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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Tinkers to Evers to Chance

By Bob Osgoodby

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Chicago Cubs infielders Joe Tinker, Johnny Evers, and Frank Chance formed the most memorable double-play combination in the history of baseball. In our marketing efforts, we can learn a valuable lesson from this "double-play" concept.

While email is nice to use in your ads, it is not structured, and you may not get the information you really need. You can have them reply to a specific email address or to an email with a special address such as: bob@adv-marketing.com?subject=BOB1234 this will allow you to act upon that email. If you use a mail reader such as Eudora, you can automatically send a response to any mail with the subject BOB1234. Of course, you can have different offers with different subjects work the same way. This can also work wonders for tracking purposes so you know where your leads are coming from.

Another way, is to have your contact information point to your web site where you have a form they can fill out.

The form will allow them to send you an email in a precise format. Example – When someone subscribes to one of our Newsletters, we get the information in exactly the same format from everyone who subscribes.

Will you lose an occasional customer who won't visit your web site? Sure, but they're probably "tire kickers" anyway. If you provide a link in your ad to the precise page to fill out the form, the loss will be minimal, and the benefits will far outweigh any potential loss.

Since the information is now in an exact format when received as an email, there are things that can be done that would be extremely difficult to do with regular email. When fielded by your email system, the first thing done is to immediately send a confirmation notice that it was received. This is your first contact back, and it lets them know they have made contact.

Various email programs allow you to filter messages and act upon the keywords you select. When an email is received that matches the keywords, the next player in this double-play combination automatically stores the message in a special mailbox that will

be used in the third part of this process.

When the email has been transferred to this mailbox, you can then capture the information you wish, and place it in a file or data base. Once there, you can use this for follow up purposes. You can do this final step manually, depending upon your time available and the volume received. If you get a large number every day however, you may wish to invest in some software that can do this for you.

Sure, you can use autoresponders that automatically follow up with multiple emails for you, but for the most part, they are becoming passe. I call these "nag notices". Many times, they create the opposite effect of what you hoped for, and some people simply block all email from the domain that sends them.

To follow up yourself, you must have an email account that allows true "Post Office Protocol" (POP). If your ISP doesn't support this, you can get one for about \$5 per month. Combine this with some free software from Eudora, and you are in business.

Anyone will tell you that "follow up" is one of the most important things you must do when trying to do business on the web. This "double-play" can be the difference you need to win the marketing game.

Registry Cleaner: Protection for Your PC

By Irene Graham

Your personal computer saves all the processes that are happening within it. The operating system has its own log of these programs running, and changes that are happening within it. What is a registry

cleaner? First you must understand what a registry is. A registry is an applet within your compendium pack of an operating system. Within the term itself a registry registers the processes that take place. It also takes note of the automatic processes that are happening in your PC and are running in the background. Think of the registry as a big notebook of your PC's to-do list and it logs everything into it.

Why a registry cleaner important? Registry cleaners are important because it protects your PC from other processes that are not considered viruses, but can be harmful to your PC. Is your computer slowing down without your knowledge? Are you having errors that are not distinguished by your anti-virus program? Your PC might be affected by applications that are running without your knowledge. Registry cleaners are a must!

Your PC might be inflicted by Adwares, Spywares and Spambots. In addition, your registry might be littered with logs that commands your PC to execute these files. A registry cleaner is needed to clean some of these programs. Registry cleaners detect errors in your PC. Registry cleaners help your PC function properly and registry cleaners detect errors, and deletes and/or fixes them. For your PC to function in its optimum performance, you must have a registry cleaner. The basic programs that your PC should have in order to function properly should be: anti-virus software, firewall, anti-spam, and a good registry cleaner.

When your PC suddenly has a mind of its own, it might have caught a Spyware, or an Adware from the internet. Spywares and adwares are small programs that download themselves from the internet to your PC. They affect your PC's registry and a registry cleaner can possibly fix the errors that they cause. Spywares monitor your PC's activity, the programs running, registry information, websites visited. Adwares are annoying pop-ups and spam mails. Registry cleaners often block these from proliferating in your PC. These programs are not considered virus by your anti-virus, but it tinkers your PC's registry, and sometimes cause errors.

A registry cleaner fixes bugs or errors that are inherent in your PC. If you don't have a registry cleaner, your PC will function at a slower rate. Also, without a registry cleaner, a PC will be inflicted with many annoying programs that run on the background. A registry cleaner scans, identifies and fixes the bugs that are contained in your operating system's registry. Some of the bugs in your PC are actually from other programs that you have installed. Sometimes, your PC is running programs that are non-existent anymore. Installation and uninstallation processes also affect your PC's performance. Registry cleaners also deal with these errors. Sometimes, files are corrupted when you uninstall. Some PC's even restart on their own, behaving erratically and uncontrollable. If you have these problems, you need a registry cleaner.

Registry cleaners are softwares. You can download free registry cleaners in the internet. But it is advisable to buy a licensed registry cleaner because it offers better technical support. Crashes are inevitable without registry cleaners. Losing all your data, or having a corrupted program is a nightmare, so be wise, have a registry cleaner! Your personal computer saves all the processes that are

happening within it. The operating system has its own log of these programs running, and changes that are happening within it. What is a registry cleaner? First you must understand what a registry is. A

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Irene Graham is the owner of

Free Internet Eraser

. To learn more about using registry cleaners to

protect your PC, go to: <http://free-internet-eraser.com>



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