

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Writing for Mediocrity

By Heather Reimer

Writing for Mediocrity by Heather Reimer

A while back, an Internet wit compiled a list of signs that you're not spending enough time online. One sure sign is that poor spelling and grammar still bother you. Good one!

Unfortunately, there are no online grammar police ... just you and me, voluntarily dotting our own "i"s and crossing our own "t"s. And since you want to go forth and prosper as an Internet business, you're taking the time to do it, right?

After all, as author Virginia Shea pointed out in her online book Netiquette, "On the Web, you won't be judged by the color of your skin, eyes or hair, your weight, your age, or your clothing. You will, however, be judged by the quality of your writing."

Okay, maybe these days, people aren't as picky as they once were about speaking and writing perfectly. Whether that's okay or not, is up for debate. But if you lose coherency as a result... well, that's going to cost you money and that's not negotiable, is it?

But, for those of you with too many clients and too much money, here are a few guidelines on writing for mediocrity:

1. Do not under any circumstances use the spell check function or have someone else proofread your text before uploading it. That would be a horrendous waste of time and serves no purpose.

2. If you don't have valuable content, don't worry... just substitute fancy fonts, busy wallpaper and lots of blinking banners. Your visitors will be so distracted they won't notice you have nothing to say.

3. If you quote someone, don't bother to get their permission or spell their name correctly. Why? See rule #1.

4. Exclamation marks rule!!! Your readers have likely never seen this tactic before and so will think that urgent punctuation (!!!) requires urgent action (!!!) on their part.

5. Don't be afraid of large blocks of text. Readers see that

dense copy and say to themselves: "Oh goody, I was just running short of things to read!"

6. Bury your lead. This is an old journalism trick practiced by old journalists who couldn't remember the point of their story. This delightful writing style requires your readers to plow through a slagheap of details before reaching the "gold nugget". Internet users are patient creatures with nowhere else to go, so don't hesitate to ramble on and on aimlessly.

7. If you want your readers to take a specific action such as order a product or "click here", don't state that outright. Subtlety is best. Give them the benefit of the doubt and assume they'll know what they're supposed to do.

8. Which brings us to tone. Your written tone of voice is very important. You never want your readers to suspect that a real live person is standing behind their words or, worse yet, standing behind their product. Just pretend you are a robot and the writing will come much easier.

9. Consistently utilize a preponderance of gargantuan words, even in localities where a more diminutive congregation of characters would be sufficient. This method, employed with great success by lawyers, will convince your humble readers that you are infinitely smarter than they are and they will buy your product or service out of sheer gratitude.

By following the above guidelines in writing your text, you'll be moving the world one step closer to the day when the entire web is a syntax-free zone and professional writers (like me)

spend our days fishing cigarette butts out of bus station ashtrays.

Heather Reimer has been involved in print and electronic journalism for over 15 years and is currently the Creative Copy Editor for iGlobalMedia.com, a leading edge affiliate management company. You can visit them at www.iglobalmedia.com.

A Little Bit of Something

By Joyce C. Lock

A Little Bit of Something by Joyce C. Lock

"A Little Bit of Something is Better Than All of Nothing" is a phrase I remember since early childhood. In theory, it sounds logical. I'd rather have a little piece of candy than none at all. Wouldn't we all (unless you're diabetic, allergic or something)?

But, in reality, that phrase has very little truth. Though we still believe in its merit, it really means to settle for second best.

So many times, people settle. They settle for mediocrity in their walk, less than prosperity in their finances, a second rate calling when they rejected the first. They settle for a church closer to home, friends that don't place too many restrictions on their lifestyle, a quick prayer instead of quality time with God. They choose the easy road, a low road, the path of least resistance.

As a result, they choose a life of few blessing and even fewer miracles. They choose to barely squeeze through Heaven's gate when they could walk a life of victory now. They choose to leave loved ones behind, to do everything the hard way, to live a life of heartache and despair. They choose to be their own God.

The truth is, a little bit of something isn't worth much at all.

© by Joyce C. Lock

<http://my.homewithgod.com/blessingsandlessons/>

<http://www.aspecialplace.net/ChristianityMadeSimple/>

<http://groups.yahoo.com/group/HeavenlyInspirations-originalwritings/>

<http://our.homewithgod.com/heavenlyinspirations/heavenlyinspirations-intro.htm>

This writing may be used in its entirety, with credits in tact, for non-profit ministering purposes.

In addition to being a published author and poet, Joyce C. Lock created the religion column, "Christianity Made Simple" for Peru Daily Tribune, continues to write inspirational articles for area newspapers, and shares further in online and e-mail ministries.



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!