

# MBOCKY

**5 REAL  
WAYS HOW  
TO MAKE  
MONEY ON  
INSTAGRAM**



**IS COVID**  
Worse than  
world war I?



**MELANIE**  
with Kaizeea  
Artz  
(Isle Mauritius)

**5  
TIPS**

**TO IMPROVE  
YOUR MENTAL  
HEALTH**



**I MUST  
WITH HIM  
OR HE WILL  
KILL ME**



Good planning is required, you cannot plant and harvest on the same day. And don't do things just for the money, if there isn't love in what you do, it will show in your designs or services or just won't last. And above all my motto is "if it were easy, everyone would have done it" so be patient and determination is a great virtue.

*Melanie Nankoo*



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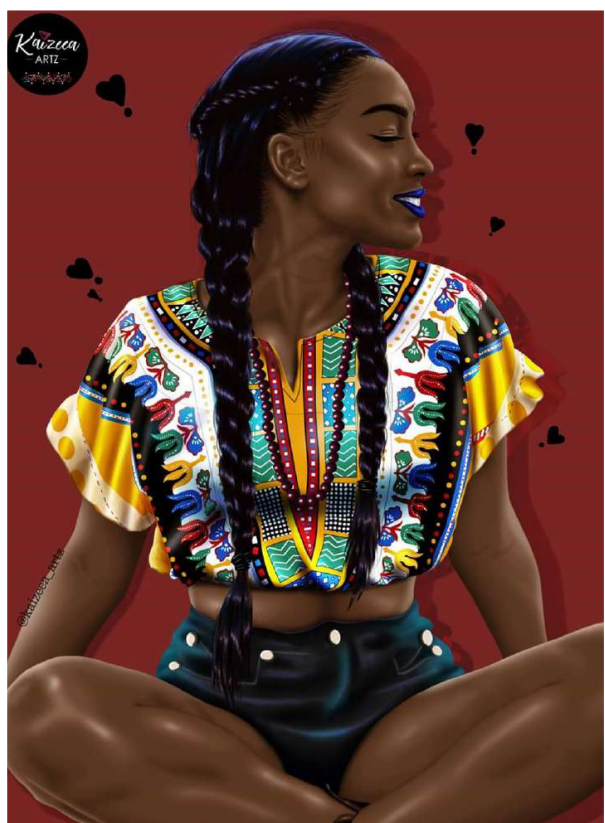
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# Is Covid worse than world war 1?

# W

e are surviving in an unfortunate time. Yes, it's been more than one year that Covid-19 has undertaken the world's growth. However, a million lives have changed due to this ongoing pandemic. There are thousands of people who are dying due to this health crisis. Apart from this, Covid-19 is the big reason why the global economy is heading towards a deep recession. So, the authorities are asking citizens to act responsibly to overcome this global health situation. However, this sight is reminding us of past famous crises. So, world war one is one of those that gave the horrible images. But here, we need to think whether Covid-19 is worse than world war 1? So, we start to answer with this:

# IS COVID-19 WORSE THAN THE WW1?

If we look at the global numbers of Covid-19 positive patients, more than 70 million people are suffering from this. Above all, the health professionals and other essential workers are at high risk.

Now the coronavirus death toll has surpassed the number of people who died in world war I. According to the data compiled by John Hopkins University, more than 116,700 people have killed due to the virus. But as per the record of the "Department of Veterans Affairs," the fatalities are 200 more than the official numbers.

## UNFORTUNATE: THE DEATH TOLL HAS SURPASSED THAN OF WW1:

We know that WW1 started from 1914 till 1918. However, this was the crisis that reshaped the world. But Covid-19 is worse than WW1 in terms of death tolls. The death toll has already surpassed every war since 1950, the start of the Korean war. Apart from this, the death toll is more than the pandemic of 1968 that took almost 100,000 lives. But the number is still is low than the pandemic of Spanish flu. Yes, Spanish flu claimed more than 675,000 lives in 1918.

However, the number of deaths in this pandemic and the loss of soldier lives in WW1 are two different things. So, it doesn't justify comparing both of these. But still, this data is helping is assume that how this virus is putting devastating effects. The following chart is elaborating the severity of COVID-19 compared to another crisis.

Crisis Name	Number of deaths
1918 Spanish flu	675,000
World war two	405,399
Covid-19	116,570
WW1	116,516
1968 Pandemic	100,000
Vietnam conflict	58,220
Korean war	36,574

**Note:** The above data is only about the United States of America. However, it is elaborating US deaths from wars and other significant pandemics.

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### CRUX:

To this date, Texas is the leading state of the USA that is most affected by COVID-19. So, there are more than 2000 people who have lost their lives in only Texas. But still, Covid is behind the other health causes that claim more lives. For instance, cancer and heart diseases are the two leading death causes every year. But COVID is severe and still increasing at a fast pace. Now the experts doubt that it may surpass WW2 in terms of death tolls. We can see that the winter wave is more deadly than the first one. So, precautionary measures are the only way to protect lives.

