

Published based on [How to Commit Suicide - Seriously?](#)

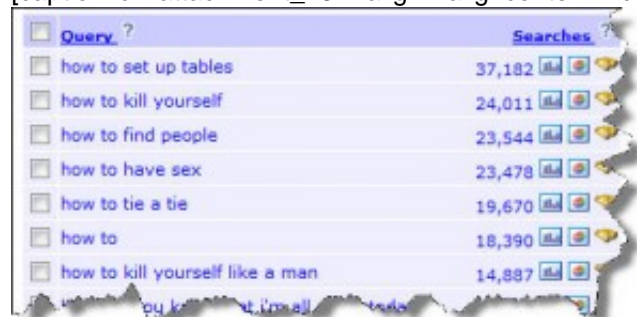
How to Commit Suicide - Seriously?

As a serial entrepreneur, I often use [Keyword Discovery](#) to uncover the next "niche" to target as an affiliate marketer. I put in "buying terms" as a base and then scour through the 10,000 results it produces. For example, I might use these phrases as a starting point:

- how to
- buy
- purchase
- fix
- get rid of

So imagine my HORROR to discover the #2 most searched for phrase in the "how to" arena is *How to Kill Yourself* and the #7 most searched for phrase is *How to Kill Yourself Like a Man*.

[caption id="attachment_254" align="aligncenter" width="300" caption="How to Kill Yourself - Really?"]



Query ?	Searches
how to set up tables	37,182
how to kill yourself	24,011
how to find people	23,544
how to have sex	23,478
how to tie a tie	19,670
how to	18,390
how to kill yourself like a man	14,887

[/caption]

Even more disturbing, a quick search on Google revealed people actually selling products that describe in full detail how to accomplish this final check out strategy. I mean, you have got to be kidding me... right?

This is what I call PREDATORY MARKETING at it's most ugly incarnation.

In my life I've learned a few things that have helped define who I am as a person...

- Men don't hit women.
- It is not polite to chew with your mouth open.
- You don't kick a man when he is down.
- An apology heals many wounds.
- It is better to offer a hand up rather than a hand out...

And now I'm adding one to my list of my own design and one I will be sharing with anyone who cares to listen:

Predatory Marketing is Unacceptable. Period.

Predatory Marketing

pred-a-to-ry - adjective

1. Zoology. preying upon other organisms for food.
2. of, pertaining to, or characterized by plunder, pillage, robbery, or exploitation: predatory tactics.
3. engaging in or living by these activities: predatory bands of brigands.
4. excessive or exploitive in amount or cost, as out of greed or to take advantage of consumers or patrons: predatory pricing.
5. **acting with or possessed by overbearing, rapacious, or selfish motives:** He was cornered at the party by a predatory reporter.

So on the one hand we have a disturbing number of people - tens of thousands EVERY MONTH - that are looking

for a way to end their lives.

And the other, a handful of PREDATORS seeking to take advantage for their own selfish motives. Kicking people when they are down. Intending to feast off of their weak, apathetic state of minds. Their wounded spirits. I'm literally speechless. I don't know what to say.

My Personal Experience With Suicide

It is my belief every life is of great value. Unfortunately, there have been five very special people I had the privilege to meet and get to know who have taken their own lives. One of them was a young teen, only 16 years old. One was a good friend of mine who had had an affair with another friend's wife and the guilt, shame and embarrassment was too much for him to handle. Another dear friend had a terminal disease and she simply could not bear the physical and emotional pain any longer. And the other two were colleagues who had reached a pinnacle of success and, as it happens sometimes, lost it all. So I imagine the thought of "starting over" was too much. Or perhaps embarrassment?!

I don't know.

But what I do know is that all of us have a deep emotional need to feel loved, accepted, and recognized as valuable. And I'm confident if just one person reached out and told one of those 24,000 people looking for a way to take their own lives this month that they were, indeed, loved... accepted regardless... and valuable - it would be enough to give them back hope.

But we don't know WHO they are, do we? So what can we do? Listen, I have an idea:

The 100th Monkey

In 1952, on the island of Koshima, scientists provided monkeys with sweet potatoes dropped in the sand. The potatoes were good. The sand? Not so much!

An 18-month-old female named Imo solved the problem by washing the potatoes in a nearby stream. Her mother, playmates, and their mothers soon learned the trick.

In the autumn of 1958, the number of Koshima monkeys who were washing their potatoes hit a TIPPING POINT and, within a few short months, ALL the monkeys were now washing their potatoes.

Even more surprising, **all the monkeys on neighboring islands** also started washing their potatoes and NONE of them had ever been exposed to the practice.

Moral of this true story?

There is a point at which if only **one more person** tunes-in to a new awareness, a field is strengthened so that this awareness is picked up by almost everyone!

I'm convinced this is all part of a "collective consciousness" we all tap into every now and then. And if this is true... WHEN SOMEONE CROSSES YOUR MIND out of the blue... then I'm convinced you need to act on that prompting and send them a quick note of appreciation or make a quick call to let them know you are thinking about them and were "just now" reminded of how much value they bring to your life.

Be aware of your promptings because you are given them for a reason.

All five of the people who took their lives CAME TO MIND before they did it. And I'm ashamed to say I didn't call them, send them a note or act on that prompting in any way.

Today things are very different. I am aware and I do act on promptings immediately. I consider it an honor and a

privilege.

My Personal Challenge to You

[Click Here](#) and click the big red button that says "Send a Free Card." Set up a free gift account on me. And send a heartfelt card to the first two or three people that cross your mind. These are real greeting cards that are delivered by the US Postal service. Simply write the card and the company prints it, stuffs it in an envelope, stamps it and mails it the same day.... **and I'll pay the entire cost.**

As I write this the 2009 holiday season is right around the corner and more people take their own lives during the holidays than any other time of the year. So simply BE AWARE.

And if you are interested in a very inexpensive way to ACT ON YOUR PROMPTINGS - click the JOIN button top of the page and select the SocBox option. It cost only \$49 for lifetime access to the card sending system and you get 10 free cards & postage to get started. After that, you simply pay \$2 each to add more "card credits" to send more.

Tunes-in to the awareness that people are hurting big time with me, won't you? Let's seek to hit the TIPPING POINT and dramatically reduce the numbers. Send a card. Make a phone call. Give someone a hug or a smile - especially if they cross your mind out of the blue - and, perhaps, you will be saving a life.

Here's how the \$49 card system works: