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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 Human Touch**

**By Bob Osgoodby**

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Sure, the e-tools available for an online merchant are great. We have up to the minute product selection on our web pages, and autoresponders that can follow up requests. We have our own online mall, immediate payment methods to prevent that "cooling off" period, secure sites for financial transactions, and all sorts of e-tools at our disposal. But what is wrong? You're not being overwhelmed with sales, and barely making expenses.

Stop for a moment. Why are potential customers leaving your e-store without placing an order. Assuming you have a decent product and prices, why are they not buying.

Possibly they have questions that are not being answered, and would like to talk with a live human being. The brick and mortar store has the edge over the e-store, when faced with a customer that needs personal contact to feel comfortable.

If someone has reached this point, usually all they need is a little assurance before placing their order. And here is the funny part – they may not even want to talk with someone, but may just want to be sure there is someone they can contact if there is a problem.

If you don't list proper contact information at your virtual business, you may be losing customers. Your name and e-mail address will go a long way. Even better, give them a physical address and a telephone number they can call. You may wish to have an "800" number, but you will get a lot of "tire kickers". Even if you don't give a free number, just the fact that there is

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a number listed goes a long way in allaying their fears.

Let your potential customers know that if they have questions, they can email you their phone number, and you will call them. Many times, they won't as all they really wanted was to know is that they are dealing with a real person.

They say a picture is worth a thousand words – consider putting your picture on your web site. This gives instant identification to your name and goes a long way in building customer confidence.

E-commerce is here to stay, but the mortality rate of "wannabes"

will be high. Those that remember the "Human Touch" will be among the survivors.

Bob publishes the free weekly "Your Business" Newsletter Visit his Web Site at <http://adv-marketing.com/business> to subscribe and place a Free Ad for your business.

### **Overcoming Touch Deprivation**

**By Christopher Scipio**

>From the time you were a newborn how well you thrived depended in large part by how much you were lovingly touched.

I was born two months premature in Trinidad in 1965. I was only 4 pounds and had to be in an incubator for my first few weeks of life. The doctors told my mom not to get attached to me because I only had a ten percent chance of surviving. My mother didn't believe them.

And touched and loved me and willed me to live. And live I did. I grew into being a 6'3", 200 pound man in almost perfect health. Such is the power of love, such is the power of touch.

We tend to get touched less and less as we get older, although our primal need for touch never diminishes. Touch deprivation is a significant form of sensory deprivation. Most of us wouldn't dream of going weeks or months without opening our eyes, or keeping our ears plugged, yet many of my patients tell me that they haven't been massaged or held for weeks or months.

Our world is becoming too formal, too stiff, too emotionally cold.

For the sake of your physical, emotionally, mental and spiritual health, give your self more permission to touch and be touched. You can never overdose on loving touch.

Don't limit touch to sex. Don't limit touch to just your partner and family. Reach out and touch more

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people.

Close your eyes sometimes and experience your world through touch.

Your skin is your biggest organ– use it. Get more skin to skin contact.

Everyone can heal and be healed through touch.

Be a great healer and lover by experiencing the miracle of touch as often as you can.

Christopher Scipio Homeopath/Herbalist Holistic Viral Specialist

Christopher Scipio, is one of the most experienced holistic practitioners treating the Herpes virus. A homeopath and herbalist who hails from a long line of Caribbean natural healers, Scipio is the author of the new book "Making Peace with Herpes" and the creator of a highly successful holistic herpes treatment protocol.



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