overused. (Indeed, you specifically linked that particular lanyard to the lifeline because you assumed that --- with any luck --- the lifeline would never need to be used. You consciously hooked an overused lanyard to the lifeline ... which is something that does happen from

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time to time on a boat.) Finally, assume the day comes that you actually have to use the lifeline with the worn lanyard — and the lanyard and the lifeline breaks while you are attempting to pull in a struggling swimmer. Not a healthy, happy scene to be sure.

In the end, make sure that any lanyard is in good, shipshape condition. Your life or the life a passenger on your boat very well may depend upon it ...

More information on



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