More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 104 – February 01, 2005

Hi,

I would like to welcome you to the 104th issue of the "More4you
Newsletter"!

Today is Tuesday, the 1st of February, 2005.

The current number of subscribers is: 35,035

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     More4you Newsletter ... more tips, training & tutorials
                      for webmasters & entrepreneurs.
     -=-
 Everything you need to make your website & business a success!
            ****
               Issue 104 – February 01, 2005
            ****
          Published & edited since 1996 by Frank Bauer
                     www.more4you.ws
            www.add2it.com | www.add2it.de | www.add2you.com
  www.frankbauer.name | www.million-mall.com | www.million-mall.de
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The More4you Newsletter is delivered by subscription only.
Subscription and removal instructions are located at the end of
this newsletter.

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Please click here to download the PDF version of the
newsletter: http://www.add2it.com/news/issues/more4you-02-05.pdf

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1) Editors Blurb:

Finally! My family and I are now "down under". :)

Things to get done are also moving forward slowly... I got my
Australian driving license, a car, a bank account and my son had
yesterday his first day in his new school.

Other tasks have still to be finished... like registering my
business, finding a house and most important... getting high
speed Internet access in it.)

As you can surely imagine, with this big move just about to be
finished, some of the tasks to get done are still to be
finished. I guess you can call me Mr. Backlog...)

I still need to finish the manual and web copy for Add2it
MailResponder Pro, as well as a routine to import data from an
Add2it AutoRespond Pro installation. Hopefully I will be able
to finish this by the end of February.

The advantage for you is that unless you want to upgrade from
Add2it AutoRespond Pro to Add2it MailResponder Pro, you can
already now use Add2it MailResponder Pro. Plus until the final
release is ready... you will get the installation service for
the script for free and this way save $29.

The Add2you Doubler project has been launched on the 14th of
November under the motto:

"Your Ads that work on 3,700+ web pages plus double your
 investment back"

Since the 14th of November, members have already been paid
$10,398 in bonuses and commissions plus 474,448 banners and
283,744 text ads of our members have been displayed.

Check it out at: http://www.add2you.com/doubler/

There are still sets of the special, "Moving to Australia Sale"
bundle available.

You will save you over 50%... plus there is an easy 3 month

subscription plan available.

Please check out the details at:
http://www.add2it.com/moving-to-australia-sale.shtml

Would you like to earn $82.58 referring others to this special
sale? Simply refer them to:
http://add2it.com/ref/track.cgi?id=add2it&pid=australia

Just replace add2it with your Add2it affiliate ID. Not yet an
affiliate? Signup for free at: http://www.add2it.com/ref/

If you are interested to partner with me or get a free script
copy for a translation for any available language (see the
following web page), please contact me.

The partnership details you can find at:
http://www.add2it.com/ref/joint-venture.shtml

And the contact form is located at:
http://www.add2it.com/contact.shtml

Next point, the Add2it Audio Testimonial contest is still going.

If you are interested to receive a coupon worth $100, that you
can redeem for Add2it products & services of your choice, please
visit http://add2it.com/see.pl?Add2it-APC for complete details.

And last, the winners of the September 2004 giveaway! :)

Last months promotion & survey entries giveaway winners:

1st Prize: Free copy of Add2it PostIt Pro software tool ($27
            value) + Coupon for $25* off your next Add2it.com
            Scripts & Services order (Total Value: $52).

The winner is: Hazel Burd (bootsie@****.com)

2nd Prize: Choice of the Free to Sell6 eBook collection or the
            Cash Flow Killer Mini Sites eBook package incl.
            possibility to get monthly commissions and upgrade
            to Add2you Advanced Level + commissions paid for
            your upline + Coupon for $25* off your next

Add2it.comorder (Value: $32.95).

