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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!**

**e-Business For Dummies**

**By Shahnaz Rauf**

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A business is a business is a business. Here the bottom line is if you don't sell anything, you don't make any money.

Whatever you sell does not really matter, but how you sell it does. Such cliches as selling `snow to the Eskimo` or `sand to the Arab nomad` are very true. You can sell absolutely anything if you do it the right way. The trick is to create a value in your customers mind and... Do it in the right way.

There are only 4 steps you need to follow:

1. Get the right tools – you must have the right tools and you must use them innovatively.

Every trade has its tools... you cannot cook in the kitchen without the right pots, pans and spoons. You need an oven to bake, stove to cook, grill to...

The rest is all a recipe. You need the right tools to make it work.

Similarly to operate Successfully on the internet you need the following tools. Here it pays not to cut corners.

– You need your own domain name and web-hosting for whatever you are selling... Whatever your product,

company websites are simply no go as any successful e-preneur will tell you. Be sure your web-hosting service enables sufficient bandwidth and raw statistics.

– You need a mailing list solution – this is an absolute necessity to develop your business.

– You need an ad tracking solution... hey don't be turned off, some days I get up to a 1000 visitors to my site with not one sale, at other times I get 5 or 6 sales with just 100 visitors. Then because I am

tracking my ads I know where to continue advertising. Believe me it pays for itself.

– You need a credit card payment option...

– And most important of all you need a multi-series auto-responder system. Without it you may not be able to compete in the survival of the fittest.

2. Get A product - Though it is best to have your own product but until this happens, you can get products with resell rights, or any of those amazing affiliate programs out there.

I am sure you have heard that in the gold rush era, it was not the gold miners who made a bundle, it was the spade (service) providers. So find a need and fill it. You can always ride high on the waves of change.

[One very innovative example I came across recently: You may be aware that eBay recently acquired PayPal, so all those eBay merchants need to reflect this change on their inventory payments - so almost immediately I came across a site offering these integration services. Now that's one smart surfer!].

So use those little gray cells in your head and read a few of those annoying newsletters in your mail box to stay abreast of latest issues. You could come up with your killer product much sooner than later.

3. Set it up to sell - This is a little tricky, but you can do it quite well if you have access to the right tools. Often the right tools can make all the difference between success and failure. So I will say it again: Do not cut corners here. You basically need to:

- Set up a direct sales page.
- Set up an autoresponder (5 or 7 days) course describing the beneficial uses of your product.
- Set up a regular newsletter or mailing list.
- Set up a free info-booklet about your product as a viral give away.
- Set up a high paying affiliate program.

4. Promote, Promote, Promote. You can have the best of everything, but it will not sell if you do not promote. So here again, do not cut corners. Go for solo ezine ads; Go for guaranteed visitors; Go for site blasts; Go for power linking strategies; Go for Pay-per-click advertising; Go for press release; Go for search engine submission... Go for it. Give it your all . Create a `buzz', `Halo' or `aura' about your business. Best time to give a power boost is in the winter months.

Now here don't get discouraged. I know most of us are working on very tight budgets. If you are just a little smart you can always grab `the best bang for your bucks'... Look carefully through your email.

It all basically boils down to where you want to see yourself in the future - Working to death making other people rich, or getting rich yourself and living the life style you desire.

Believe me if you follow through, you will be able to achieve the financial freedom you want. It's your choice.

Shahnaz Rauf is a freelancer actively seeking writingprojects. She is also The Editor of The

MonsterTwister- a Newsletter helping ordinary web owners achieve extraordinary heights without losing their shirts. To subscribe email to: [themonstertwister-subscribe@szeport.com](mailto:themonstertwister-subscribe@szeport.com) Or visit her website at <http://www.szeport.com>

## **Learn It All With Books For Dummies**

**By George Johnson**

There are a bundle of books for dummies within your reach these days. In fact, you can take a stroll through any Barnes & Noble and probably locate the one you're looking for. These helpful texts give the beginner a decent introduction and overall knowledge of a specific subject. Books for dummies can be beneficial to people of all ages.

Have you ever been in that situation where you simply had no idea what you were doing? Well, if that sounds all too familiar, don't fret; there are a number of great books for dummies that can help you out. Don't get me wrong; I'm not taking a shot at your IQ, but merely suggesting a decent solution.

Back when I was new to the whole husband gig, I unfortunately wasn't much of a cook. No worries, I browsed the local bookstore and found a plethora of cooking books. Now, as opposed to going with some of the more expensive/gourmet ones, I settled for a nice cooking book for dummies.

This simple, yet handy text introduced me to the world of cooking in a rather attainable fashion. I definitely didn't need an extensive chef vocabulary to get the gist of it. Another occasion I took advantage of books for dummies was when I was interested in automobiles.

Sure, you may like cars, but do you know how they truly work, and how you can fix them? I've noticed that most people can't even change their own oil. If you think about it, that's kind of sad. We need to take advantage of our infinite resources these days and better understand things on our own. This obliterates the possibility of being duped most of the time.

Are you in search of books for dummies? Maybe you want to learn about Tae Kwon Do, or how to write better. There are a variety of great books for dummies online. Check out what's available from the comfort of your own home. A great site to explore books for dummies is Amazon.

This web store carries many books for dummies regarding various topics. It really doesn't matter what you wish you gain knowledge of. Check out books on yoga, or possibly even golf. You will surely find books for dummies that can help you. Hey, we all can't be experts on everything. However, there's no reason why you can't acquire some additional knowledge with books for dummies.

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