**Mbocky Team**



## Kaizeea artz with Melanie

I am **Mélanie, Alias Kaizeea**, a young 27-year-old Digital Artist from Mauritius. Recently married, I have been a self-taught entrepreneur for 4 years.

When I joined the working world, I did a few jobs as a waitress, store-keeper; without much interest because I did not see myself making a career there.

I had the click when I landed in a jewelry factory as a polisher. At that time I had recently become interested in Digital Art thanks to a group of Artists who shared their creations on social networks. And after weeks of practice and determination I started getting orders from people who wanted me to draw for them.

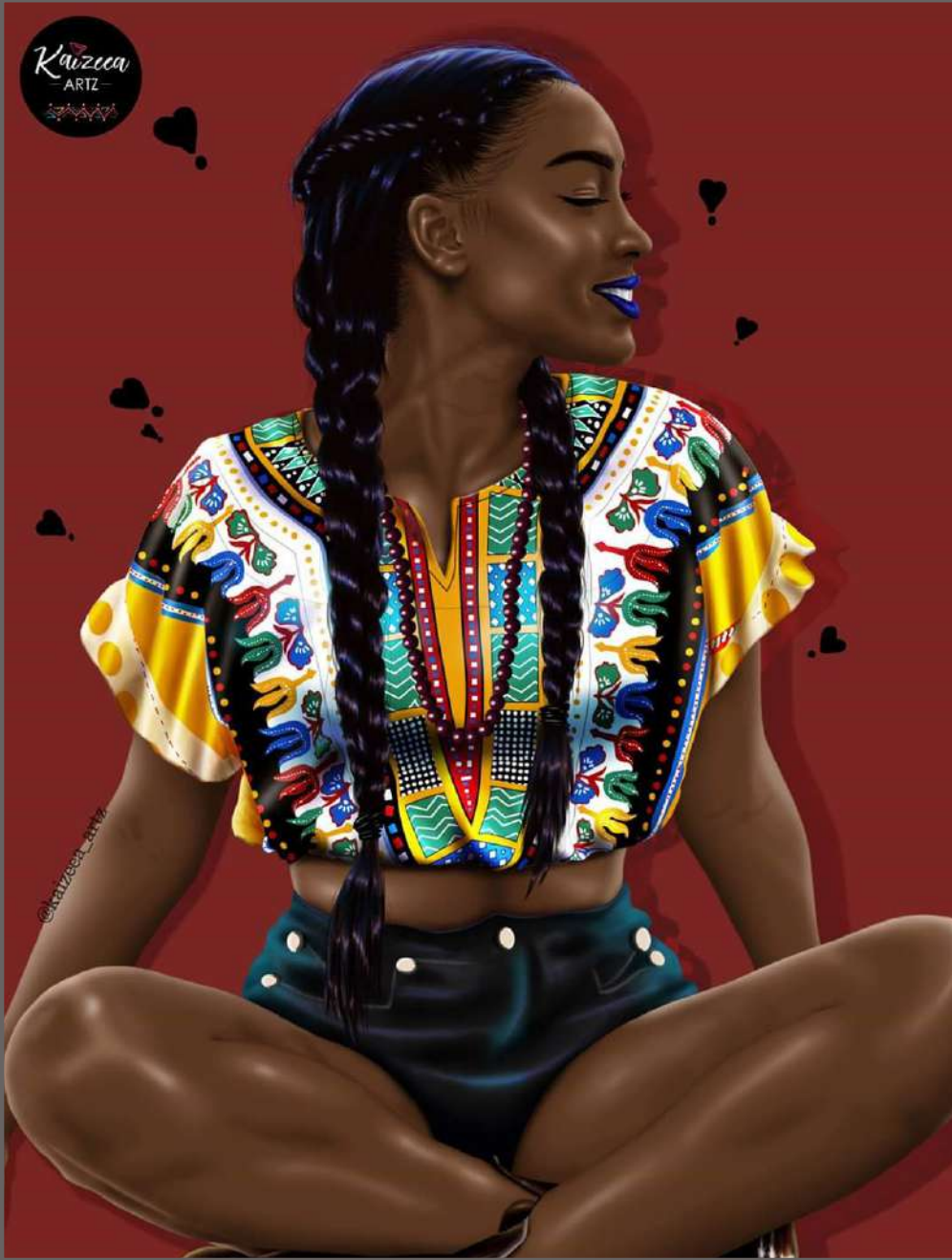


So very often when inspiration was at its peak I found myself drawing until very late and I had to wake up early the next day to go to work at the factory.

There, I decided that I no longer wanted to go to a job to repeat the same gestures.

So with good planning and fear in my stomach I started my own business with love and passion. And I created my Kaizeea Artz brand, with the support of my family and friends.





Following the abuse of straightening where I started to lose a lot of hair in a comb, I immediately started a transition to naturalness, my self-esteem and acceptance of my origins followed. So what better way than to take my experience as an example. Being a Black Woman, I know it can be quite hard to love yourself when you're not only confused but the society that doesn't help with all of these ads about beauty standards and the constant racism towards us. Afro community. Through my drawings I try to show the diversity of our culture, namely our hairstyles; braids, afro, locs, as well as our turbans accompanied by small motivational messages or explanations.

