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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 Monster's Out Of The Cage! – Part 4

By John Colanzi

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See the "Writing" category in GOArticles for Parts 1 & 2

The final step in creating our new money machine is making it easy for your buyers to order.

I've tried various methods of accepting payment online, but this article will only cover the ones I'm using now and why I use them.

My main method of accepting online payment is Paypal. I know there are some drawbacks, but I like receiving access to my money immediately.

The old saying that time is money, is a concept you should burn into your brain.

Why?

The only way to pyramid your profits fast and to "strike while the iron is hot" is to have immediate access to your profits.

If you have to wait two weeks to a month to access your money you're losing sales. The early stages of your new ebook or any product for that matter is when you should be cashing in.

As soon as your expenses are covered you should be plowing back at least 50 % of your profits into advertising. Mail

order dealers have been doing this for years.

If you want to double your business on an ongoing basis you have to put 50 % of all profits back into advertising.

Stop advertising and your profits eventually dry up.

By using PayPal I can take my profits and put them back into advertising the same day they're received. Continue to do that and your business has to grow.

But all isn't "peaches and cream." Some marketers can't use

Paypal. To handle that contingency I've added a second payment option through Instabill for buyers who can't use Paypal or prefer not to.

We have all the bases covered now, right?

Wrong!

Don't forget to add your "snail mail" address. Many buyers for one reason or another are either leery about giving out their credit card information, or feel more comfortable sending a check.

Remember your goal is to make it as easy as possible for visitors to buy. It's their money and there are plenty of places they could spend it. So make it easy, don't make them jump through hoops.

As a final note I would suggest putting your email address on your sales page. I learned that the hard way.

Luckily many of my buyers already know me, so when the unforeseen occurs and their order isn't processed they contact me and ask why.

I can only guess at how many sales were lost from potential buyers, who didn't know my email address. Rest assured after I received an email about problems ordering, I put my email address on that page.

We've covered a lot of ground in these articles. Apply the ideas presented and "Get In The Game."

If I can do it, I know you can.

Wishing You Success

Dog Cages For A Happy Dog

By Graeme Ramsey

There are many different styles and types of dog cages on the market and as expected there is also a huge range of prices.

While you might find people opposed to the suggestion of using dog cages, it is in actual fact something that most dogs are comfortable with.

Dog cages can offer your dog a sense of security, much like a child has a security blanket. By having their own little area they have a sense of security and this security can go with them if there is a need to travel.

If they feel safe within their dog cage they are less likely to become stressed when traveling in a motor vehicle.

By adding a favorite blanket or padding to the dog cage, the animal will feel comfortable and happy in familiar surroundings.

When buying a dog cage it needs to be big enough to allow your dog to stand up and turn around, but doesn't need to be any larger than that for the dog to feel comfortable. There will need to be enough room for the dog to lie down on it's side with it's legs outstretched and sleep comfortably.

Usually the biggest problem will be whether your motor vehicle is big enough to fit the dog cage inside, in a safe place.

You can expect to pay between \$50 and \$125 for a good quality dog cage that will be big enough for a medium to large dog.

It is a small price to pay for all the benefits of dog happiness and security, along with ease of transportation. A good quality dog cage should last the life of the animal if handled correctly, which makes it a relatively cheap investment.

The cage should be purchased based on the size of the full grown animal as you won't want to be replacing it after a year or so when you find that it is too small to house your pet when it is fully grown.

Some dog cages have dividers that are useful when transporting puppies as they restrict the area of the cage that they have access to, and as they grow the divider can be removed so they can use the whole cage.

When deciding on a dog cage you should look at all the alternatives that are offered by the biggest pet retailers on the Internet and look at all the price comparison websites to get the best deals.

Graeme Ramsey discusses Dog Cages



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