The winner is: Sandra Nelson (3under.me@********.net)

Last months Add2it Affiliate Program and Add2you Program
giveaway winners:

Prizes: Add2it Program affiliates & Add2you Advanced Level
         members get for one month a banner or text ad on all
         affiliates index pages + Coupon for $25* off their
         next Add2it.com Scripts & Services order! (Value: $125)

         Add2you Free Level members get their choice of the Free
         to Sell 6 eBook collection or the Cash FlowKiller Mini
         Sites eBook package incl. upgrade to Add2you Advanced
         Level + commissions paid for their upline + Coupon for
         $25* off your next Add2you.com order! (Value: $32.95)

The winners are: Add2it - Lewis Leake
                  http://add2it.com/ref/home/emailcash.shtml
                  Add2you - Denis Schneider
                  http://www.add2you.com/now/coppix.shtm

Congratulations to all winners... :) Please contact me at
news@add2it.com for complete details on how to obtain your
price.

Please don't forget to join our monthly & annual giveaway at:
http://www.add2it.com/giveaway.shtml

Ok, now let's get started immediately ... have fun, relax and
enjoy!

'Whatever the mind can conceive and believe... it can achieve.'
 Napoleon Hill, Think & Grow Rich

To your success,

Frank Bauer
http://www.frankbauer.name

Publisher & Editor of the "More4you Newsletter"
http://www.more4you.ws

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Sponsor Of This Newsletter Issue:

IS IT REALLY POSSIBLE TO MAKE $500 A DAY, EVEN $1,000 A DAY,
ON THE INTERNET? In a word, ABSOLUTELY! But, it's NOT automatic.
You MUST have the essential tools, the training,the support, the
continuing education AND, most importantly, a Company that CARES
about you and your success. Register for FREE LIVE WEBCAST at
http://www.netprofitsite.com/webcast

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2) First Article:

    -=-
    "How To Save BIG In Your Online Business"
     by Willie Crawford
    -=-

When you're first starting an online business, it can be a
struggle finding the money to invest in the things that will
grow your business most. Only later do you discover things all
the guru's know that could have saved you a small fortune. Here
are a few things that will help you save on Internet marketing
business necessities.

In order to be in business on the Internet you DO need a
website. Hosting that website doesn't need to cost you an arm
and a leg. Here are two ways to save:

1) Don't register your domain through your web host. Instead
go to a discount registrar. Your web host will charge you up
to $40 or more (per year) just to conveniently handle your
domain name registration. You can register or renew your domain
name yourself for as little as $8 per year. I've set up a
service for my subscribers and clients to do just that at:
http://WillieCrawford.com/domains/

How am I able to offer you such a bargain? I have a domain name
reseller account at Wild West Domains. For around $100 per
year, practically anyone can become a domain name reseller. You
are charged a wholesale price for domain name registrations (and
other services offered on my site above). You decide how much
you want to mark up your prices above that. I have practically
no markup because I enjoy helping beginners get off to a good

start. I know that you'll be back for other products and
services that I offer - after you're a big success. :-)

2) Consider getting a web hosting account here:
http://www.profitautomation.com/app/adtrack.asp?AdID=119107

I have an account that lets me host up to 50 domains for only
$109 per month. That equates to about $2 per domain, per month.
The $109 package that I have gives me 4400 meg of disk space and
100 gigabytes of monthly bandwidth to spread among my 50 domains
in that account any way that I want to.

The account above is intended for people who want to open their
own web-hosting business. Basically, you can get one of these
accounts and then charge your online or local customers whatever
price you choose. Find 50 local customers and charge them $100
each and you've just turned $109 into $5000. That's a nice
monthly revenue stream and it's also in-line with what offline
businesses expect to pay.

The above account isn't for everyone. It doesn't come with a
lot of free tech support. You have to go through some online
tutorials and then you're the tech support. If you need help,
you can get it through an online forum or through a trouble
ticket system (where you pay by the minute). When one of your
customers needs help, their trouble tickets go to you. If you
pass them along to the parent company, you are billed by the
minute.