The hardest part when you start in Digital Art is to make a name, an identity. The world of technology goes very quickly and the digital world is so vast, between photography, multimedia, video etc, Digital Art is also a means of communication. So for that, you have to know how to stand out. Make that we make ourselves known by a thing or a style in particular which marks the spirits.

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# REAL WAYS TO MAKE MONEY ON INSTAGRAM

**A**s of June 2018, Instagram has crossed the mark of 1 billion active users. Though it is a photo-sharing app, people have converted it into a money-making opportunity. However, millions of businesses and individuals are taking advantage of this media sharing app. According to the Instagram business, 60% of people use this app to discover new products. In addition to this, 80% of people follow at least one brand. There are total 200 million accounts that check the business profile every day.

## *Is it feasible to earn money on Instagram?*

With huge potential and figures, Instagram is among the most hit platforms to earn money. If we look at more broad figures, Kylie Jenner makes \$1.2 million per Insta post. You are not that famous, but you can adopt many other possible ways to earn a handsome amount.

# Five real ways to make money on Instagram:



After seeing the promising stats, one thing is sure that you can earn money with Instagram's help. So, here are some favorite ways.

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## Post sponsored content:

Sponsored content is one of the most famous and easiest ways to earn money. There are over 500,000 active Insta influencers who are making through this way. But in this method, you need to have a certain number of followers and engagement. Then, more brands will trust influence and hire you for more work. In a survey, 5,000 influencers are charging \$200-\$400 per post.

In addition to this, 65% of the brands prefer micro-influencers to promote their product at the root level. So, here are the following steps that you should follow to be the right influencer:

- Choose a niche
  - Build your authority
  - Grow your audience
  - Partner with brands
  - And Post products with transparency.
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## Become an affiliate marketer:

The second way to earn money on Instagram is through affiliate marketing. In this way, you affiliate with certain brands and promote their products. However, you don't charge anything to post their products on your wall. But you earn money in the form of commission. You get a pre-decided percentage if your follower buys anything by visiting through your link. Moreover, a code system in which money transfer in your account of your followers buys something using your code. Here are the following ways to be an affiliate marketer:

- Choose a niche
- Find merchants to affiliate with
- Post about the products
- And earn commission on the sale

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## Sell your products:

The third genuine way to earn money is to sell your products. In this way, you earn a fan following this photo sharing app. After earning credibility, you launch your products and present them for sale. However, you can also make any e-com store or website for proper functioning. Later, you can direct the traffic from Insta and increase your business by targeting more than 1 billion users. You also have the option to run Insta ads to promote your products.

- Imagine the products
- Build the product
- And start selling

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## Sell photos and other virtual products:

Instagram is all about images and videos. So, you can take advantage of this visual feature and find a way to earn money. However, you can sell photos, paintings, drawings, animations, or videos. Apart from this, many visual-based products can earn a handsome amount of money. Refer readers on each post to visit the link in bio. It is a great way to make money from Instagram.

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## Sale drop shipped products:

If you don't want to open your e-store or don't want to get into production hassle, this is the option. You need to earn followers, reach, and engagement at your Insta account. After all, these things select a well-reputed store and sell their products on your platform. In this way, you will act as a medium and earn money.

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## Some tips to earn more money on Instagram:

Apart from the above ways, here are some tips. Yes, you can use these tips to earn more by saving time.

- Know your worth and charge accordingly
- Always keep an eye on competitors
- Respond to the queries immediately
- Be professional
- Don't buy fake followers
- Use tools and apps to save time.
- And promote yourself by using different means.

**Note:** The more followers you have on Instagram, there are more chance to earn more money. So, always try to improve your account by focusing on Followers, reach, and engagement.

**Mbocky Team**

KANG QUINTUS FILMS

PRESENTS

KANG  
QUINTUS

FAITH  
FIDEL

RAMSEY  
NDUAH

DAPHNE  
NJIE

# THE FISHERMAN'S DIARY

A FILM BY ENAH JOHNSCOTT

KANG QUINTUS FILMS PRESENTS AN ENAH JOHNSCOTT FILM "THE FISHERMAN'S DIARY"

KANG QUINTUS, FAITH FIDEL, RAMSEY NDUAH, NDAMO DAMARISE, COSSON CHINEPOH, ONYAMA LAURA, NEBA GODWILL, DAPHNE NJIE

PRODUCTION DESIGNER FOKWA BABILA DIRECTOR OF PHOTOGRAPHY RENE ETTA HEAD OF OFFICE CHINONSO SUNSHINE STORY/SCRIPT BY ENAH JOHNSCOTT & BUH MELVIN "BABA PROX" EDITOR DIBA BLEEK

TECHNICAL DIRECTOR MUSING DERICK T-INAJZ Gaffer RALPH OBI TAMBE EXECUTIVE PRODUCERS KANG QUINTUS ART DIRECTOR NKANYA NKWAI PRODUCED BY KANG QUINTUS WRITTEN & DIRECTED BY ENAH JOHNSCOTT

# Online marketing

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## HOW TO USE SEO TO MAKE MONEY

**H**ave you ever tried to check out one of their websites? How many are not on the first page for at least one of their keywords? I can answer that question - none that I know of! These guys know how to do it, and they started off by themselves. OK, perhaps now they can afford to pay others to do it, but you can be pretty...

