

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**The Yin & Yang of Internet Marketing**

**By Esther Smith**

**The Yin & Yang of Internet Marketing**

by: **Esther Smith**

Westerners believe opposites flow in a natural cycle always replacing the other. They tend to look at things as black or white, right or wrong, up or down, giving a separation and unrelated-ness in their perspective.

Chinese view opposites as evolving and cycling. There is neither right nor wrong, but rather there is balance, transformation, interaction and a dependent opposition. Think of it as a duality that cannot exist without both parts.

Now let's apply this theory to Internet Marketing. When I first came online I subscribed to many Ezines and Newsletters and didn't always pay attention to the ads, but I did read the articles and editorials. They were my "information hotlines" and why I subscribed in the first place.

It wasn't long before I discovered ezine article submissions. Here then is the Yin & Yang of Internet Marketing: all publications need content — all content (articles) need publishers. Now I could put the two together in a duality that could not exist without both parts.

So I began to write articles and submit them to various publications. Every article contains a short bio of the author and their business. It also includes a website and email address. What a great way to promote! I began getting more visits to my website and more subscribers to my Newsletter. This became a chain reaction with every new article and every new submission.

But more importantly, the visitors to my website were qualified leads already interested in the subject material of my article. How did this happen? Because my article was chosen by John Doe, publisher after determining that it matched his target market! Auto dealers don't look for health product articles, right?

When people read a well-written article, they view the author as an expert. Publishers looking for content are no different. Many do not have the time or inclination to write, but they want to publish an expert, not a nobody.

Start putting your website in front of thousands of qualified customers today. You can have: infinite promotion of your program the position of an expert link popularity free ad more subscribers

C'mon. Try it. Write now.

© 2004 Esther Smith

Esther Smith is editor of Partners-For-Profit Newsletter and copywriter for The Permanent Venture. Each publication of PFP get a weekly diet of marketing and advertising reports, free bonuses, ad space and resources for all their Internet needs.

More Articles by Esther Smith

### **What is Qi? (How to Get More Energy)**

**By Brian B. Carter, MS, LAc**

#### **What is Qi? (How to Get More Energy) by Brian B. Carter, MS, LAc**

This is one of the most common questions Americans ask about Chinese Medicine, and not an easy one to answer. Qi (pronounced "chee" and sometimes spelled 'chi') is possibly the most essential and the most controversial aspect of Traditional Chinese Medicine (TCM). Biomedicine often feels it can quite easily dismiss parts or all of TCM by maintaining that modern science cannot verify the existence of qi. The false idea that qi is an 'energy' like electricity has worsened this controversy.

Is Qi Energy?

Some TCM practitioners say qi is 'energy.' This is not too bad of an explanation. But don't go away thinking we believe there are electrical circuits running through your body! Some scholars (D.E. Kendall, and Paul Unschuld) maintain that the idea of qi as 'energy' was a mistranslation from the Chinese.

Then What is It?

In terms of basic TCM ontology ("what exists"), Qi is one of the four basic constituents of the body:

Yin Blood Qi Yang

(Yin and Blood are substantial, yin is cold; qi and yang are functional, yang is hot)

## The Yin Yang of Internet Marketing

Consider this convenient car–engine analogy: Yin is water from the radiator to cool the engine, blood is oil, qi is the force that moves the pistons, and the engine can be said to be in a yang state when operating. Perhaps the explosion itself is yang, while the force of the explosion is qi. We can also say that the gas contains a qi that has yet to be utilized.

(In the actual chinese character for the word, qi is the steam rising from a cooking pot of rice. I hope that explanation made sense to ancient Chinese, because it doesn't make much to me! To be fair to the ancient chinese, we can think of the steam coming from the rice as being less substantial, more yang than the rice itself, but still...)

### What Happens Without Qi?

Another way to understand things is by their absence (darkness is defined as the absence of light). Without sufficient qi,

- \* your digestive system cannot break down food or transport nutrients to the rest of your body
- \* you become easily fatigued and are always tired
- \* you lose your appetite
  
- \* your limbs are heavy
- \* you might wake up frequently at night because you need to urinate
- \* academic/organizing thought is difficult or impossible
- \* everything is overwhelming (you cannot 'digest' what is going on)
- \* you tend to worry (the emotional component – TCM is a holistic medicine that does not separate body and mind)

### How Do I Get More Qi?

The proper diet goes a long way. TCM dietary principles are too complex to cover here (I must say though that it is surprising to many patients, perhaps because vegetarianism is thought to be synonymous with alternative medicine, that TCM advocates eating meat and mostly cooked foods).

Herbs that increase the qi include ginseng, and codonopsis.

Avoid activities that drain the qi – Be sensible about your energy expenditure by living a balanced life; don't be too sedentary or too active. If you are a couch potato, your qi can't flow without exercise. If you are a type–A personality, relax and don't use yourself up too early in life – you may live to regret it!

Acupuncturist, herbalist, and medical professor Brian B. Carter founded the alternative health megasite The Pulse of Oriental Medicine (<http://www.PulseMed.org/>). He is the author of the book "Powerful Body, Peaceful Mind: How to Heal Yourself with Foods, Herbs, and Acupressure" (November, 2004). Brian speaks on radio across the country, and has been quoted and interviewed by Real Simple, Glamour, and ESPN magazines.

Related Content:

Read more Content at

Related Products:

: A genuine resource center for Quality Ebooks and Softwares



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**