I use the above account to host many of my own domains. I have
numerous very simple sites that are only a few pages. Some are
only a one-page sales letter. I save a bundle by paying only $2
per month to host these. When you're paying only $2 per month
for hosting you don't need to make a lot of sale for a site to
be profitable.

Another necessity is basic Internet access. For that I use my
local cable company but I also have a backup dialup connection.
That account, which offer decent service cost me less than $10
per month. Because I transfer many 30 meg or larger files back
and forth regularly, this account probably isn't robust enough
to be my primary. However, my local cable company does
sometimes have outages for various reasons. That's when I use
this dialup account most. I also use it sometimes while I'm
traveling. You can checkout the company I use at:
http://47928.yourdialupservice.com/
They offer thousands of local access numbers in the U.S. and

Canada.

I have not located a comparable resource for outside the U.S.
and Canada, but will pass it along when I do.

Another way to save big is to get your own merchant account.
When you use Paypal or Clickbank, your initial investment may be
less. However you pay much higher processing fees, and your
less professional appearance DOES cost you sales. Savvy
customers who understand Clickbank and Paypal will recognize
that you're not processing enough volume to consider a merchant
account worthwhile. They may consider you an amateur that they
don't want to risk major purchases with.

I'm not saying that you shouldn't use Paypal or Clickbank when
you first start out and you're not confident that your product
will even sell. I AM saying that "when you're ready to run with
the big dogs, you need to look like one of them." Top marketers
that I know who are processing tens of thousands, and even
hundreds of thousands of dollars per month in credit card
transactions use: http://WarriorProcessing.com Take a look at
the site and you'll see why it's who we use.

As you get your online business rolling, the other thing you'll
need is traffic. When you first get started, the fastest way
to get it is from the pay-per-clicks. I use Google AdWords to
drive initial traffic to all of my sites when I need that
traffic fast. That allows me to quickly get enough traffic to
test and improve my conversion rate. None of the other
pay-per-clicks usually deliver the volume of traffic that I want
quickly enough.

After I refine things using Google AdWords, I do set up accounts
at some of the other pay-per-clicks. I use Google AdWords at
first because I place a very high value on my time and I don't
want to spend months just getting enough traffic to refine the
sales process on a single site.

Unless you have lots of free time, I wouldn't waste time on any
other traffic source initially EXCEPT for the one I am using
right here. Writing and submitting articles to ezines and
article directories has proven the single best source of free
traffic for me. It works so well that I've written over 300
articles on various aspect of Internet marketing. To prove that
this works, just enter my name at any search engine. You'll see
millions of returns and most of them are simply from my article

writing activities.

The other thing that will save you time is studying and
practicing copywriting. Minor improvement in your web copy can
easily increase your conversion rate by 100 times. Not learning
copywriting is practicing false economy for most of us. If only
1 out of every 200 visitors to your site buys and just by
changing a headline you can change that to 1 in 20, that shows
just how important copywriting is. There have been countless
documented cases of people getting improvements this dramatic
from minor but important improvement in their web copy.

To learn copywriting, I went through and highly recommend Yanik
Silver's Ultimate At-Home Internet Copywriting Workshop. This
will be your largest initial expense, but it's a necessary one.
Words sell, and if you're not willing to learn to use words
properly in your marketing, then you probably shouldn't waste
time setting up a website.

You can get all of the details on this course at:
http://www.ultimateonlinecopymanual.com

We've just gone over a number of way that you can dramatically
cut the expenses associate with operating your online business.
I'm willing to bet that I've just told you things that NO ONE
else has told you. They aren't all trying to take advantage of
you. However, they are hoping that out of ignorance you'll
spend more on the same items through them. Save that money and
plow it back into growing your business.

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This article is excerpted from Willie Crawford's Revised, Free
20-lesson Internet Business Success Course. To sign up for the
entire course today, simply visit: http://WillieCrawford.com

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How did you like the content of the first article?

