

**More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 84 - June 01, 2003**

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More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs.

Everything you need to make your website & business a success!

Issue 84 - June 01, 2003

Published & edited by Frank Bauer

www.add2you.com

www.add2it.com & www.add2it.de

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-06-03.pdf>

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1) Good Morning... !

I also like to welcome you to the 84th issue of the "More4you
Newsletter"!

Today is Sunday, the 01st of June, 2003.

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The current number of subscribers is: 5,484

Today I have four points I would like to tell you about...

First, a little while ago I asked for your opinion on making this newsletter available in PDF format.

The May issue has been downloaded so far 20 times in PDF format. Not a lot, but ok.

BTW: The branding tool has been downloaded 11 times.
You can download the small branding tool for the PDF version of this newsletter at:
<http://www.add2it.com/go/to.pl?l=brander>

But for the newsletter version where I just email a short notice with either a PDF attachment or a PDF download link nobody has subscribed to yet. So looks like the demand for this has actually not been there... even if the survey I have done before showed something different.

I will wait until the end of June and then decide if I keep offering it or just remove that again. But the download link for a PDF version at the top of this newsletter will remain. :)

Second, last issue I also asked you for your opinion about a special bundle offer... most said they would prefer the Marketing bundle.

So, here it is... :)

The Marketing Expert Bundle:
Add2it AutoRespond Pro + Add2it Mailman Pro
Price: \$129 (\$29 off / 18% off)

Please note also that in May new versions of both scripts have been released and both have been greatly improved. :)

Please check out the following pages to see the new features:
<http://www.add2it.com/scripts/autorespond-pro-history.shtml>
<http://www.add2it.com/scripts/mailman-pro-history.shtml>

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Third, following are the May 2003 giveaway winners... :)

Last months promotion & survey entries giveaway winners:

1st Prize: Submission of an URL of your choice to up to 1182
search engines, link lists and multi submit sites +
Coupon for \$5 off your next Add2it.com Scripts &
Services order.

The winner is: Nancy Buckner

2nd & 3rd Prize: Free to Sell 6 eBook collection incl.
possibility to get monthly commissions and
upgrade to Add2you Advanced Level +
commissions paid for your upline + Coupon for
\$5 off your next Add2it.com Scripts & Services
order.

The winners are: John Barnes
Jim George

Last months Add2it Affiliate Program giveaway winners:

4th & 5th Prize: For one month your banner or text ad on all
affiliates index pages + Coupon for \$5 off
your next Add2it.com Scripts & Services order.

The winners are: Wayne Lockwood (most visitors)
Doug West (most sales)

Last months Add2you Program giveaway winners:

6th & 7th Prize: For one month your banner or text ad on all
members index pages or Free to Sell 6 eBook
collection incl. upgrade to Add2you Advanced
Level + commissions paid for your upline +
Coupon for \$5 off your next Add2you.com order.

The winners are: Mauricio A. Gomes (most visitors)
Joseph Martin (most sales)

Congratulations to all winners... :) All winners will receive
a separate email message with details.

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Please don't forget to join our monthly & annual giveaway at:
<http://www.add2it.com/giveaway.shtml> or at
<http://www.add2you.com/giveaway.shtml>

Forth, I just wanted to let you know, that between the 14 and 21th of June I will be out of the country. During that times scripts can still be ordered and will be delivered automatically, but services and questions will need to wait until the 22nd of June.

In case of an emergency, I can be reached at:
emergency@add2it.com

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

Frank Bauer

Publisher & Editor of the "More4you Newsletter"
<<mailto:news@add2it.com>>

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2) Sponsor Of This Newsletter Issue:

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| Get the mailing list management script that every publisher |
| and webmaster needs to be successful and don't just take my |
| word for it... read what many other say about it and |
| get your own copy of Add2it Mailman Pro today at: |
| <http://www.add2it.com/go/to.pl?l=mailman-pro> |
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3) First Article:

"I'm Leaving So Here Are My Secrets"
by Mark Joyner

Part I: How I Got Millions of People to Subscribe to My
Newsletters

Yes, it's true.

By now you've undoubtedly heard the rumors that I'm getting out
of the Internet Marketing business.

I won't bore you with the details, but yes, the rumors are true.
I've got no reason to hold anything back ...

In this short series, I want to leave you with some of the most
powerful concepts I know. I'll make this series short,
to-the-point, easy to read, and immediately useful.

