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The Truth About The Fallacy Of "7"

By Dean Phillips

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Ted Nicholas is a marketer with a proven track record. He has opened, operated and sold 21 profitable businesses, and is responsible for the direct or indirect publishing of hundreds of books and publications. Ted Nicholas is a well-known and respected leader in the information marketing business.

Ted Nicholas has mastered the art of selling. His million dollar best selling books and other successful ventures will show you how you can use the power of the written and spoken word to grow your business.

His business development strategies are designed to help you achieve higher profits and lower taxes. Ted has assisted hundreds of entrepreneurs in building successful businesses. His skills as a copywriter and direct mail marketer have earned him the title "Guru of Direct Mail Marketing".

All of that notwithstanding however, in my not so humble opinion, he has also perpetrated one of the biggest and most inaccurate fallacies in the history of marketing.

Ted has convinced countless number of marketers to, when pricing their products and services end their prices with a "7."

For example, instead of pricing your product at \$19.95, price it at \$19.97. Or better yet, he advises dropping the change altogether and pricing your product at

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\$17.00 or \$27.00 or \$97.00. His research supposedly proves that the number seven dramatically increases sales.

Even more remarkable is how many marketers accepted this fallacy as gospel, without doing any real testing of their own.

I have no idea what scientific formula Ted used to arrive at his conclusions, but with all due respect to Ted Nicholas, his theory's a bunch of bull!

How do I know? Because I thoroughly tested his theory myself

and discovered no discernible difference in response or profits.

I also base my conclusion on perhaps the greatest authority in marketing: Television infomercials.

If you want to see marketing at its absolute finest, watch television infomercials. Yes, I know many of the products are garbage and don't work as advertised, but the marketing itself is simply brilliant! And their market research is second to none.

In other words, producers of television infomercials are masters at pricing products for optimum response.

And almost without exception, every infomercial I've watched over the years, regardless of the product, have prices that end with a five or a nine. For example, \$29.95, \$39.99, \$249.95.

Of course, you don't have to take my word on this, you can check it out yourself at:

<http://www.AsSeenOnTV.com>

This website features literally thousands of the famous tv products you've seen advertised over the years. Just check how they price their products.

And I'll take it one more dramatic step further. I'm sure you've heard of Ron "Veg-O-Matic" Popeil. But just in case you haven't, I'll give you some background information.

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Ron Popeil is the undisputed "king" of infomercials and a multi-millionaire many times over. Over the last 40 years he has sold more than a billion dollars worth of products. He was voted by "Self" magazine readers as one of the 25 people who have most influenced the way we eat, drink and think about food.

The 70 year old Popeil is still going strong, his latest product, the "Showtime Rotisserie and BBQ"—which he invented—flies out the door by the thousands every week.

Here's his website:

<http://shop.ronco.com/>

Again, check out how he prices his products.

This man has sold more than a billion dollars worth of products, so I would say he's got this pricing thing pretty well mastered, wouldn't you?

In conclusion, the number "7" may be lucky in dice, but in marketing, it's just another number!

Facts and Fallacies of Strength Training for Golf

By Troy M Anderson

Facts and Fallacies of Strength Training for Golf by Troy M Anderson

Various aspects of golf training have expanded rapidly, but one area of development that has caught on somewhat slowly is golf-specific strength training. Not until very recently has this specific need been addressed. As with many things, it started at the top with pros like Tiger Woods and David Duval and began to trickle down to the masses over time. Unfortunately, many golfers still live under the old assumption that strength training is detrimental. The truth is that the days of simply practicing and playing to make yourself a stronger and better golfer are from a bygone era. I am not trying to diminish the fact that ultimately golf skills are the most important aspect of golf, but improving your swing performance will only get you so far. If you want to develop into the best player you can be, you better get with the program—a strength training program, that is.

Let's take a look at a few of the fallacies that may be holding some of you back.

Fallacy #1: Resistance training will cause a loss of flexibility.

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Fact: It is a proven fact that full range of motion resistance training will actually improve your flexibility.

Fallacy #2: Resistance training will result in "bulking up".

Fact: Performing resistance training by itself will not cause the development of excess muscle mass; additional caloric intake is also required. Some individuals are under the impression that lifting heavier weights for fewer repetitions will cause this "bulking-up" phenomenon. This is also false. As a matter of fact, lifting heavier weights for fewer repetition is one way to gain strength without adding "bulk". Therefore, if you are involved in a program designed to develop stability, strength, and power specific to the needs of golf, you have absolutely nothing to worry about.

Fallacy #3: Resistance training will have adverse effects on your swing.

Fact: Performing resistance training can actually have a positive effect on your swing. Resistance training helps develop what is known as kinesthetic awareness, the ability to detect bodily position, weight, and movement of the muscles, tendons, and joints.

Fallacy #4: Swinging a weighted club will produce more specific strength gains than performing a resistance training program.

Fact: If anything, swinging a weighted club will produce an improper swing. The compensation required to swing the weighted club creates faulty swing mechanics and firing patterns. Also, most weighted club programs call for using the clubs at slow speeds. The problem with that is when golfers tee up, they are not trying to drive the ball with a 50–75% swing. They want to all-out blast it down the fairway with a powerful 100% swing. If the name of the game for golfers is club head SPEED, using a heavy club and a slow swing to gain strength won't work. To gain strength and develop speed, you have to train for speed.

Fallacy #5: It takes too much time.

Fact: You can't afford not to start a golf-specific flexibility, strength, and conditioning program if you desire to be the best golfer you can be. Depending on your individual starting point, you may be able to make progress with as little as a 1 ½ hours training time per week. A small investment that will reap huge dividends on the course.

Hopefully, reading this article helped shed some light on the truth about strength training for golf and how it is NOT detrimental to your game, but more than likely, VERY beneficial.

Troy M. Anderson, B.A., PES, CPT, IACPFT, is the owner of Integrated Evolution, LLC, in Tempe, AZ. The #1 goal of Integrated Evolution is to provide individuals with solutions to their performance enhancement needs. For more golf fitness tips, subscribe to Blue Collar Fitness Report at www.integratedevolution.org and download your FREE Reports The 8 Keys To Golf Fitness Success and How To Build The Perfect Athlete For Any Sport - GOLF. Troy maybe contacted at integratedevolution@cox.net or called at 480.227.8090.

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