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What Happened When I Allowed The Mad Hatter To Take Over My Online Marketing...

By Jim Green

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Returns had been steady since I created www.howtoproducts-xl.com back in December 2004. Steady, but not spectacular, so I decided to conduct a survey.

What I did was to mail those visitors who had taken up my freebie offer but hadn't made a purchase. They were presented with three optional price bands for each of ten products and asked to tick the one that best reflected value for money for each individual creation.

The market spoke up and it was clear that I was in danger of over-pricing.

However, it is wise to exercise caution when playing around with your pricing structure so soon after a launch. Do it overtly and some will accuse you of being a rip-off artist; others will say you don't know your 'a' from your 'e' (which I patently did not).

So I decided to adopt a softly-softly approach and engaged the services of a marketing specialist: the Mad Hatter.

I set him loose in my store and he returned with his alarming verdict;

"Lop 50 percent off the price of all ten products".

Hold up, I thought, but I allowed him to proceed anyway...

The result: Returns graduated from steady to spectacular: sales on the ten products in question tripled and overall returns were up by 300 percent over a 7 day period; just peachy when you are operating on a 100 percent mark up.

That's the beauty of selling your own personally generated intellectual properties. You can react to market forces and adjust pricing without the potentially nasty side-effects you incur when marketing other peoples' produce.

The Mad Hatter's strategy is available for viewing at the website featured in the resource box.

Jim Green is a retiree, entrepreneur, and published author with a string of bestselling hard copy titles to his bow including his latest 'Your Retirement Masterplan' ISBN 1857039874.

<http://howtoproducts-xl/madhatter.com>

Do you know WHAT MAKES ME MAD?? It makes me SO MAD I just want to...

By Dr. David Thomas

Do you know WHAT MAKES ME MAD?? It makes me SO MAD I just want to...

Sound familiar? If you want to manage anger, the only way of doing so is to listen to your self-talk. This doesn't mean listening to yourself talk. It means listening to your SELF-TALK.

It's quite true that anger is created from within. No matter how much you say—"She made me mad!" "It makes me so mad when..."—the anger comes from YOU, not it or she.

Our thoughts about "it" or "she" is actually where the anger comes from. And by changing our thinking we can change the way we feel (for example, instead of angry or enraged, annoyed or irritated..)

Doesn't it make sense, then, if anger is created from within that we have the power from within to keep from getting angry? The answer is a definitive YES.

By adjusting how you think about a situation, to listen your self-talk, is how you keep yourself from getting mad—period.

How? By listening for demands. What are demands? They're easy to spot. They tend to express themselves in words such as SHOULD, ought, must, have-to, need.

Depending upon the context and situation, when these words or thoughts are used they will create anger.

Whether you use them on someone or someone is using them on you, a sense of anger, rage or mad evolves from these words/thoughts of demand when things don't go your way.

There are numerous examples of how this is true, but here is a simple one that most everyone can relate to:

You're driving in rush-hour traffic, late to get home. Another driver cuts you off, almost hitting you, so he can run a yellow light that actually is quite red by the time he runs it—leaving you stopped at the

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light and cursing the driver as he speeds away.

Your immediate thoughts are: "What an idiot! People like that shouldn't be allowed to drive!! He's an accident waiting to happen. They ought to lock him up!!"

The word -should- creates anger because of its demanding nature. Simply stated, the situation is history. Yet, by saying it shouldn't happen you're demanding that reality not exist as it does, lousy as it may seem. Bottom line: it happened as it should based upon all the events that led up to it happening.

Instead if you approach the situation without demands then your reaction will change appropriately. You may wish he didn't drive that way, you may prefer it, but he's driving that way...so don't deny the reality of it!

It may be illegal, but it's his choice to drive that way. You'd feel much better to accept it and not demand anything to the contrary.

This works for anything in life. When you "should on somebody" you're creating anger for yourself (or them) when it is totally un-necessary.

When you knock off the demands, shoulds and oughts, you'll notice a difference. It would be nice if things always went the way you want them to go, but that isn't reality, so become more tolerant by listening to your own thoughts and you'll start to see anger withering away.

Dr. David L. Thomas, LMHC

Dr. Thomas is a Licensed Mental Health Counselor with a practice in Tampa, FL. He has been counseling people to feel better for over 21 years. This article is posted at

. He

is also the co-author of Quit Smoking-Be Happy!--see

to learn more.

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