Good: http://add2it.com/go/to.pl?l=C1-Good
      (Last issue: 44.45%)
Ok: http://add2it.com/go/to.pl?l=C1-Ok
      (Last issue: 33.33%)
Bad: http://add2it.com/go/to.pl?l=C1-Bad
      (Last issue: 22.22%)

Last issue:

"Top 10 Business Plan Myths of Solo Entrepreneurs - Don't let
 these stop you from having a business plan for success!"
 by Terri Zwierzynski

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3) The Questions & Answers Section:

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Each issue, we are going to post a new question of interest for
all marketers and the best answer(s) to the question of the
previous issue.

The question for the next issue:

This time I have some very interesting questions for all
webmasters and entrepreneurs.

Please be so kind and answer a short survey in regard to the
best way to create a newsletter/mailing list, how to get
associates / affiliates and how to integrate everything in a
site at:
http://www.add2it.com/news/more4you-survey.shtml
The result will be published in the next issue.

You have an interesting question you would like answered?
Please submit it also at:
http://www.add2it.com/news/more4you-survey.shtml

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The question of the last issue:

Last issue I asked you to answer a short survey in regard to how
newbies can make JV's with guru's, how to get public attention &
interest and answers to getting started questions.

The results of the survey:
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1. My big question is how a new person who has a good idea,
   could make a good JV with gurus?

(Question submitted by: Ley Gal)

Reg Charie <add2it-survey@DotCom-Productions.com> :
  "This is indeed a difficult question.

  The main problem is connecting with the gurus in your field.
  With the abundance of online 'experts' all pushing their
  brand of money making scenarios it is left to the new person
  to find a guru that fits their business plan."

Charlie Pilgrim <charlie.pilgrim@ntlworld.com> :
  "I know its daunting to ask some Internet business men about a
  JV, I have not really done it myself yet!

  But I would think the best bet is to ask via a phone call
  after doing a bit of research on your future JV partners site
  and products of course. Your product or service has to be
  fit for his customers also!"

Ronald Slyderink <oikossavings@dodo.com.au> :
  "Be open, honest, listing communal benefits ...and wait!"

Earl Goodman :
  "There are any number of Marketing pro's on the net, I have a
  JV with 3 of the guns, and it very simple to join, and best
  of all it is FREE. Mike Filsaime is heading up this JV, go
  here to join http://add2it.com/see.pl?JVnetwork

Daryl Austman <noguru@newbie2guru.com> :
  "This question troubles myself also. I feel very intimidated
  when I think of asking 'gurus' to allow me to JV with them.
  Most 'newbies' have no large list with which to bargain with
  and therefore their only hope is to have a product/e-book of
  some decent value."

Peter Manser <peter.manser@bigpond.com> :
  "The guru can develop the idea into a product and market it,
  and pay the person who supplied the idea a reasonable
  commission."

Dr. Tony de Bree PhD MBA <tony@go4estrategy.com> :
  "Ley, to be honest, the answer should be 'that depends'. The
  Internet is no different from the real World. From my own
  experience, some of them only think about hitting-and-running
  themselves. Other (sometimes also because of their religion)
  can be trusted."

Comments: If you as the new kid on the block want to do a JV
            with an old-timer, you simply have to ask yourself
            the following: What does the guru need the most?

            The obvious answer would be: More time and things of
            high value for his lists of contacts!

            Most "gurus" have more to do than they have time, so
            if you approach them, keep this in mind. How can you
            save him or her time? How can you make it easy for
            them?

            Then you need to make 100% sure that what you offer
            is of great value to his or her list of contacts.
            If he sells his customers e.g. Perl scripts, then his
            customers might e.g. very interested in web hosting.

            Keeping this two facts in mind should help you to do
            a JV with a "guru".

2. My book at www.bookonhealth.com is currently not selling.
   Advertising the title has not worked. Other than pay per
   visitor, how do I get public attention and interest?
   (Question submitted by: George McClelland)

Bruno Matle2 <cashfollowsus@yahoo.com> :
   "Make some articles and submit them to public use groups, be
   the 'guest speaker' at events with it, use excerpts of it in
   blogs etc."

