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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!

Who Determines What YOU Do?

By Darlene Styers

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Who determines what YOU do?

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Can you be persuaded to do something another wants of you?

Well . . . the world of marketing tries everyday to get us to do what they want of us. Over time this causes us to subconsciously set up our defenses against this daily bombardment of marketing messages . . . whether it be by television, eBusiness, radio or whatever.

Take a look at a few of these techniques battling for your attention and money.

Yellow page ads

Newspaper and magazine ads

Postcards, catalogs, and direct mail circulars

Radio pitches interrupting the flow of your music

TV ads – about 20 minutes worth per hour now

Hundreds of storefronts, "mega" malls, and strip malls

Highway billboards by the thousands

Circulars hung on your doorknob

Illegal signs on stop signs and telephone poles

Legitimate email messages

Spam email or UCE (unsolicited commercial email)

That's enough to cause "overload"!

Who Determines What YOU Do?

Have you developed defenses against even looking or listening.

Do you dislike listening to or looking at a sales pitch as much I do? In your eBusiness, how can you get through these defenses set up by EVERYONE?

Hit people with your message more frequently?
Get more sly or sneaky?
No way!

How about these suggestions:

1. Build yourself credibility as someone knowing what you are talking about.
2. Communicate in a way that will reduce fears of doing eBusiness with you.

What d'ya think? Would those two items help others to trust you?

Big Question . . . How d'ya do that?

In one word . . . Trust.

How often do you do business with someone you do not trust?

How do you gain this trust and credibility?

There is no doubt that writing and promoting Articles can place you a step above the crowd. When you read the newspaper or magazines, which carries the most weight . . . ads or articles? Articles catch my attention because they aren't trying to sell me anything.

I don't like to be sold ANYTHING.

Why does an article create trust and confidence in the readers?

It tells your reader you are interested in providing helpful information . . . something more than simply

selling something.

In a nutshell, writing and publishing articles permits you to get through those defenses set up as a result of this constant bombardment of ads thrown at us.

Let's review:

Articles create confidence and trust . . .
your best tool is writing an Article.
Articles create credibility. . .
appears as news, interesting and trustworthy.
Articles set you apart from your competition . . .
who are part of that ad bombardment crowd.
Articles providing helpful information . . .
help to solidify relationships.

Need more traffic to your website or affiliate links?
Use Articles to drive Thousands of new visitors to
your website without spending a dime on advertising!

Darlene Styers is Owner and Publisher of iNetProfitz
Marketing Newsletter. <http://www.inetprofitz.net>
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Web Source Web Design Tips – Creating A Customized Marquee

By Shelley Lowery

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The MARQUEE tag is used to scroll text across a web page and is only supported by Microsoft Internet Explorer.

You can change the background color, width, the number of times your message will scroll and the speed that your text scrolls, by adding the following attributes within your MARQUEE tag.

BGCOLOR="#CCCCCC" – background color

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LOOP – Determines how many times the text will scroll.
–1 is indefinite and will continuously scroll. You can set this to whatever you'd like.

SCROLLAMOUNT – Determines the speed your text will scroll.

WIDTH – Determines the width of your marquee.

width="100%">Example Marquee

Shelley Loweryslowery@web-source.net Tip provided by: Web Source: Your Guide to Professional Web Design and Development. <http://www.web-source.net>



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