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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 Meaning of "NO"

By Bob Osgoodby

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An autoresponder is really a great thing, and should be in everyone's marketing bag of tricks. They serve a vital role in your advertising efforts by providing someone with information in which they have an interest.

Proper use of autoresponders can take many forms. The most popular, is to post a short classified ad either on a web site or a newsletter, and invite the reader to email you for more information. The email address you give is actually your autoresponder, which automatically sends the person your canned message without any involvement on your part. This is your online secretary which is ready to answer inquiries 24 hours a day, 7 days a week. If the message you send out this way is well written, and of interest to the person inquiring, they will get back to you for more information. If it is not of interest, the odds are you will not hear from them again.

But some people have confused things here a bit. They don't understand the meaning of "NO". If I have made up my mind I am not interested in your offer, I really don't want you to give me the same, or similar information again, and again, and again.

"But", you might say, "I have always been told it takes between 5 and 7 exposures before someone will act on my ad". This is true. It may have taken 5 to 7 exposures to your classified ad before they acted. When they responded to your autoresponder for more information however, they did act on your ad.

The Meaning of "NO"

Some autoresponders are set up to send follow-up notices to potential customers. A few follow-ups with a several week interval between notices is OK. They may not have been ready to buy then, but might be now. But learn how to recognize when someone is not interested.

Some people have set up their autoresponders to send 5-7 follow-up notes. I refer to these as "nag notices". They must feel that if they "nag" you enough, you will give in and buy their product or service. I don't know about you, but with each one I get, my resistance stiffens.

Some people actually have their autoresponders set up so that

after they send you all the notices, they start over again. I have one person trying to sell me their MLM that sends me several notes a week. As a point of interest, I allowed it to continue for awhile to see how far they would go. After I saw that the notes were simply starting over, I put a filter in my email to trash any notes from this person. At this point I would never buy anything from them, and they could be selling five dollar bills for ten cents apiece and I would never know it.

We have all met pushy MLM salespeople who we avoid at all costs at a social gathering. Well these same obnoxious characters have now enlisted technology using the Wonderful World of the Web, but they are still obnoxious. These people, pure and simple are spammers, and to make matters worse, they don't give you any way to get off their mailing list.

Don't fall into this trap. Sure, it is cheap and easy and you can market with almost no effort on your part. But if you want to build an ongoing business on the web, learn "The Meaning of "NO".

Write Your Life

By David Leonhardt

Take out a white piece of paper and place it on your kitchen table. You now have two choices. You can write or draw on it, or you can leave it there.

If you write or draw, you control the paper's destiny, the words or images it will express, the character it will display, the very meaning of its existence.

The Meaning of "NO"

If you choose to leave it on your kitchen table, it will remain white. Over time, if left undisturbed, it will slowly turn yellow, old and weary, with no character and no meaning. But wait. It will not be left undisturbed. Surely something will spill on it. If your kitchen table sees the kind of abuse ours does, it won't take a day before there's a strawberry stain on it, perhaps a few drops of milk or syrup, or maybe some stray mashed potatoes.

That paper is your life. We can let fate take its course, splashing the splendor of life's stray mashed potatoes across our lives, or we can define our own meaning. It's up to each of us. What's your choice?

Isn't this a great little exercise to pass along to your friends?

This inspiration was first published in Your Daily Dose of Happiness at

. The author is David Leonhardt, The Happy

Guy, author of The Get Happy Workbook at

. Visit

his web site at

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Write Your Life

Meaning in Life ... Take control and enjoy!

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Ego, Arrogance, and Self-Esteem

Searching for The Meaning of Life

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Wonderful Wedding Favors and Wedding Gifts

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