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

Travel Answers

By Jane Stokes (Courtesy of News Canada)

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(NC)–Here are the answers to this season's most frequently asked questions:

Internet Issues

Q: Am I missing something if I don't use the Internet to research and book my vacation?

– Peter T., Winnipeg

A: Opinions on this vary widely, so let's start with researching. The Internet is one of the easiest ways research destinations and it makes planning a breeze. Paying money over the Internet is the larger issue, although millions of people are doing it every day. Its main strength as a booking instrument is the ability to find unpublished accommodation at attractive prices. Buying from a Web site is not a guarantee however of the best price available. There are comparative deals with traditional channels too, including travel agents who can give you face-to-face advice and will be your advocate if something goes wrong. The middle ground is a Web site that offers the option of "live" personal assistance. If you do buy on-line, a general rule of thumb is to buy from a Canadian source, in Canadian dollars. If prices are quoted in a foreign currency, double check that your conversion mathematics is correct.

Cruising Comfort

Q: On cruise ships do we need to worry about a lot of second-hand smoke?

– Jane R., Barrie, Ont.

A: It depends on the cruise line and where you are sailing. Europe, Mediterranean and Asia Pacific cruises have more relaxed smoking rules, but if you choose any of the mainstream, American-based

cruise lines, chances are you will not encounter second-hand smoke until evening in some of the clubs and bars. Restaurants are generally smoke-free but the casino is not. Cruise advocates will tell you that the ratio of non-smoking areas has been increasing with every new ship. If a non-smoking environment is a top priority however, choose one of the Caribbean cruises offered by the MS Paradise. It is the only totally non-smoking cruise ship in the world and this season passengers can book either an Eastern, or Western Caribbean itinerary. The luxury, US\$300 million, 2,052-passenger MS Paradise delivers a commendable cruise experience and is one of the more recent additions to the Carnival Cruise Lines fleet.

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Seven Simple Questions to Build Your Site's Sales

By Raynay Valles

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Do you know the answers to the following questions?

1. How many visitors come to your website?
2. How many of your visitors buy from you?
3. Who referred your customers to your website?
4. How much does it cost you to get a customer?
5. How effective are your current marketing tactics?
6. What's next?
7. How will you measure results?

Travel Answers

If you don't know the answers to the questions above, you're not alone. Approximately 50 percent of business website owners don't know the answers to these questions. Because they don't know the answers, they throw money away on ineffective marketing.

If you DO know the answers to the above questions, you have a potential edge on your competition. You have the information needed to make marketing decisions that can increase your sales.

Raynay Valles works with website owners to build sales, not just traffic. Email her at <mailto:rvalles@jawdrop.com> or visit <http://www.jawdrop.com>

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