Every internet marketing guru knows how to use SEO to make money. In fact, SEO is their life blood in spite of what they will tell you in their newsletters.

Have you ever tried to check out one of their websites? How many are not on the first page for at least one of their keywords? I can answer that question - none that I know of! These guys know how to do it, and they started off by themselves. OK, perhaps now they can afford to pay others to do it, but you can be pretty sure that you won't get the service that they get!

If you were paying for a service, would you like the guy you were paying to get you on the first page to offer the same service to your competition? Of course you wouldn't. SO what chance do you think you have of employing a SEO consultant and getting a top 10 position? I can answer that on no fingers!

Come on! Are you really so naïve as to believe all these claims to get you in the top 10, let alone Number 1 as some claim? OK, Number 1 for the keyword 'whajotys': anybody can do that (I shut my eyes and typed there). What you want is a Number 1 position for a good keyword in your niche, and nobody except Google can guarantee you that. The same applies with a top 10 position.

The only person capable of earning you a top 10 position for any page in your website is you. You have to optimize your page to make it appear attractive to the search engines. 'Attractive' means that your web page (Google lists pages, not sites) best meets the needs of a Google search for the information that your web page provides according to the calculations of the statistical mathematical analytical system that is loosely termed the Google algorithm, applied by so-called spiders that analyze the content of each of your web pages.

If you want to use SEO to make money, you should learn how it works. Learn how to make your website attractive to the Google algorithm. Learn what semantics are and how to use them to fool the spiders. How to maximise the power of the links between the various pages in your website. How to maximise the complete latent power that is charged in each of your web pages, and how to use the content on these pages to drive an unlimited



amount of traffic to your site.

That information is available to anybody who wants to seek it online, if they know what they are looking for or where to look for it. That information is available, and it can make a massive difference to your online success. Anybody with any form of online business needs to know this information and it is available for you free of charge online if you know what to look for.

The problem with many, however, is that they don't know what to look for or where to get it. They take the advice they find, only to discover too late that what they have learned is wrong. Stop being obdurate (look it up) and get it right for a change. That can make all the difference between failure and success.

Learn how to use SEO to make money and you will never look back.



# The Unbelievable

## Power of Imagination

**E**veryone has a certain degree of imaginative ability. But the degree of imagination is different in every other person. Many people keep a high degree of imagination, but some people have blurred images. Moreover, we can improve this ability with time. However, there are specific exercises that can improve the situation. But at first, we need to understand the concept deep down.

### **What is the unbelievable power of imagination?**

*"Imagination is more important than knowledge."  
(Albert Einstein)*

In simple words, it makes it possible to experience a whole world inside the mind. As a result, it helps to think and see the world from other perspectives. If a person is mentally stable, then it helps to explore the past and the future. So, we can define the term insight in these words:

- Vision is the ability to form a mental image of things you can't perceive through the five senses.
- Moreover, the mind can build objects, events scene that doesn't exist. However, this ability exists in many forms, and one of which is daydreaming.

In short, through imagination you can travel everywhere at the speed of light without any obstacle. However, it makes you feel free and helps to deal with the trials and rude situations.

## Real benefits of being more imaginative:

In simple words, we can say that imagination is an art and helps us get in touch with our creative side. It is essential to build an individual future along with the communities and world. You can incorporate the imagination in the daily activities of your life. For instance, cook a meal, sing a song, or positively improve your life. Furthermore, here are the following benefits of being imaginative.

### **Enhance problem-solving skills:**

If you are an imaginative person, it helps overcome the obstacles at work and in daily life. Above all, you get the power to look at the challenges differently; then, you can come up with a resourceful solution. In short, it's a robust tool to address the problems and difficulties likely.

### **Preserve your memory:**

Recent scientific studies have proved that imagination power helps to build more neurons in the brain. However, if you use your imagination power, then in life, you have 73% fewer chances to develop memory problems like dementia.

Helps to improve social interactions:

You will be more likely to get out of the situation if you can put yourself in someone else's shoes. Moreover, your intent ability and sharp mind can develop inspired ideas to deal with battles.

### **Develop self-confidence:**

Self-confidence is the core thing that can help you win uncertain situations in life. If you allow yourself to exercise your imagination, then it ultimately helps to appreciate your skills. As a result, you will be more likely to trust your mental abilities and feelings in other areas of life.

## Imagination and our future:

"vision carries us in a world where we can't reach with our simple thoughts. Without this, we can't reach anywhere."

Through the mind, you can trust yourself and behave according to your best abilities. Thus, your visualization wishes you to do more and instigate to build your energy. You can use this incredible power to craft yourself into a better person. However, your ideas can inspire actions and help to make the force. Here are some ways that can help to increase your ability to imagine.

