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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!**

**Wealth Knowledge & Power - Lost Secrets From Ancient Masters**

**By Eric Wichman**

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Behold! He with the light cometh!

He shall light thy darkest night, illuminate thy muddled confusion, and he shall uncover all that hides from thou. He who holds the knowledge of the ancients comes quickly to you. Be not afraid, for he brings hope. Tremble not, for he will calm you. You shall see as a blind man cured. Riding close behind comes with him the mysteries of wealth, knowledge, and power.

OK, so do I have your attention? I called you to read the ad and take action didn't I? I made you "want" to read more, to "see" this light so to speak. Don't feel duped...J You have not been. What I present here is a simple psychology behind the reason someone responds to an advertisement. The "Lost Secrets" I refer to are right in front of you.

When you write a headline you must grab the readers attention within 2 seconds. That's it! You get no more time. Do not stop, do not pass go, and certainly do not collect your \$200. Certainly do not believe anyone who will tell you differently. To get your prospect to your offer your ad must be enticing, yet present a certain "hope" to the reader that what lies on the other side of the text is a solution.

But, it should not be just any solution. This solution must solve a specific problem. There is no other reason to entice your prospects. You can think of tons of needs and wants but the simple, cut and dry, black and white of it is that your customer "needs" a "solution" to a "problem".

This problem could be anything as simple as a new computer chair to the much more powerful and complicated ink pen. Every pun intended...J The pen offers you the ability to write, and what you write will be ads. Not just any ads mind you. But prospect pulling, customer converting, sales exploding ads.

Using the power of the pen, and the written word has caused wars and saved lives. It has placed a value upon every real and conceivable thing on the planet. When you see the written word it pulls you into it's meaning. Too often today we are bombarded with advertisements that SCREAM at you to Buy, Buy, Buy Now! Get Rich Quick! Make Tons Of Cash Sitting On Your Duff! Either the guys that write

these type ads are desperate or they are idiots.

Get real people. It doesn't work as good as well written, enticing, hope giving, problem solving, ads. Simple as that. Who else would try to sell you a SPAM blocker in an email you never asked for in the first place. They would argue that it's clever, or that the sheer number of ads will pull in the money, and make it worth it. They play the numbers game. Are you?

Are you simply throwing as many ads out there as you possibly can hoping someone will find you and your product? I tell you now that doing that is like throwing mud against a wall while standing next to it. Some will stick but most will come back and slap you in the face.

On the flip side of this advertising coin are the people who really don't care. They are after, and only

want one thing. Your money. They couldn't care less whether they were providing a service to someone, or solving someone's problem with a "win-win" solution. This causes the real solution provider much grief and increases the distrust between the consumer and the salesperson/advertiser. Ultimately it makes the job of the "real" business owner that much more difficult.

Two of the oldest business ideals around are Quality and Quantity. Which one do you use in your business? Which one do you believe in? If you are of the latter group, than please stop reading this article right now. The internet would be a better place without these types of advertisers. Unless of course you are ready to change your world weary ways.

People are tired of reading ads that SCREAM at them. A few examples are:

- ALL CAPS!
- Excessive Punctuation!!!!!!
- Make 10 Million Dollars By This Time Tomorrow Night!
- Incorect Speeling!

Nothing turns a potential prospect off more than these types of ads. Yet we see them day in day out. Everyone has their own idea about marketing. Some work, some don't. Some just simply play the numbers knowing they can always get about 1% conversion and don't really care about writing good ads, fulfilling articles, or most importantly, solving the consumers problem.

- You must be credible. Your prospects will know if you are not.
- You must be trustworthy. Your prospects will know if you are not.
- You must be straightforward. Your prospects will know if you are not.
- You must offer hope of a solution. Your prospects will know if you are not.
- You must be believable. Your prospects will know if you are not.

You must realize... Your prospects are not stupid!

I started to explain the solution principle to you when I described the chair. You don't normally purchase a chair because it's pretty, or it because it matches the drapes. You don't purchase a chair

because it was on sale or even because you save money. In fact, you don't buy the chair at all. You invest in the solution it provides. Remember this and your sales will show positive results.

Invest in your customer first and he or she will invest in you and your product or service. Show credibility and trust, and your prospects will be more likely to purchase from you rather than your competitor. Be ethical, honest and straightforward in your ads and your bottom line will increase exponentially.

The old adage, "The customer is always right." Is only part of it. The customer is always looking for a solution. Provide it to them and they will thank you for it with their order.

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## **Preventive Medicine – Ayurveda**

**By Robert Bruce Baird**

### **Preventive Medicine – Ayurveda by Robert Bruce Baird**

It should not be hard for anyone to imagine that man sought medicine to maintain life and gain knowledge since the time of his being pre-hominid and eating plants while learning which ones killed him. Your puppy or kitten will show this when it goes outside for the first time and eats grass to help its gastrointestinal processes. The Therapeutae of Pythagoras who some say developed the pentagram were learning from far more ancient insights that were being lost and we have lost a lot of the knowledge of healing he had in his chanting or 'Singing of the Spheres'.

Ayurveda includes the use of herbs and plants combined with psychic arts of a healing nature. The proper practitioner includes psychology as part of the diagnosis and getting the patient to use their own mental or soulful energy. It comes from very ancient shamanism and has many names for its practice. This art is called ayurveda in India, and it has Taoist and Yogic corollaries.

When I lived in Vegas I grew Aloe Vera, and its Vitamin E may be part of why it works to heal so many things. Comfrey tea is something my brother took to help a broken leg that wasn't healing in the traditional medical approach. There are many ways to enhance the immune system along with our natural ability to heal and help each other. 'Cleansing' auras or meridians of 'Chhi' or pranha, positive visualization and what is sometimes deemed wholistics have been available for longer than books or

politicians were practicing their questionable arts. The ancient priests and shamans who were corruptible became even more so as this knowledge grew. The Inca's 'magic' and healing may have been one of the best balances of knowledge and compassion ever exercised on behalf of every citizen.

Can you honestly say you trust the future of gene therapy and near immortality to our current system? Do you want more transparency or honesty? Shouldn't we all become 'informed consumers' and have alternatives considered when they make sense? Much of what Western doctors learn about anatomy and diseases is easily input and reacted to by modern computer and diagnostic tools. Can you imagine them ever putting these things in the public forum and trying to engage us all in honest dialogue that might diminish their power, money and influence? In China you don't pay the doctor when you are sick and preventive medicine is the rule. Bill and Hillary Clinton tried to emphasize 'preventive medicine' and ran into the same kind of lobbying that George Bush and Dan Quayle saw when they ran with a commitment to institute 'tort reform' in the legal system.

There are forces in society which seek to keep certain knowledge hidden or what one might term 'occulted'. We do need to learn to stop these shelving efforts that would rather have a monopoly and power before seeing all mankind capable of greater things.

This is an entry of my encyclopaedia which can be found at [World-Mysteries.com](http://World-Mysteries.com)



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