Reg Charie <add2it-survey@DotCom-Productions.com> :
   "Have you considered an Associate Sales Program?

   I would think that a number of holistic health sites would
   love to sell the book.

   Perhaps sending a free copy along with the outline of a
   commission plan to the owners of the above type of sites
   would generate interest?

   Try a different website layout? The endless scrolling page
   is starting to assume, (at least for me), a 'scam alert' mode
   of thought."

Ronald Slyderink <oikossavings@dodo.com.au> :

"Ezine ads, pay per clicks, email ads with 'catchy' headlines
(might have to test here) are effective but you pay to get
quicker results."

Earl Goodman :
"George, there is a man who has a program called Push Button
Health, you want to contact him, and see if he won't offer
some advice for you.

Bryan Winters / 612-384-7654 / support@pushbuttonhealth.com"

Daryl Austman <noguru@newbie2guru.com> :
"I would try a two pronged approach:

1> Ensure that I have a good quality website to launch it
from and make sure that it is Search Engine Optimized for
your main search terms.

2> Find a good quality search engine submitter (I use
Godaddy's TrafficBlazer and CoffeeCup's Submitfire) and
start submitting to major websites on a monthly basis. It
will take 2-3 months of this before you start to show, but
the FREE traffic will be worth it.

Now you will have people COMING TO YOU instead of trying to
coax/trick them in to viewing your products."

Peter Manser <peter.manser@bigpond.com> :
"Offer a free subscription to a health e-zine which regularly
reminds people of the bookonhealth website.

Improve the sales pitch, offer some incentives, and consider
whether the price is appropriate.

You need to establish credibility that the book is worth the
price in order to make a sale, so maybe have regular useful
free health tips on the site, and do good articles on health
and get them published with references to the site.

Maybe consider revising the title - perhaps something like
'How to live a longer, healthier, happier life'"

Dr. Tony de Bree PhD MBA <tony@go4estrategy.com> :
"George, there are several ways that worked for us. The first
thing you can do is look for media (blogs, groups on Yahoo
and Google) etc that are used by your possible readers. I
would suggest putting a counter on your site to see if any

traffic is coming at all. Other topics: The design of your
site, the quality of your book etc etc. In any case: Go for
a niche and do not forget the real World: You own direct
working environment."

Comments: Here is some additional feedback on your site...

1. Remove those "keywords" in the box on the top of
   your site... they are only distraction from your
   headline.

2. Make the order link stick out much more.
   E.g. Click here to order ...

3. Remove the Acrobat info and place that on your
   order thank you page.

4. To prevent distraction place the Disclaimer on an
   extra page that you link to.

I did a quick check on Google for your keywords...
e.g. for men's health there are right now only two
advertisers, so you get your ad added for only 5
cents per click. Google Adwords is the quickest and
easiest ways to get quick traffic to your site.

3. How can I sell other peoples products super successfully?
   Is it best to just focus on one product or several? What is
   the best starting point from scratch to starting a home biz
   on the internet?
   (Question submitted by: Charlie Pilgrim)

Bruno Matle2 <cashfollowsus@yahoo.com> :
  "This I can't answer in one simple way, if you have a good
  list grown that you have developed you can sell products
  easily, if you FOCUS on the 'list' then add 'supporting'
  offers and products it should be great.

  Research and starting with proven $ makers and people who
  have is a good thing I think."

Reg Charie <add2it-survey@DotCom-Productions.com> :
  "The number one starting point is to learn how to get
  exposure. By exposure I mean traffic. Not just general
  traffic but qualified, (people that are interested in your

products or services), traffic.

ANYTHING can be sold online. How successful you are depends
on your planning and 'sweat equity'.

It is not enough to just have a good product or service, but
it must be promoted to put it in the public view.

Do your research!
Learn how your competitors structure their pages to get top
search engine listing.

Research web page structure.
People do not view a web page as they do when looking at a
book or brochure. Make navigation simple. Be professional.

