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Menopause, Andropause And Other Hormone Imbalances
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The Myth of Search Engine Submission

By Mario Sanchez

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Contrary to what most people think, it is not necessary to submit your site to the search engines. In the early days of the web, when search engine technology was still primitive and search engines' ability to crawl the web was somehow limited, it made sense to submit your site.

Today, search engines like Google, MSN or Yahoo! Search have no problem crawling billions of pages and adding them to their index every month (and sometimes even more often). Most likely, they will find your site once they find a link to your page in another website.

That website can be a directory (a site that uses human editors to select, categorize and list websites), a site you exchange links with, or an article-posting site where you submit articles you write, complete with your resource box (a small bio about yourself with a link to your site).

The two best general directories are Yahoo! (\$299/year fee) and DMOZ (free, but they may take a while to list your site). Listing your site with them will give you two of the best links you can get.

When exchanging links, make sure you do it with reputable, non-competitive sites with a topic related to yours (for example, if you're a real estate agent, you may want to trade links with a mortgage broker's site).

Writing articles and posting them in sites like Article City or Ideamarketers is not only a good way to get links, but also a great way to establish yourself as an expert. The idea is to allow other webmasters to re-print your articles for free, provided that they include your resource box (with a link to your site) at the end of the article.

In summary, don't waste time, energy and money submitting your site, or using one of those services that claim to submit your site to "thousands of search engines" (they are worthless). Instead, focus on getting high-quality inbound links. They will get your site listed faster while building your site's online reputation and popularity.

-----Article by Mario Sanchez:

The 10 Myths of Successful Selling

By John Mitchell

The 10 Myths of Successful Selling by John Mitchell

Myth #1 You should close early and often

Myth #2 Sell features to get a higher price

Myth #3 There's no methodology to selling – it's pure art

Myth #4 Objections are a sign of customer interest

Myth #5 Open questions are better than closed questions

Myth #6 You can't teach a person to sell

Myth #7 You have to understand the difference between wants and needs

Myth #8 Great products sell themselves

Myth #9 Making a benefit statement is the best way to open a sales call

Myth #10 All customers make up their minds in the first 4 minutes

Want to know more? Read the full Myths each month at our website www.inclusic.com – just go to articles & news!

John Mitchell is President and CEO of Inclusive, a company providing sales and marketing outsourcing in the UK and USA. He was a top performer in IBM sales for 5 consecutive years; Chief Marketing Officer of a Fortune 500 company; and CEO of a NASDAQ listed consulting company. John has written for the London Economist and has been guest lecturer at NYU, London Business School and Swiss Banking School.



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