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**Trinkets, Locketts And Empty Pockets**

**By Dean Phillips**

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It never ceases to amaze me how many people set-up a website, without any type of plan or clue about how to promote it, how to write a sales letter, how to write an ad—nothing!

Even more amazing is how many people try to conduct business online without any money.

The other day, I received an e-mail from a woman named Nadia inquiring about my E-mail Consultation Service.

In her e-mail, she explained she had "empty pockets" and couldn't afford my subscription fee. However, since her ancestors were gypsies, she had plenty of jewelry and she'd be willing to pay me with a few "trinkets and lockets," in exchange for my help. I politely declined her offer.

I get my share of crazy e-mails, so I have no idea if that one was a hoax or not. I'm assuming it was, since I never heard back from Nadia. Besides, I get so many e-mails every day from people asking me for free help and advice, I generally skim over them quickly and delete them.

People, listen to me, please! You can't conduct business online or offline without any money. You just can't do it! Now I'm not saying you need thousands of dollars—although that wouldn't hurt.

However, you need to at least have two or three hundred dollars in the bank to work with.

It's a myth that you can make money without having any money—just a myth!

The number one reason why most businesses fail is because they're undercapitalized. They come online with just enough money to buy one ad—hoping to make a killing!

If that ad happens to be a success—bingo, instant cash flow! But if that one ad fails, just like that, they're out of business.

I know you're excited about your new business, and you can't wait to get started. However, instead of rushing into things, take a few more weeks or months to save up a little more money, and then get started.

Doing it that way does require a little more patience. But by having a little money to fall back on, you give yourself a greater chance to succeed, and in the long run, you'll be a lot better off!

### **History Of Charm Bracelets**

#### **By Frank Hague**

The historical custom of wearing charm bracelets dates back millenia, and though the materials and designs on them have changed, the concept itself has never gone out of style.

This form of jewelry initially had a religious function, and dates back to the prehistoric era. Based on data from Elizabeth Florence, president of the Jewelry Information Center, charm bracelets were first worn by Assyrians, Babylonians, Persians and Hittites from 500 to 400 B.C. Those charms were created from lapis lazuli, rock crystal and other locally-available gems and were inscribed with symbolic designs, like figures of gods, humans and animals. They were closely associated with magical spiritual powers and served as protective talismans.

As time passed, charms diminished in religious significance and became fashion jewelry instead. The Victorians of the 1890's spurred a renaissance of charms, due to their love of elaborate and intricate clothing and jewelry. Queen Victoria helped fuel the craze by wearing a charm bracelet of tiny lockets holding family portraits.

A second revival of charm bracelets occurred in America in the Second World War era, as soldiers

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stationed abroad acquired charms as souvenirs from the European cities where they were stationed and brought these trinkets home as presents for wives and girlfriends. The fashion trend continued well into the 1950's.

Charms have never entirely gone out of vogue, and are becoming increasingly popular today as personal keepsakes in an increasingly mass-produced jewelry market. Popular themes include horoscope signs, birthstone charms, travel souvenirs, and family keepsakes. Many women begin their charms collection when still in childhood, and the charm bracelet grows along with them, reflecting hobbies and experiences. A charm bracelet can hold a tiny replica of a sports trophy, a wedding bouquet, or even lockets holding family photos.

As well, charms are popular gifts because of their affordable cost. An intricate silver charm can be found for less than 10 dollars, though it's possible to spend 100s of dollars on a 18k gold charm set with gems.

Italian charms, a genre in and of themselves, don't dangle from a chain like traditional charms. Instead, each pattern is soldered onto a flat link which snaps onto an extensible bracelet. The patterns consist of letters, symbols, pictures, precious gems, or even have enamel pictures painted on them. Charms can be snapped on and off these modular bracelets to come up with new configurations to match different moods and outfits. These bracelets are traditionally manufactured of stainless steel, though the more expensive ones come in 18k gold. Each italian charm is of a standard interchangeable size and the resulting bracelet can be customized to any woman's wrist; the smallest size holds seventeen or even less links, a medium eighteen, and a large nineteen or even even more.

There are different corporations which make Italian charms, however all brands are supposed to be interchangeable on the basic bracelet. The "starter" bracelet of blank links costs around 5 dollars, and on the average charms run 15 dollars and higher. Ironically, China also manufactures a great number of these "Italian" charms, and while they are popular due to their low price, a select few consumers

report occasional oddities like reversed images and off-size fit on the standard bracelet.

Frank Hague is a self-professed connoisseur of Italian Charm Bracelets.

<http://www.italian-charm.info>

<http://www.italian-charm-bracelet.info>

<http://www.italian-charms-now.info>



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