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**Why "Awareness Programs" Stink!**

**By julie rayburn**

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I am writing this article at the risk of stepping on a lot of toes! Hopefully you do not have a guilty conscience!

How many letters do you get in your mailbox every week from another awareness program either begging you for money or asking you to participate in an event to help raise awareness? The big ones are the Walks for Breast Cancer awareness, the American Heart Association walks, the American Diabetes Association walks, the Cancer Society, and the list goes on. Just about every foundation has some sort of event that they use for fundraising under the guise of raising awareness about whatever disease they support.

I have a fundamental problem with these events. While I believe that it is good to make people aware of these diseases, I often wonder where all of that money goes. Does it go to fund more useless drug research? Does it go to families that have been affected by these diseases?

What I am sitting here wondering is why is there no solution to these problems yet? Why are the rates of nearly all diseases at an all time high? No awareness of the real cure to these diseases yet? The current way of doing things is simply not working. With the billions of dollars poured into these organizations every year, there is no excuse for the cure to be unknown, yet somehow people still believe that there will be some miracle cure in convenient pill form for breast cancer.

Its not gonna happen!

Save your money because the cure is simple and extremely inexpensive! For years, there have been doctors out there curing people of diseases like breast cancer, Type II diabetes, arthritis, heart disease,

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and all other forms of cancer. It is happening this minute as you read this. And no other cure has been found whose success rates even come close to those cured through the simplest cure of all, changing your lifestyle! According to the Surgeon General, 70% of all deaths by diseases are preventable through lifestyle change. My guess is that number is closer to 90%.

No one wants to hear this because, as with so many things, it is always about the money. Who cares about the thousands of women who die of breast cancer every year. This is a disease that can be prevented and cured through proper nutrition and a healthy lifestyle. So why don't more of these organizations spend their precious dollars on educating people about the real reasons they get sick and the real methods that will cure them of these diseases?

How many more moms, sisters, daughters, and friends do we have to lose to heart disease or breast cancer before they will finally get the clue? How many more fathers, brothers, and sons will we have to watch suffer through prostate cancer or heart disease before people will realize that these awareness

programs are just lining the pockets of a few people and allowing the rates of death to continue to climb?

Why do I feel like I am the only person upset about this? I don't know how many of you are familiar with the story about how the Komen Foundation began. The beginnings are admirable, but I am sure that the founders expected the rates of death to decrease with the rise in awareness. So why haven't the rates of death decreased? That is simple. Because their efforts have been misguided for many years by the interests of big food industries and the medical research community!

The truth is, if you will stop feeding yourself and your family nutrient-devoid processed foods, stop indulging in all of those dairy products, (whose manufacturers and marketers so kindly on one hand donate money to cancer research and on the other propagate the disease single-handedly), stop feeding your family meats that cause disease and are filled with saturated fat and cholesterol, then we can wipe these diseases off the face of the earth!

But apparently there is no money in the truth.

Start educating yourselves because there appears to be no foundation whose purpose is to find the truth and educate the masses about the truth. Their efforts are tainted with the stink of the dairy and meat industries money. Start searching for information to lead you to the truth. Don't buy into the lies and deception of the big money drug manufacturers. There is not now, nor will there ever be, a lab technician smarter than our Creator. Look to Him for your miracle cures because He has provided us with them.

You can find a wealth of information on how to eliminate disease and lose weight through our programs offered from our website at [www.takebackyourhealth.org](http://www.takebackyourhealth.org). You can also search the work of Dr. John McDougall, and Dr. Joel Fuhrman. These individuals are changing lives, and curing people.

There is no reason for 70–90% of the diseases that plague our nation to exist. We have control. We have the control NOW! Today! Why should we keep paying for researchers to search for a magic pill

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while we watch our loved ones be wiped out by preventable diseases!

My advice to you would be, the next time you get a solicitation in the mail from anyone of these organizations is to send them a letter stating that you will be happy to support their organization when they start teaching the truth!

Julie S. Rayburn is a Lifestyle Coach for Vitality Health and Fitness. She has developed a weight loss program that will work for anyone. Go to

to sign up for a FREE seven

day e-class on weight loss and to sign up for the Free monthly newsletter "Healthier Bodies, Better Lives"

### **How To Know If Your Business Card Stinks**

**By Diana Ratliff**

If your business card isn't doing what it's supposed to do - helping the receiver remember you in a desirable way, leaving behind a strong, positive impression of you, your company and your product or service - then it's a failure. It stinks.

And if you're reading this article, it probably does. Stink, that is.

Wonder how can I make that prediction, without ever having seen your business card?

Two reasons.

First reason. People keep business cards that have value -- business cards that, in their minds, have information on a person or product or service that they find interesting or that they think they'll need. It only makes sense, right?

In my opinion, such a business card may be ugly -- or cheap -- or ordinary -- but if someone chooses to keep it (for legitimate business reasons, not for scratch paper), it doesn't "stink".

However, the vast majority of business cards are thrown away almost immediately. According to research I've seen, more than 90% of business cards are thrown away the same day they're received. Less than 1% of business cards are kept more than thirty days.

True, some people throw business cards away because they save the information on them in an alternate format (such as an electronic business card scanner), but most are pitched because they're of no value to the recipient.

In other words, they stink. They're crappy. They're literally worthless.

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Reason two to believe your business card stinks.

I have no statistical data to back this up, but I've often noticed that many business people seem to be nervous or embarrassed when they're actually at the point of handing someone their business card.

Maybe Ms. Business is having a great conversation with a potential customer. She's really excited and enthused about the newest Wonder Widget her company manufactures, and her prospect is smiling and looking interested. But something happens when it's time for her to hand over the company business card.

She grimaces. She hesitates. Her tone of voice changes. She makes some sort of offhand remark like "Well, here's my business card." Instead of eagerly, confidently giving someone this outstanding example of their company's professionalism and credentials, this awesome, amazing business card -- her whole posture and demeanor conveys a sense of embarrassment.

Or maybe you've felt it yourself -- a mental twinge, or an inner voice that says "Maybe he won't be impressed" or "My card isn't as good as my competitor's" -- when the time comes for you to give

someone your business card. Instead of giving someone your company card with poise and assurance, you feel reluctant to actually let someone else see it... and judge it.

After all, that card is your baby. Maybe you were instrumental in the creation of the card. Maybe you've had the business card so long that you've become attached to it. Either way, if someone throws that business card away, or casually stuffs it into their pants pocket without even looking at it, it feels like rejection. If they don't appreciate the card, they don't appreciate YOU.

So... if you're worried that your business card stinks, so worried that you cannot hand it out without fearing that it will be found wanting, and if you haven't had enough positive reactions to reassure you that your fears are groundless... it probably does.

Of course, there are objective criteria to use when evaluating a business cards'... er, "stink factor". And varying degrees of "stinkiness."

For example, business cards that are overcrowded, stink. Business cards that give you no idea what product or service you offer, stink. Business cards that waste the space on the back side of the card may not stink, but they're certainly being underutilized.

And business cards that aren't kept, remembered, and used by your customers or prospects, stink.

Business card expert Diana Ratliff can show you how to create business cards that not only don't stink, but carry the sweet smell of incoming business. But first, visit

to learn how bad your current business card smells!

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