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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 Marlboro Man & Me

By Pat Graham

I smoked for at least 40 years. I really enjoyed it and had no intention of ever quitting, even though I

had frequent bouts with pneumonia and related problems. I loved my Marlboros and kept them close to me through every personal crisis that hit me...death of friends & family, loss of jobs, financial problems, broken marriages, illnesses, dysfunctional relationships...normal things that usually happen to normal people.

I tried to quit three or four times and actually did for a week here and there before some perceived crack in my comfort zone drove me right back to my best friend, Marlboro cigarettes. I read all the steps to quit; even followed some of them for a few minutes or days. I even "worked down" from my beloved red pack to the light version.

I made a general announcement, "This is my last cigarette! I quit!" My belief was that I would chat myself into a public hole that would embarrass me enough to prevent relapse. Wrong!

I found things to keep in my mouth to distract me from smoking...hot cinnamon candies, mints, fake plastic cigarettes, nasty-tasting mouthwash. Wrong! Nothing tasted like my Marlboros and I was never distracted from the craving to smoke.

I read that after 3 days, the physical addiction was gone and the rest was emotional, Well, after 3 days my emotions were pounding a drum beat inside my head and I was sure I was going crazy. But I thought about that emotional thing for a while...while I was happily relapsing into nicotine heaven and working up to another bout with pneumonia.

One day, while taking a shower, it came to me that I was using cigarettes as my personal reward system...do the dishes and have a cigarette...take out the garbage and have a cigarette...wash clothes and have a cigarette...put them in the dryer and...you get the idea.

Being somewhat logical, I decided to try quitting smoking in a new way...one I designed myself. I gave myself permission to get some Marlboros anytime I wanted to, but I had to wait 30 minutes before I did it. This removed the "absolutely forbidden" component of trying to break this habit. While waiting for the

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30 minutes to pass, I got busy doing something I enjoyed...like playing computer games, writing my genealogy, watching a really good video.

When I felt a need to smoke, I took notice of what task I had just finished...dishes, picking up dog poop on the lawn, etc. This brought the entire nicotine addiction problem down to something I could handle and could understand. Most times, when I got myself involved in some distracting activity while waiting for the 30 minutes to pass, an hour or two had actually gone by.

I have to admit that more than once I grabbed my keys and started out the door to buy some Marlboros. Once I analyzed my own need to smoke (reward system) I could say to myself, "You've got to wait 30 minutes," and it worked. I haven't smoked for over 10 years.

I still feel a twang of wanting a cigarette when I am stuck in traffic on Southern California freeways. I look around and people in most of the cars around me are smoking. But it is a momentary passing

urge that disappears in a moment and no longer controls me. Hope this helps you.

Pat Graham spent many years teaching parolees in parole offices in California to recover from substance abuse, create better relationships and control their anger. Her experiences in those classrooms revealed that most of the parolees abused drugs at a very young age. Her ebook on this subject covers the disasterous results of child addiction. Visit:

<http://www.childdrugaddicts.com>

Guerrilla Marketing Comes of Age

By Shannan Hearne-Fortner

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When Jay Conrad Levinson first being writing and speaking about Guerrilla Marketing, he was part of a team developing the most successful ad campaign ever. The Marlboro Man. Whether you smoke or not, unless you've lived under a rock you are familiar with The Marlboro Man.

Guerrilla Marketing is in effect the use of wide and varied unconventional marketing tactics to achieve the most conventional of business goals, which is profits. Back in the day when Levinson coined the philosophy, the internet age hadn't arrived. And still, he developed hundreds of guerrilla marketing tactics that millions of successful businesses used to grow and prosper.

Now that the internet age is moving beyond its infancy, and the majority of homes have at least one PC with access to the internet, guerrilla marketing

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is ready to come of age. The internet lends itself to guerrilla marketing because it makes optional so many low-cost, viral marketing alternatives.

By the standards of a guerrilla, a successful business is one that is making a profit. Obviously, Amazon.com wouldn't have been considered successful by guerrillas even though they were growing by leaps and bounds.

Guerrilla marketing is perfect for small business working on shoestring budgets. As I've heard many a Success Promotions client say, "frayed and short shoestring budgets". According to the original list of Guerrilla Marketing Arsenal Techniques (which included 100 weapons) sixty-two were free. Guerrilla marketing is incredibly useful to internet marketers because there are so many free and low cost advertising tools and tactics available via the internet.

Jay Conrad Levinson always preached using ALL the technology available to you. Your computer. Your fax machine. Your telephone. Your cellular phone. Your pager. Your Palm device. Your laptop. Your digital camera. Your wireless accessories. EVERYTHING.

In an age where technology is advancing by leaps and bounds, Guerrilla Marketing is truly coming of age. I was just cutting my teeth in marketing when Levinson was fine tuning Guerrilla Marketing. And I bought into the concept lock, stock, and barrel. As a result, I am all about marketing on a frayed and short shoestring budget.

So the next time you are in the store or on e-Bay or thumbing through a

catalog and trying to decide if a digital camera or a web design program or an contact management program is a good investment, listen for the drum beat and the rolling thoughts of Jay Conrad Levinson. If you don't think the technology item is a good investment, perhaps you should pick up a copy of one of Jay's latest books. If you do think it is, instead of letting it lie around your office collecting dust while you wait for time to learn how to use it, plug it in and get rolling.

The day of the Guerrilla is upon us. And the worm no longer just goes to the early bird. It goes to the bird who uses every tool in his work hunting arsenal to catch the worm. Be the Guerrilla. Buy the technology. And get started marketing. Guerrilla Marketing has come of age.



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