As you probably already know, I have some of the largest opt-in
lists in the world. Millions of people have subscribed to our
lists over the years. (And, no, we're not talking about spam or
junk subscribes.)

Make no mistake - your opt-in list is your most powerful weapon
in the Internet Marketing war.

How did we do it?

Well, three key concepts: "meaningful selective
co-registration", "viral marketing", and "multiple streams of
subscribers".

Section A: "Meaningful Selective Co-Registration"

Co-registration is where your subscription piggy-backs on
another subscription or sign-up form somewhere else.

For example, a free email service asks you to sign up. During
the sign up process they ask you if you also want to subscribe
to a few free newsletters, or receive special offers via email.

That's co-registration and it is perhaps one of the most effective means ever devised of building an opt-in list.

The problem is, most co-registration systems are: meaningless and non-selective. So, you may end up with a heap of subscribers, but they are worthless to you.

They are meaningless because they establish no relationship with the subscriber. If the subscriber goes to sign up for a free email account, he's not going to remember that he signed up for "Bob's Fishing Tips".

They are non-selective because most of these co-registration systems are driven by greed. ("Yes, Bob, I'll add the option for people to subscribe to your Fishing Tips newsletter on my Marilyn Manson Fan Club newsletter. Just pay me \$1 for every subscriber we give you, OK?")

Co-registration when meaningful and selective is frighteningly powerful.

Let me give you an example. When people submit a URL to the Aesop search engine, they are also given the option to sign up for my Mind Control Marketing letters. They also automatically agree to receive the Aesop Search Engine News (it's a condition of their listing).

The MCM list is comprised of people who want innovative and powerful ideas for marketing their products through the Internet. If someone is submitting a URL to a search engine, it's a safe bet they are interested in innovative ways to market online.

Since they submitted a URL to the Aesop engine, the relationship is clear. We only offer two subscriptions, so it's selective... And as you can see, both of the relationships are meaningful to the recipients.

So, does this work? Yes - like crazy.

Not only are the relationships strong, but the volume is massive. We get thousands of submissions to the Aesop search engine every single day - as I write this yesterday we received 17,478 URL submissions (yes, in one single day).

Section B: Viral Marketing

In Part I-A I talked about the proper way to use co-registration to get meaningful subscribers to your lists.

Co-registration is wonderful in that once you get it set up, as long as the origin-source of your subscribers remains active, you will have a steady stream of subscribers flowing in.

It's a great feeling.

It's a steady stream, but it's still finite. Further, you're still at the mercy of the origin-source. If the source dries up so does the source of your subscribers.

Now, what if you could take your existing number of subscribers and allow them to work to build your list for you?

This is viral marketing and it's a wonderful thing.

(Allow me to reveal for the first time ever some of the viral theory I developed at Aesop. These are the terms we used when we discussed viral marketing at our offices and everyone who was exposed to this theory had to sign a non-disclosure agreement.)

Viral marketing is wonderful, but "True Viral Systems" are quite rare.

True Viral System: one with a "Spawn Rate" of $X > 1$.

Spawn Rate: The Rate at Which Your Viral System Grows - That is, for every one person who enters the viral system, they will, on average, result X number additional people spreading the word as well.

If your spawn rate is greater than 1, over time you have something that grows and grows perpetually.

Now, every viral system dies at some point even if they are truly viral. And your system does not have to be truly viral for you to benefit. If you have a spawn rate of $X < 1$ you still get growth - and growth, when you're talking about an email list, *is* a wonderful thing.

Ah, this is the *theory* of viral marketing. It sounds wonderful doesn't it?

The problem is, getting the actual result is the problem.
Here's where the real value of what I have to tell you surfaces.

How do you increase the Spawn Rate of your viral system?

In layman's terms: how do you get people to spread your
marketing message for you?

1. The Golden Rule of Viral Marketing:

"If there is no motivation, there is no viral growth."

What does this mean?

Well, why don't I put it this way:

Give me \$500 dollars.

You heard me. Give me \$500 dollars.

Punk.

Well, you're probably asking yourself right now, "why?"
(And you may have two other words for me as well.)

See, when you ask someone to do something for you, unless
they have some motivation to do so, they simply won't do
it.

Note how you reacted when I asked you, out of the blue for
\$500. (If your reaction was "sure", please contact me
immediately: mark@aesop.com).

Some may balk and say, "Well, I don't have to have a reason
every time I do something for someone. Sometimes I just
want to help people."

Well, in that case, your motivation is probably that you
want to please the favor-asker (or you want to avoid the
pain you will experience by saying "no.").