- Daydreaming
- Storytelling
- And the change of the environment.

We discussed earlier that vision is robust, and you can develop changes by taking actions in the right direction. So, tap into your mind and point of view. As a result, you can bring your ideas ahead in front of the world.

# THE ART OF CONVERSATION.

The grand object for which a gentleman exists, is to excel in company. Conversation is the mean of his distinction, the drawing-room the scene of his glory.

In company, though none are "free," yet all are "equal." All therefore whom you meet, should be treated with equal respect, although interest may dictate toward each different degrees of attention. It is disrespectful to the inviter to shun any of her guests. Those whom she has honoured by asking to her house, you should sanction by admitting to your acquaintance.

If you meet any one whom you have never heard of before, you may converse with him with entire propriety. The form of "introduction" is nothing more than a statement by a mutual friend that two gentlemen are by rank and manners fit acquaintances for one another.



All this may be presumed from the fact, that both meet at a respectable house. This is the theory of the matter. Custom, however, requires that you should take the earliest opportunity afterwards to be regularly presented to such an one.

The great business in company is conversation. It should be studied as art. Style in conversation is as important, and as capable of cultivation as style in writing. The manner of saying things is what gives them their value.

The most important requisite for succeeding here, is constant and unflinching attention. That which Churchill has noted as the greatest virtue on the stage, is also the most necessary in company, to be "always attentive to the business of the scene." Your under-

standing should, like your person, be armed at all points. Never go into society with your mind en deshabille. It is fatal to success to be all absent or distraught. The secret of conversation has been said to consist in building upon the remark of your companion. Men of the strongest minds, who have solitary habits and bookish dispositions, rarely excel in sprightly colloquy, because they seize upon the thing itself, the subject abstractly, instead of attending to the language of other speakers, and do not cultivate verbal pleasantries and refinements. He who does otherwise gains a reputation for quickness, and pleases by showing that he has regarded the observation of others.

It is an error to suppose that conversation consists in talking. A more important thing is to listen discreetly.

Mirabeau said, that to succeed in the world, it is necessary to submit to be taught many things which you understand, by persons who know nothing about them. Flattery is the smoothest path to success; and the most refined and gratifying compliment you can pay, is to listen. "The wit of conversation consists more in finding it in others," says La Bruyere, "than in showing a great deal yourself: he who goes from your conversation pleased with himself and his own wit, is perfectly well pleased with you. Most men had rather please than admire you, and seek less to be instructed, nay, delighted, than to be approved and applauded. The most delicate pleasure is to please another."

It is certainly proper enough to convince others of your merits. But the highest idea which you can give a man of your own penetration, is to be thoroughly impressed with his.

Patience is a social engine. To listen, to wait, and to be wearied are the certain elements of good fortune.

If there be any foreigner present at a dinner party, or small evening party, who does not understand the language which is spoken, good breeding requires that the conversation should be carried on entirely in his language. Even among your most intimate friends, never address any one in a language not understood by all the others. It is as bad as whispering.

Never speak to any one in company about a private affair which is not understood by others, as asking how that matter is coming on, &c. In so doing you indicate your opinion that the rest are de trop. If you wish to make any such inquiries, always explain to others the business about which you inquire, if the subject admit of it.

If upon the entrance of a visitor you continue a conversation begun before, you should always explain the subject to the new-comer.

If there is any one in the company whom you do not know, be careful how you let off any epigrams or pleasant little sarcasms. You might be very witty upon halts to a man whose father had been hanged. The first requisite for successful conversation is to know your company well.

There is another precept of a kindred nature to be observed, namely, not to talk too well when you do talk. You do not raise yourself much in the opinion of another, if at the same time that you amuse him, you wound him in the nicest point, his self-love. Besides irritating vanity, a constant flow of wit is excessively fatiguing to the listeners. A witty man is an agreeable acquaintance, but a tiresome friend. "The wit of the company, next to the butt of the company," says Mrs. Montagu, "is the meanest person in it. The great duty of conversation is to follow suit, as you do at whist: if the eldest hand plays the deuce of diamonds, let not his next neighbour dash down the king of hearts, because his hand is full of honours. I do not love to see a man of wit win all the tricks in conversation."

In addressing any one, always look at him; and if there are several present, you will please more by directing some portion of your conversation, as an anecdote or statement, to each one individually in turn. This was the great secret of Sheridan's charming manner. His bon-mots were not numerous.

It is indispensable for conversation to be well acquainted with the current news and the historical events of the last few years. It is not convenient to be quite so far behind the rest of the world in such matters.

### Mbucky Team







# Top tips to Improve Mental Health

When we talk about health (generally), then we can't segregate mental health. Yes, it's an important issue that needs our attention more than anything. However, in simple words, good emotional health is as essential as a healthy body. If your mind is stable, then you can easily handle life challenges. Moreover, it helps to stay focused and build strong relationships. Good mental health gives you the reason to feel good and function well in your daily routine.

According to "World Health Organization," you achieve good mental health when following conditions.

