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**The Overlooked Tip To Success**

**By Donald Schnell**

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The Overlooked Tip To Success

By Donald Schnell

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I wouldn't tell just anybody the following tip. They might think it too 'out there' or too woo-woo. But I trust that you have an open mind. You are studying the principles that lead to having more peace, happiness, and health in your life—enlightenment. And I'm trusting you are ready for more success in the easiest possible way. I've discovered that really living life and choosing happiness is not a destination to reach, but a journey to be relished.

The journey certainly includes the achievement of your goals. For me, the first step in achieving any goal is to visualize and feel the goal already accomplished.

I'll say that again.

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The first step in achieving any goal is to visualize and feel the goal is already accomplished.

You know about visualization. You might even practice it or try it from time to time. But I find that merely visualizing your goals being accomplished is not enough.

Let me explain.

I took 4 years of post doctoral work in medical hypnosis. I read countless study after study of how the mere addition of just one concept to visualization made success more likely to manifest.

In the 1920's the University of Chicago performed an experiment with three groups. The first group had to show up for an hour every day and practice making baskets with the basketball. Each group was measured for their skill level at the beginning of the study and at the end of 30 days. The second group was told to show up at the laboratory and to sit down for an hour and continuously rehearse making baskets in their mind. The third group was told not to practice, but to show up in 30 days.

Predictably the group that actually practiced each day did much better. However, what astonished the researchers was the fact that the second group, those who practiced seeing it and feeling it in their minds were not far behind the first group. Both groups improved.

And in the field of hypnosis therapy, very little hypnosis can happen unless your client is feeling the effects of each suggestion.

Some of the early writers within the science and art of creating your own reality have shared that it is important to FEEL the thing you want to manifest as if you ALREADY had it.

That is the secret. This is what I'd like you to add to your practice of visualization.

How?

Begin right now by answering the question, "What do I want

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to have, or be or do that will enrich my life experience?"

Now cultivate the feeling of having already accomplished your desire.

In other words, if you desire a pay raise, what does that feel like when you imagine that you have already achieved it?

I believe all success begins within you—within your mind. When you begin to create in your mind what you want and feel it, then you begin to mobilize inner and outer forces to come to your assistance. I believe that the magic of visualization is one of the oldest secrets to successful creation on our planet.

Want to make your success even more certain? Write your goal down. Brian Tracy a peak performance expert says that

80% of your goals will manifest on their own just by your writing the goal down.

So, capture your goal on paper. Writing it down helps you to focus. Focusing makes your success more certain. Then give your visualization fuel by feeding it with feeling. Once again, feel as if you have already attained your goal.

You don't have to weaken the feeling or the focus by telling anyone. Just celebrate your success within. Celebrate and dance to the music of your success. Feel it and watch what happens as you watch your outer success manifest.

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## 10 Important Marketing Tips

By Bob Leduc

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10 Important Marketing Tips

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Each of the following Ten Marketing Tips is based on a highly effective – but often overlooked marketing tactic. How many are you using? How many have you overlooked?

Tip 1:

Insulate yourself against the impact of change by increasing the number of products and services you offer ...and by using a variety of different marketing methods. Only a small portion of your total business will be affected if the sales of one product declines or the response to one marketing method drops.

Tip 2:

Customers are prospects too. Stay in contact with them. Find or develop other products or services you can offer them. It's easier to make a sale to a previous customer than to someone who never bought from you.

Tip 3:

Avoid making any claim that sounds exaggerated ...even if it is true. A bold claim creates doubt in your prospect's mind and jeopardizes the sale. Reduce any bold claims to a more believable level.

Tip 4:

Express numerical claims as odd numbers with fractions or decimals. For example, "Our clients save 17.7 percent" sounds more believable than "Our clients save 20 percent" ...even if 20 percent is the accurate number.

Tip 5:

To create an absolutely irresistible offer, combine a special discount price and a set of valuable bonuses in the same offer.

Tip 6:

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Develop a series of 4 or 5 different special offers. Use

them one at a time with an expiration deadline. When one offer expires, replace it with the next offer and a new deadline. Continuously recycle through the same series of offers. This enables you to keep using special offers to generate sales without taking time to develop new ones.

Tip 7:

If you're attracting many prospects who really don't have (or can't get) the money to buy your product or service ...you need to change your market. Target a market where prospects have an intense desire for the benefits produced by your product or service – AND the money to buy it.

Tip 8:

Set yourself apart from competitors by offering an exclusive benefit your competitors cannot copy ...or one they're not willing to copy. One business owner I know includes his personal phone number on every order. His competitors don't – and they are not likely to start making themselves that accessible to customers.

Tip 9:

Advertising copy produces the biggest response when each reader can believe the message was written specifically for him or her. As you write any sales message, visualize you're writing to one person instead of to a large group of people. This will help you write in a less formal and more personal style.

Tip 10:

Most sales are not made on the first contact. Develop a method to capture and save the names and contact information of prospects who don't buy from you. Follow up periodically. A little gentle coaching will eventually convert many of them into buyers.

Each of these 10 marketing tips implements a simple but highly effective marketing tactic. Take action now to apply those you overlooked. You'll be surprised by how much business it produces for you.

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New

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Edition of his manual, How To Build Your Small Business Fast With Simple Postcards ...and launched \*BizTips from Bob\*, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at: <http://BobLeduc.com> or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV



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