Budget for your project.
While a number of free services can be used, it costs money
to open a virtual storefront. Costs can be reduced by
researching open source software to power your online
store/associate program, but this is usually traded off for
the time/knowledge required to install and setup.

Plan for success!
Write a business and marketing plan.
If you are selling hard products that must be shipped, set up
your in house order filling process to follow a set procedure
to minimize effort and track sales.

Choose your web host carefully.
I have seen web operations lose a lot of interest from
visitors when they became popular and their hosting package
could not handle the traffic or the traffic vastly exceeded
bandwidth allowances.
In one instance a $7.95 hosting package generated over $1800
in monthly 'overage' charges.

Provide Service!
Answer email questions ASAP!

Constantly promote your site, contribute to the community
forums, use free ads, business links/directories, and in
every instance, track your traffic's origins."

Charlie Pilgrim <charlie.pilgrim@ntlworld.com> :
  "Well I can answer that one myself now!
  I am being convinced that the way to go is with licensing

other peoples products and sell them.

Hence my interest in the 'instant online business building
toolkit' it takes a long time and more expensive to create
your own products, websites, sales materials etc.!

I have just purchased good quality products that you can
learn while you earn hopefully from Lo Benedict and also
Jeremy Burns!"

Ronald Slyderink <oikossavings@dodo.com.au> :
  "It depends... one good product with a good sales copy will
  outdo many mediocre products. Sales copy is very important
  but for a longer lasting business you need quality products
  along with good sales copy.

  BTW... I think from a newcomers point of view, it's being
        guided by those who know ...giving specific action
        steps to take ...learn more from there.

        From a business point of view, knowing how to market,
        and knowing how to be computer literate is crucial for
        development and control of the business. There is
        still not enough detailed quality guidance and
        teaching, training around - a tremendous amount of
        hype and information overload is an increasing
        problem."

  Earl Goodman :
    "Charlie, every thing I have read says, research your own
    NICHE product, then go for others if you wish. As for the
    best starting point, get your mouse on as many top notch
    newsletters as you can, digest it all, there are many super
    newsletters out there, such as the one that got you to post
    your question."

Daryl Austman <noguru@newbie2guru.com> :
  "First find out what you LOVE to do/talk about and which you
  have a fair amount of knowledge about.

  Next search out products that are 'hot' and relatively new
  that fall into your 'knowledge circle'. Do not overwhelm the
  visitor with 100's of products... it is best to stick to 3-8
  good selling/profitable products to offer.

  Next create a jump web page that is search engine keyword
  rich for the terms that people would use to find info on your

favorite topics.

Then submit it to all the major search engines and wait for
people to start finding your site.

Be sure to add an OPT-In form so that you can capture
people's email addresses for an opt-in list which you can
then use to promote NEW products from this field."

Peter Manser <peter.manser@bigpond.com> :
  "Use viral marketing, advertise to a specific group of people
  likely to buy the product, offer some incentives.

  Market as many products as you like, but focus initially on
  one or two flagship products, but don't market junk or
  questionable products because you want to build a good
  reputation.

  Once people subscribe to your e-zine or autoresponders you
  can gradually introduce your products to them one by one.

  Starting from scratch, I think the best thing is to take some
  time to learn, without risking a lot of investment, then
  start - again not risking a lot of investment, so that if you
  are unsuccessful you can easily try again, making adjustments
  for what you have learned. Note however I am saying this as
  a guy who has not yet made any significant start other than
  reading e-zines on the subject, and dabbling with an MLM
  company."

Dr. Tony de Bree PhD MBA <tony@go4estrategy.com> :
  "Charlie, the simple answer is 'there are no easy answers'. I
  personally believe that any starting point should be to make
  a good business plan. In the last 20 years I have seen many
  people and large companies go down the drain because they did
  not do their homework. If you have a killer product
  yourself, I would try to sell it yourself first. And be
  content with the result.