- When you can cope up with the everyday stress in life
- Work productively
- Realize your inner strength and potential
- Contribute to the community

Apart from the above pros, you also feel confident, optimistic, and set goals in life. But it's vital to know the tips to align your mental health in the right direction.

## Top 5 tips for aligning/ Improve mental health:

If you want to feel healthy in your mind or don't want to blame yourself, we have a solution. Yes, here are top tips to improve mental health.

## **Tip # 01: Take care of your physical health:**

Your body is meant to be nourished with healthy food and the atmosphere. However, exercise is one of the top things that provide an effective treatment against depression and anxiety. So, treat your body with good food, nutrients, good energy. As a result, these things help improve mood and provide your enough power to cope with the negativities. There are a few other healthy habits to take care of your body.

- Avoid tobacco
- Drink plenty of water
- Always try to stay positive.
- Get enough sleep because lack of sleep increases depression.

## **Tip # 03: Platinum rule:**

In our life, many problems are directly associated with stress and daily concerns. So, if we know to handle stress, then there is nothing better than this. The pressure is a part of life, so practice the skills to cope with this situation. There are some golden tips to deal with stress.

- Do exercise or take a nature walk.
- Play with your pet
- Don't forget to put a powerful smile on your face and in your life.
- Learn to enjoy the little achievements of your life
- Take the laughter therapy, as it reduces stress and boosts the immune system.

## **Tip # 02: Feed your soul:**

There is nothing better than engaging yourself in healthy and fun-loving activities. These activities help to boost mood, confidence, accomplishment, and a sense of purpose. So, if you want to send your inner self a positive message, then feed your body with the right things. In this regard, you can involve yourself in acts that you enjoy most. Most importantly, don't forget that you deserve time to care. Above all, laughing is good therapy and reduces stress hormones and increases endorphins.

## **Tip # 04: Set realistic goals:**

Societal pressure is one of the top things of stress and mental un-wellness. For instance, your environment can give your pressure on not achieving good grades or professional goals. So, to deal with this, you need to be kind to yourself. However, the best strategy is to set realistic goals after considering your abilities. Moreover, don't over-schedule things and self-praise for achieving small milestones. So, always keep in mind that you are your competition rather than other people.

## **Tip # 05: Nurture healthy relationships:**

People around you play an essential role in forming your personality and mental health. So, always try to surround yourself with good people who admire your small feats. It means, whether you are a social butterfly or wallflower, you should be mindful related to your relationships. Moreover, it would help if you learn that healthy relations help deal with the unfortunate and stress. Different people play an essential role in your life. So, try to find a person that fits in that particular role.



## HOW ALCOHOL RETARDS DIGESTION.

**A**nd here, in order to give those who are not familiar with, the process of digestion, a clear idea of that important operation, and the effect produced when alcohol is taken with food, we quote from the lecture of an English physician, Dr. Henry Monroe, on "The Physiological Action of Alcohol." He says:

"Every kind of substance employed by man as food consists of sugar, starch, oil and glutinous matters, mingled together in various proportions; these are designed for the support of the animal frame. The glutinous principles of food fibrin, albumen and casein are employed to build up the structure;

while the oil, starch and sugar are chiefly used to generate heat in the body.

"The first step of the digestive process is the breaking up of the food in the mouth by means of the jaws and teeth. On this being done, the saliva, a viscid liquor, is poured into the mouth from the salivary glands, and as it mixes with the food, it performs a very important part in the operation of digestion, rendering the starch of the food soluble, and gradually changing it into a sort of sugar, after which the other principles become more miscible with it. Nearly a pint of saliva is furnished every twenty-four hours for the use of an adult. When the food has been masticated and mixed with the saliva, it is then passed into the stomach, where it is acted upon by a juice secreted by

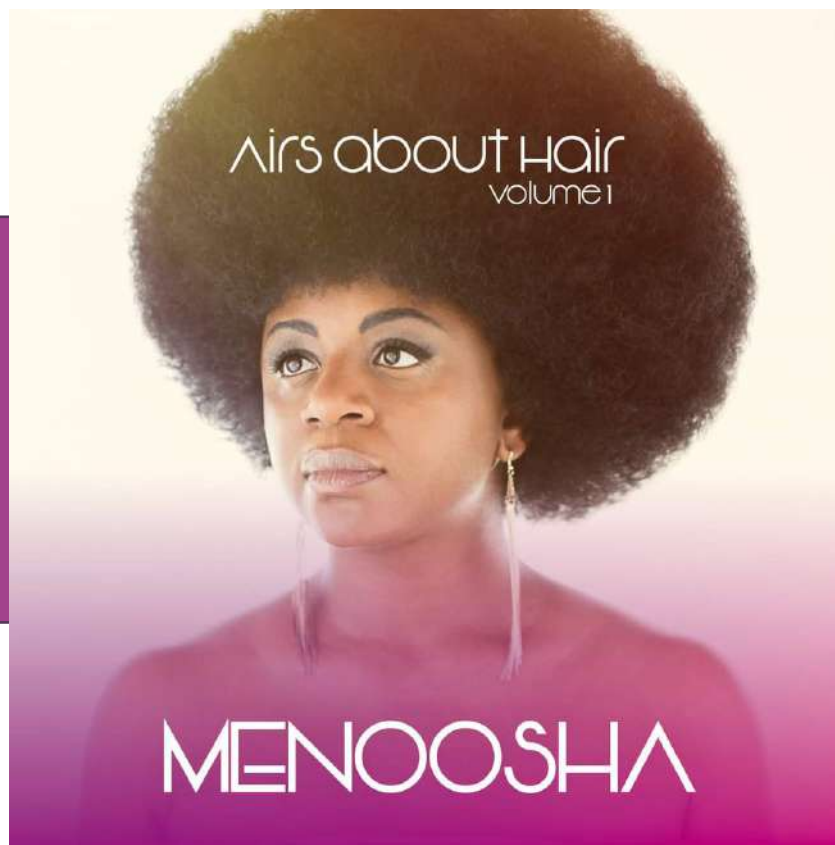
the filaments of that organ, and poured into the stomach in large quantities whenever food comes in contact with its mucous coats. It consists of a dilute acid known to the chemists as hydrochloric acid, composed of hydrogen and chlorine, united together in certain definite proportions. The gastric juice contains, also, a peculiar organic-ferment or decomposing substance, containing nitrogen something of the nature of yeast termed pepsin, which is easily soluble in the acid just named. That gastric juice acts as a simple chemical solvent, is proved by the fact that, after death, it has been known to dissolve the stomach itself."

It is an error to suppose that, after a good dinner, a glass of spirits or beer assists digestion; or that any liquor containing alcohol even bitter beer can in any way assist digestion. Mix some bread and meat with gastric juice; place them in a phial, and keep that phial in a sand-bath at the slow heat of 98 degrees, occasionally shaking briskly the contents to imitate the motion of the stomach; you will find, after six or eight hours, the whole contents blended into one pultaceous mass. If to another phial of food and gastric juice, treated in the same way, I add a glass of pale ale or a quantity of alcohol, at the end of seven or eight hours, or even some days, the food is scarcely acted upon at all. This is a fact; and if you are led to ask why, I answer, because alcohol has the peculiar power of chemically affecting or decomposing the gastric juice by precipitating one of its principal constituents, viz., pepsin, rendering its solvent properties much less efficacious. Hence alcohol cannot be considered either as food or as a solvent for food. Not as the latter certainly, for it refuses to act with the gastric juice.

"It is a remarkable fact," says Dr. Dundas Thompson, "that alcohol, when added to the digestive fluid, produces a white precipitate, so that the fluid is no longer capable of digesting animal or vegetable matter." "The use of alcoholic stimulants," say Drs. Todd and Bowman, "retards digestion by coagulating the pepsin, an essential element of the gastric juice, and thereby interfering with its action. Were it not that wine and spirits are rapidly absorbed, the introduction of these into the stomach, in any quantity, would be a complete bar to the digestion of food, as the pepsin would be precipitated from the solution as quickly as it was formed by the stomach." Spirit, in any quantity, as a dietary adjunct, is pernicious on account of its antiseptic qualities, which resist the digestion of food by the absorption of water from its particles, in direct antagonism to chemical operation."

**Mbocky Team**





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# 6 Ideas for Viral Marketing

Here are six ideas to help you start your viral marketing campaign:

No  
1

Purchase the branding rights to a viral E-book. Allow people to give away your free E-book to their visitors. Then, their visitors will also give it away. This will just continue to spread your ad all over the Internet.

No  
2

If you have the ability to set up a forum or other bulletin board, you really have a great tool. Allow people to use your online discussion board for their own website. Some people don't have one. Just include your banner ad at the top of the board.

No  
3

Do you have a knack for web design? Create some templates, graphics, etc. and upload them to your site. Then, allow people to give away your free web design graphics, fonts, templates, etc. Just include your ad on them or require people to link directly to your web site. Make sure that you include a link back to your site in the copyright notice and require them to keep your copyright notice in tact.

No  
4

Write an E-book. Allow people to place an advertisement in your free E-book if, in exchange, they give away the E-book to their web visitors or E-zine subscribers.

No  
5

Write articles that pertain to your product or service. Allow people to reprint your articles on their website, in their E-zine, newsletter, magazine or E-books. Include your resource box and the option for article reprints at the bottom of each article.

No  
6

You can easily find products on the Internet that will sell you a license allowing you to distribute the product free of charge to other people. Look for those products that provide "branding rights". That is where you can include your own name, website, and contact information.

# 3 Key Questions to Ask About Internet Marketing

Internet marketing is exciting, challenging, and confusing. It can make or break your internet business career and yet many people who depend on internet marketing don't have a full grasp of the essentials involved in internet marketing.

In fact, many internet entrepreneurs waste a great deal of time, energy, and momentum because they do not fully understand internet marketing. Don't let this lack of understanding undermine your income potential.

