

Blog Challenge Sets Heart Surgeon on Mission to Help Kids Against All Odds

Responding to a challenge to a post on his blog, heart surgeon and online marketing expert Dr. Mani Sivasubramanian plans to raise \$10,000 in 30 days to sponsor life-saving heart surgery for 4 children -- all on his own, by promoting a new product called 'Smart Niche Minisites' on the Internet.

(PRWEB) October 19, 2005 -- Responding to a challenge posted on his blog, heart surgeon and online marketing expert Dr. Mani Sivasubramanian, plans to raise \$10,000 in 30 days to sponsor life-saving heart surgery for 4 children -- all on his own, by promoting a new product called 'Smart Niche Minisites' on the Internet.

A reader disagreed with his point that partnerships were not critical to any big online promotion, and challenged Dr. Mani to prove him wrong. Never one to turn down a contest, the Indian surgeon who works on his range of Web businesses to raise funds to sponsor operations for poor children in his country, decided to twist the challenge around.

"I'm going to tie it in with my passion and purpose," says Dr. Mani. "All -- and I mean 100% -- of all profits will go to the Dr. Mani Children's Heart Foundation, and be used to sponsor heart surgery for poor kids."

On Saturday, Dr. Mani posted a rant on his blog about the trend of top marketers to form an 'old boys club' helping each other, while an outsider could find it frustrating to break into the inner circle. He concluded by saying, "I do pretty well on my own, without joint ventures or partners."

Smart Niche Minisites -- <http://www.SmartNicheMinisites.com> -- is a new breakthrough turnkey marketing system offering a ready-made Web site with in-built income streams and exclusive rights to promote an information product related to the niche.

The marketing for the product has kicked into high gear. And at the end of the month, 4 children will have a shot at getting their congenital heart defect repaired.

For more details about the Congenital Heart Defects Awareness project, visit Dr. Mani's website at <http://www.CHDinfo.com/mission/>

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Smart Niche Minisites

<http://www.SmartNicheMinisites.com>

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