

"Is Your Attitude Showing?"

By Peg Bastin

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Whatever happened to self-control? The Golden Rule?
Please and Thank you?

My mother taught me manners. Say Please and Thank you.
Do unto others as you would have them do unto you. I
know I am trying to do my bit to make the Internet a
'kinder, gentler" environment.

Most of us are online to learn, promote a business,
get information, meet new friends, and have fun at
the same time. Just as in the offline world, we have
to deal daily with all types of people. It's how we
work with people that will determine how well our
lives and business ventures turn out.

For instance, ezine publishers do us a great service
by providing us with information that is helpful to
our business. All we have to do is read the issue
and the ads that help keep the newsletter free for
all of us.

We have subscribers ranting about the abundance of ads.
Some even use hurtful, profane language. They wouldn't
dream of talking that way face to face. Yet they expect
to see their ill-written, improperly typed and
misspelled ad right 'up front and center.' They can't
even stay subscribed long enough to get their ad run!
How do they expect to get their business noticed like
that?

Let's tell these hard working, caring publishers that
we do read their ezines and value the content and the
research that went into finding it for you. Don't
just read the newsletter, send some feedback to let
them know what you liked and that they are appreciated.
When they know the kind of information you are looking

for, they can provide the resources you need at this stage of your business.

Be understanding when someone has a bad day, illness, emergency, or makes an error and you get two copies of the newsletter. So what's the big deal? Send a nice note to show you care about their problems. I saw several instances recently where publishers helped each other mail their issues for them when the publisher was unable to send it themselves. I enjoyed hearing that!

When you are upset, you may be irritable, hurtful, or downright rude to others. This in turn makes those people upset and they go on to make life miserable for others. Like a virus it spreads to everyone it touches.

On the other hand, have you noticed how a smile is also like a virus? You smile - they smile back! It's contagious! It doesn't even hurt! You can smile in any language, no matter what your age, color or social background. A smile can be used over and over forever. It can even be transmitted in writing. And I'm not just talking about the little 'smiley face' either!

So be polite. It only takes a moment, and it sure goes a long way! I don't like all the unnecessary rudeness, greed, and hurtful behavior that we deal with on the Internet today. We can do much better than this! And I bet it would be 'contagious' too!

Make someone feel good, and you will also feel good yourself! Try it, you'll like it!

Written by Peg Bastin
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