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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 Keepers**

**By Mick Meredith**

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In my 55 years I have spent about 50 of them marketing and selling something. Along the way I learned a few things about designing a web site with e-commerce that I would like to share.

1. Keep it simple. Design it to download fast, easy-to-understand with effective graphics and writing.
2. Keep it professional. Good clean appearance and design. Flows well, functional and easy to navigate.
3. Keep it current. Make sure the information is timely and accurate. Make changes and updates often.
4. Keep it selling. Install a simple catalogue system complete with a secure shopping cart and credit card ability. Advertise and promote it for new and repeat sales.
5. Keep it sticky. Make it interesting. Make changes and updates often. Provide new, relative information. Add and delete products.
6. Keep it out there. Advertise, promote and share. Be excited to always let people know where your site is. Write newsletters, articles, press releases. Attend conventions and other events.
7. Keep in touch. Personal, quick response to e-mail. Include your real telephone, address. Use auto responders where proper but sparingly. Have brochures and biz cards. Have chat room, bulletin boards, signature lines. Don't ever, ever SPAM!

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8. Keep it up. If you're right, don't ever quit. Be ready to test and modify. Work on it daily, regularly. Love it or loose it. Promote it everywhere you go. Hang a window sign on your car.

9. Keep it positive (About everything). No one ever built a statue to a critic. Use good language. Profanity in any form degrades you not the reader. Be a leader. Have a quiet I can do it attitude. Don't knock the competition. Avoid negative people. Don't lie. Be honest about everything.

10. Keep it. Copyright and trademark everything. Use license agreements. Pay bills and avoid lawsuits. Have access to competent

legal counsel. Have a reliable, friendly and supportive ISP.

Having an e-commerce small business on the Internet is one of the most exciting things I have done. That doesn't mean it has always been easy or profitable. But it is worth it.

Mick Meredith is web master and owner of Kids Against Drugs National Campaign For A Drug Free America. He has written and designed Family Programs to help family members turn their backs away from drug and substance abuse. These are available at <http://www.kidsagainstdrugs.com/e-mail> contact: [str8tker@kidsagainstdrugs.com](mailto:str8tker@kidsagainstdrugs.com)

### **Finders Keepers.**

**By Greg Hickman**

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Do you remember your younger years when you and your friends played all sorts of fun games all day long? I'm sure you do. If there is one thing children know how to do, they know how to have fun.

Have you ever caught yourself observing a playground full of children having tons of fun as they run and jump and bounce all over the place and silently wished you could inject a dose of that childlike enthusiasm and exuberance back into your life once again? Well you can, when you believe you can.

If life is about any one thing, it is about being happy and feeling fulfilled. We can start living the lives we have always dreamed about as soon as we believe we can do it and more importantly, believe we deserve it.

Far too many adults in America have far too little fun and that is indeed a needless shame. If your life could use a little more fun, excitement and happiness (who's life couldn't?), you might want to consider

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playing a little game of "finders keepers."

You need to find the courage to live the life you have always dreamed about. The courage is there, you just need to rediscover it and put it to work for you. You need to once again find the magic that once made your life so very special as a child. These extraordinary, almost mystical powers are still hidden inside of you, you simply need to unleash them once again.

You need to find your unique place in life, that distinctive niche that enables you to be your best and do your best. When you begin passionately pursuing those activities that you love to do, you'll find your special niche waiting for you.

There are plenty of good times and good things waiting to happen to you, you just need to open up ... and let them happen. Once you find all of the fun, happiness and excitement life has to offer, you need to make certain that you keep these magical moments close to your heart. Wherever and whenever you find something worth keeping, you need to grab it with every ounce of strength you can muster and then hold on tight and never let it go. Find it and keep it — what a super strategy for success!

Find something positive ... and keep it. Find something exciting ... and keep it. Find it - keep it. Find it - keep it.

You will uncover new opportunities, discover new horizons and have more fun than you ever imagined was possible when you play a little game of finders-keepers every day for the rest of your life.

Greg is President of the Motivational and Inspirational Corner, a motivational and inspirational web-site

committed to helping people uncover and realize their enormous God given potential. His web-site address is



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