  BTW... My biggest advice: Do not imitate, be innovative and
          FOCUS. And do the same as if you were in a shopping
          mall. If you enter a mall and everybody sells the
          same thing, at the same time at the same price, what
          happens?"

Comments: Always focus on one product or service at the time!

1. Find a product or service that you personally like
   to use.

2. Work on promoting this one product or service
   until you earn a regular income with it. This can
   be $50, $100, $200 or more every month, you decide
   how much.

   Especially if it's not a monthly fee product or
   service, create a splash page that generates sales
   every month. More on that you can find in the
   next article in this newsletter issue.

3. Only if you are satisfied with the income you
   generate with your first product or service, look
   for a second complementary product or service.

4. Are you a subscriber of the More4you newsletter?

Yes   - 88.89%
No   - 0.00%
Don't know - 11.11%

    -=-

How did you like the content of questions and answers section?

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   Last issue:

   "Easily start a business in a competitive online market,
    effective FREE and low cost advertising and how to ensure
    email gets read and not deleted"

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4) Second Article:

    -=-
    "How to advertise any product or service on auto-pilot!"
     by Frank Bauer
    -=-

During the last couple of weeks, I have seen the following
question more and more often in my email box...

                "If you were marketing this offer,
                 what ways would you market it?"

The answer to that is easy... I would use a system to generate
leads and work them automatically. Sounds complicated?
Not really... let me explain how you can advertise any product
or service on auto-pilot!

To do that, the first thing you need is a mailing list
management software with a build in follow-up autoresponder. I
personally use Add2it MailResponder Pro which is installed on my
own server.

Instead of having it installed on your own server, you could
also get a co-hosted version or rent this service from a service
provider for a monthly fee. But since I am sure that you want
to earn money with the product or service for a long time, I
would recommend that you get your own system installed on a web
server and don't pay a monthly fee. You can save a lot of money
this way.

If you have no idea about "scripts" and how to get them
installed on your own web server, don't worry... for a very low
fee you can get this part of the work done for you.

Let's move on... In the follow-up autoresponder you would setup
a series of follow-up messages that educate the prospects
(leads) about a subject related to the product or service that
you are promoting. While doing that you can also mention the
product or service that you are selling as an example on how to
get e.g. a certain task done.

Then the autoresponder system can be fed with leads that are
generated through a splash page on your site. What's a splash
page you ask? It's a web page that collects the name and email
address of a prospect before he or she will be send to the web
site that contains the actual product or service that you

promote.

For best results, that splash page (HTML web page) should
contain your personal review of the product or service. Then
it asks the visitor for their name and email address in return
for either the email follow-up series that was mentioned before
(e-course) and / or a PDF report / e-book. Important is that
either one is of true value to the visitor and that it is
related to the products or services sold.

Next, to get visitors to visit your splash page, there are
several ways... one would be to use several of the recommended
traffic tools at http://add2it.com/ref/go.pl?l=recommended.shtml
or another way would be to generate hundreds of keyword
optimized content pages that drive traffic to your splash page
through search engine traffic.

A not cheap but great course that teaches how to do this in
details and that comes with the professional software to
generate those pages very fast you can find at:
http://add2it.com/see.pl?DSE

I personally use that system myself to generate tons of traffic
and cash. One neat feature of the pages that are generated with
that software is that they generate advertising revenue through
Google AdSense while generating traffic for your splash page.

The true art of this system is to find the right keywords that
potential customers would enter in a search engine to find your
product or service. Explaining in detail how to pick the right
keywords would be too much for this article, but the above
mentioned course teaches you in detail how to do that.

A third way to generate traffic for your splash page and to
create a mailing list of your own at the same time is the
following...

Convert leads that you buy from a high quality lead source like
http://add2it.com/see.pl?JVLeads via a sequence of educational
email (e.g. how to build a business online) from strangers to
friends... then introduce them to your product or service by
sending them to your splash page.

Here is how I do this...