In order for you to better understand internet marketing and its impact on your internet business you must know the answers to these three key questions:

- 1. What Is Internet Marketing?**
- 2. What Is The Cost Of Internet Marketing?**
- 3. What Is The Benefit of Internet Marketing?**

## What Is Internet Marketing?

Marketing is actually rather simple. Marketing is communication about an idea, product, service, or organization. Marketing therefore encompasses advertising, promotion and sales as well as the various techniques and forms of communication used to advertise, promote and sell.

Marketing is broader than simple advertising or promotion in that it includes researching

the market to learn what consumers want and then setting out to meet their needs with the appropriate product, price, and distribution method. Marketing includes market research, deciding on products and prices, advertising promoting distributing and selling.

Marketing also covers all the activities involved in moving products and services from the source to the end user including making

customers aware of products and services, attracting new customers to a product or service, keeping existing customers interested in a product or service, and building and maintaining a customer base for a product or service.

Internet marketing includes these same activities but also pulls in various internet tools including web sites, email, ezines, banner advertising, blogging, RSS, text links, search engine optimization, affiliates, autoresponders, and other ecommerce applications.

## **What Is The Cost Of Internet Marketing?**

It is important to consider your goals -- both long-term and short-term -- as well as how much each prospective customer is worth to you. This will help you determine a workable budget for your internet marketing campaign.

Many internet promotions are free, you can set up a web site and/or blog for \$250 a year, and you can buy text links for \$10 a month. You could easily spend \$25-50 a day for advertising but there are many cheaper ad options available.

The best program is to start small and cheap and slowly build as you test and learn what is successful for your market and product. There is no perfect advertising solution that works wonders for everyone. Each marketer and each product has a different formula.

## **What Is The Benefit of Internet Marketing?**

Internet marketing offers more benefits than many traditional marketing mediums. The very nature of web sites and blogs is that they continue working to promote and market your product long after your initial marketing effort is over. Similarly many advertising efforts, such as ezines, newsletters, banners, and text links also continue to increase in power over time.

Email marketing can be a tremendous surge in contacts and sales and offers the ability to personalize your message as well as reach a targeted audience so your chance for sales goes up exponentially.

The other tremendous benefit of internet marketing is that it offers convenience and immediate satisfaction. Your potential customer sees your marketing message when it is convenient for them -- and often when they are seeking information about your specific topic. Then you offer them the ability to act on that interest right then. They can locate your product and buy in the time it would take to watch a commercial on television or turn a page in the newspaper. That is the power of internet marketing.

Now that you have the answers to these three key questions, you are ready to begin your own internet marketing campaign -- and succeed with your internet venture.

Hashley Auguste – Audrey Boon

# LITTLE NAPPY



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French-english book

Coffret cadeau  
"Gentlemen Soins  
de la Barbe"



coffret cadeau  
Kitoko édition  
limitée



# I must stay Otherwise he'll kill me : what should I do?

**B** EING IN A RELATIONSHIP IS NOT QUITE SIMPLE. IN FACT, YOU MAY HAVE PROBLEMS OR YOU MAY NOT GET ALONG WELL WITH YOUR SPOUSE. IN THAT CASE, DON'T STAY WITH HIM BECAUSE YOU ARE AFRAID, OR YOU FEEL GUILTY; JUST LEAVE. IF YOU MAKE SUCH A DECISION, AND YOUR PARTNER PROMISES TO KILL YOU, AND YOU DON'T KNOW WHAT TO DO, HERE ARE SOME TIPS THAT WILL CERTAINLY HELP YOU SOLVE THE MATTER.

## LOVE AND BREAK-UP

Being in a relationship with a man you're in love with is the desire of every woman. However, it can happen that love, for whatever reason, fades, and you want a divorce. When love fades in a relationship and you wish to divorce, men, depending on their psychological and mental abilities, may react in different ways:

- Some will take the news with empathy and disappointment, but will understand your point and, will let you go;
- Others, especially those who are suicidal, will threaten to kill themselves if you ever leave them;
- Some others will threaten to kill you.

In any case, do not stay with a man out of guilt or fear. If your man threatens you, there are possible ways out.

# FILE A COMPLAINT

You should be aware that if you decide to leave your partner and the latter threatens you, this is psychological violence that has an impact on your physical and psychological health. Threats, like beatings are punishable crimes. You can therefore report the matter to the police and file a complaint.

There are two types of threats without orders or conditions, according to the law:

- **Death threats** : this occurs when your partner threatens to kill you;
- **Threats of crime** : this is when your partner threatens another crime or offence such as rape.

These intimidations are all punishable by law.

# CONTACT PROFESSIONALS

If you are experiencing psychological abuse, which can become physical, do not hesitate to meet with domestic violence professionals. However, first and foremost, try to find refuge with someone you can confide in and in whom you can find support, and who can provide you with necessary accompaniment (family, friend, etc.).

You can then meet professionals with whom you can take steps to get out of this situation. For instance, you can do the following :

- Refer to approved help centres in your town or country;
- Contact professionals who will inform you of your rights, and support you in all your efforts.

To sum up, there are possible manyresources available to help you divorce your spouse in complete safety. If you feel you are in danger, all you have to do is contact competent authorities for your safety.

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