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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!

Why I Love L.L. Bean and How to Follow Their Lead Without Spending a Fortune

By Lois Carter Fay, APR

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Carter Fay, APR

Before school started last fall, I bought a new, monogrammed backpack from L.L. Bean for my niece, Roni, for her birthday. She picked it out. It looked great. Lots of places to keep things organized. Pockets, zippers, places to clip things. When I gave it to her, Roni loved it.

Five months later, one of the zippers broke. Bummer. But L.L. Bean offers a lifetime guarantee on its products so I sent it back and here's what happened...

A few days after I mailed the backpack to L.L. Bean, I received an email from their "orders" department, informing me they had received it.

The next day I received another email saying it had shipped. "Okay," I thought. "We should get it early next week." But to my surprise, a brand new backpack arrived the following day!

And that's not all. Five days later I received a refund check from the company in the amount of \$4.55 with a note saying the backpack was now on sale so a refund was due.

Now that's customer service at its best!

Obviously, L.L. Bean has an established procedure for handling each aspect of its business, as well as a very robust customer relationship management software program to automate the process.

How would you like to be able to automatically thank your customers for ordering from you, remind them to order again, suggest they order an additional product or two, and keep them up-to-date on your new products and services? Well, you can!

And you don't have to be L.L. Bean to do it.

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Surprisingly, all it takes is a good electronic shopping cart. If you'd like to sell your products and services online, keep in touch with your customers and prospects automatically, use the shopping cart to upsell customers to even more products they might not know existed, and do it with ease, Tom Antion's ebook, **HOW TO PICK A SHOPPING CART SYSTEM THAT MAKES YOU MONEY**, is for you. You'll be stunned by all the things a good shopping cart can do.

To give you a little "taste" of the information included in the ebook, here's Tom's checklist for evaluating a shopping cart:

- ==> Will it calculate shipping and tax?
- ==> Does it handle specialized shipping like FedEx and UPS?
- ==> Will it deliver soft and hard goods in the same transaction?
- ==> Does it offer customizable "Return to Shopping" pages without needing custom programming?
- ==> Does it allow you to make special offers?
- ==> Does it deliver receipt and confirmation emails?
- ==> Does it allow multiple order and dropshop emails?
- ==> Does it have a Web-based administration page?
- ==> Does it use encryption technology?
- ==> Does it deliver deasy output to your accounting software?
- ==> Does it have its own associate program or is it easily compatible with other major brands of associate software?
- ==> Does it have integrated upsell modules?
- ==> Does it have an integrated sales and prospect database?
- ==> Does it have broadcast email capability?
- ==> Does it have mail merge capability?
- ==> Will it deliver your ezine/newsletter and automate the subscription process?
- ==> Can it handle coupons and other discounts?
- ==> Can it work for multiple websites with no extra fees?

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- ==> Does it have unlimited and fully integrated autoresponders?
- ==> Does it have Ad Tracking tied to actual sales?
- ==> Will it rotate ads for you and tell you which one makes the most money?
- ==> Can the order form be customized?
- ==> Will it do automatic recurring billing?
- ==> Does it give you a variety of sales reports?
- ==> Does it have a "Tell a Friend" module?
- ==> Will it allow you to easily make questionnaires and surveys?
- ==> Does it have a pop-up box builder?
- ==> Does it have a printable offline order form?

For more information on how to pick a shopping cart and Tom Antion's ebook, visit <http://www.marketingideashop.com/documents/cart.htm>

Grow Your Own Green Beans

By Catherine Olivia

There's nothing quite like the pleasure of growing, harvesting and eating your own vegetables. Absolutely nothing can be fresher than vegetables that you grow yourself. My family always had a small garden and we grew tomatoes and peppers, some lettuce and eggplant. This year we added green beans to our list of vegetables. My husband and I love them and I found them a "snap" to grow, freeze and cook.

We decided on a pole variety of green beans for our garden. Pole green bean varieties produce for a longer season than do bush varieties. We grew the variety of pole beans called Kentucky Wonder. It was our first year and we were pleased with the amount of harvest that we had from this particular bean. I think that next year we'll try a colored bean, but I wanted to grow Kentucky Wonder this year as they remind me of fresh green beans we had as kids. All colored green beans, ones that are gold or yellow or purple, have the same taste as green beans.

When we harvested the beans I froze what I couldn't cook within a few days. I found that freezing worked well for me. It was easy as all it required was a pot to boil water, a bowl of ice water and freezer bags. We have quite a few string beans in the freezer now, more than enough to last us through for several months. Perhaps next year I'll consider canning them. Where frozen green beans

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are good up to 18 months some experts say that properly canned green beans last up to five years (due to the fact that they are low-acid) although I don't think I'd want to eat them if they're that old. Canning is relatively simple but requires a lot more equipment than freezing does.

Of course the best thing about growing your own green beans is eating them. My husband's favorite green bean recipe is very simple, they're boiled in chicken stock. Boiled, boiled and boiled. Most "gourmets" will tell you not to overcook green beans. This recipe simmers the beans for at least 45 minutes. I drain them add butter, salt and pepper to taste. I don't think that I'll be using any of my frozen green beans in the Thanksgiving green bean casserole though. Store bought canned or frozen string beans work just fine in that recipe. I'll save my home grown green beans for recipes where they'll really shine through.

To learn more about growing green beans please visit



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