I buy every month 1,000 high quality double opt-in MLM leads at
http://add2it.com/see.pl?JVLeads and let them run through an 18

step email message series.

The first 12 messages of this series are "warm-up" messages.
Those messages are not trying to sell anything, but provides
advice, tips and free tools to learn how to earn a living
online.

The following 6 messages will educate the reader how the product
or service that I am promoting can help them and it sends them
to the splash page.

Another important question that is related and I see often is:

"Is it best to just focus on one product or several?"

The answer is also easy and obvious... Always focus on one
product or service at the time!

1. Find a product or service that you personally like to use.

2. Work on promoting this one product or service until you earn
   a regular income with it. You can do that e.g. by setting up
   the system mentioned above. This regular income can be $50,
   $100, $200 or more every month, you decide how much.

   Especially if it's not a monthly fee product or service,
   create a splash page that generates sales on auto-pilot every
   month.

3. Only if you are satisfied with the income you generate with
   your first product or service, look for a second
   complementary product or service.

I personally also made the mistake before to promote several
products on one page. It's way better and more effective to
generate a separate splash page site like the above for each
product.

What you can do is to create an email training course for your
downline in each program using e.g. Add2it MailResponder Pro and
then promote your other products or services as back end offers
in those courses.

I sincerely hope that my quick tips will help you to become more
successful in what you are doing. :)

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More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 104 – February 01, 2005

Frank Bauer is the owner of Add2it.com - Scripts & Services for
your Web Business at http://www.add2it.com and the publisher of
the More4you Newsletter at: http://www.more4you.ws
To see how he can help you, visit: http://www.frankbauer.name

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   Last issue:

   "The 10 Most Amazing Ways To Jump Start Your Sales"
    by Frank Bauer

==

5) Recommended By The Publisher:

    -=-

Whenever we find a great product or service and tested it inside
out, this will be the place where you will hear about it.

If you know about a great product or service that you have
already tested inside out, please let me know about it. Also if
you own a great product or service, send a sample and a detailed
description what makes it so great to: news@add2it.com

Again... only if we believe after testing it inside out that
this product or service is really of a great value, it can be
mentioned right here.

    -=-

This issues recommended product: Which one will be the next?

Right now I am looking at several promising products and
services which I just want to mention shortly by name.

I wish I could recommend one of them to you right now here.
But due to the facts that my move to Australia is not yet 100%
finished (I am here... but still need to find a house to stay)
and that the house of my brother-in-law (actually the whole
street) where I am staying right now had no electricity the last
24 hours due to a storm, I was not able to pick one yet.

This are the products / services I am currently looking at in
alphabetical order...

- 3x7: VoIP Audio/Video Conference System
  http://add2it.com/see.pl?3x7

- Ad Word Analyzer: Keyword Research Software Tool
  http://add2it.com/see.pl?AWA

- ArbTracker: Arbitrage Software System
  http://add2it.com/see.pl?ArbTracker

- Global Domains International, Inc.: Domains & Hosting
  http://add2it.com/see.pl?GDI

- HotConference: VoIP Audio Conference System
  http://add2it.com/see.pl?HotConference

- InstantVideoGenerator: Streaming Video System
  http://add2it.com/see.pl?InstantVideo

- JV Leads: MLM Leads for Networkers
  http://add2it.com/see.pl?JVLeads

- JV-Network: Free JV Network for Internet Marketers
  http://add2it.com/see.pl?JVnetwork

   -=-

A quick update on the Traffic Equalizer Mastery Course that I
recommended in the October 2004 issue at:
http://add2it.com/see.pl?DSE

During the month of January 2005 just the Google AdSense income
generated by following the advice in the Traffic Equalizer
Mastery Course has been $126.43. Besides that, I was able to
generate tons of traffic this way. :)

   -=-

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   Last issue:

   ListDotCom - http://add2it.com/see.pl?ListDotCom

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6) Newsletter Notes & Policies:

   -=-

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   electronically or otherwise transferred for any other reason.
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