2. Motivate People to Spread Your Message by Giving Them a
Compelling Reason to Do So

Why should they tell people about you?

The classic way to motivate people to spread the word is to bribe them. "Pass this on and we'll give you ____" (fill in the ____ with your creativity).

But motivation doesn't have to be so overt.

Sometimes people are motivated to pass things on for subtle reasons. For example, humorous emails are some of the most frequently passed on items on the net. One might argue that people are motivated by the approval and appreciation they will receive from their friends.

In the Real Time Interactive Marketing Experiment (a great viral ploy we used to build our lists at Aesop) curiosity was the main motivator. In order to see the results of the experiment, people were required to tell 3 friends about the experiment.

As you can see, the possibilities here are endless ...

Section C: "Multiple Streams of Subscribers"

The concept I'm about to introduce to you is perhaps the most powerful of all list building principles.

In Parts I-A and I-B I talked about two very powerful theories of list building. As with any marketing idea, the effectiveness of these ideas are dependent upon how well (and how aggressively) you employ them, of course.

It's like swinging a bat at a baseball ...

Sometimes you'll strike out. Sometimes you'll hit a foul ball. Sometimes you'll bat a man onto first, and sometimes you'll hit a home run.

Of course, we can never predict which of these efforts are going to render the best result. This is why most marketers live in fear. We're always afraid that our marketing efforts will suddenly stop rendering results.

Even worse, when we have a marginal success we tend to dismiss it and move on chasing that elusive "home run".

Why is this?

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It's probably a throw back from the pre-Internet direct marketing days. See, back then a marginal result meant a negative ROI (Return on Investment). That is, you'd make \$100 in profit from an ad, but since you spent \$200 on the ad itself, you have an ROI of - \$100 (that is, you lost a hundred bucks).

The Internet has so many wonderful free methods of spreading your marketing message that marginal successes should not be overlooked at all. In fact, they should amass in great number.

This is the core of the list building principle of "Multiple Streams of Subscribers". That is, if you can amass thousands of marginally successful list building campaigns, over time you will have "multiple streams of subscribers" constantly flowing in.

As you can imagine, this is a great feeling!

Now, here's a technique I used to accelerate this process greatly. I created a tool for my various affiliate programs called "the automatic affiliate list building system".

I simply gave my affiliates a line of code to add into their website. The code would put a subscription box for one of my newsletters on their site.

Of course having thousands of sites with a subscription box for my newsletter was wonderful (how's that for automating multiple streams of subscribers?), but why would a webmaster do that?

Well, as I mentioned in I-B (Viral Marketing) people must have a motivation for spreading your message. The motivation can be anything, but in this case the motivation was money. Every subscriber sent to us by them was recorded with their affiliate ID. We promised the affiliates that whenever we would release a new product to that list we would do so on their behalf with their affiliate ID in place.

They send the person to us once and we sell to the subscriber on their behalf perpetually.

The result? We never had to invest any money in this advertising (we only had to pay commissions when the advertising resulted in a sale) and it brought us a steady stream of new subscribers for our various lists every single day.

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In fact, it built a list of 30,000 subscribers for one of the projects I launched in just 4 weeks.

Stay Tuned for Part II: How I Sold Millions of Dollars in Products and Services Over the Net on a Zero Dollar Ad Budget

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Mark Joyner is the CEO of Aesop.com, the #1 Best-Selling Author of "MindControlMarketing.com" and the creator of some of the most visited websites in the world. Mark is leaving the Internet Marketing business and giving everything away to a lucky 2,000 people. The actual source code for the systems mentioned above is included in the package as well as two data CDs with source code for almost every system Mark has ever created and 18 audio CDs where Mark is grilled for hours by 14 of the world's greatest Internet Marketing experts. He gets into even greater detail in those CDs and reveals things he has never revealed before. Only 2,000 will be sold, so be sure to get yours before they are gone:

<http://www.add2it.com/go/to.pl?l=FarewellPackage>

STAY TUNED FOR THE REST OF THE SERIES:

Part II: How I Sold Millions of Dollars in Products and Services Over the Net on a Zero Dollar Ad Budget

Part III: How I Found Hundreds of Thousands of Affiliates

Part IV: Case Studies: How I Sold \$100,000 in One Weekend and \$600,000 in Three Weeks

Part V: How I Shot My Book to #1 on Amazon in 48 Hours

Part VI: How I Got My eBook Downloaded One Million Times

Part VII: How I Shot One Site to #37 Out of All the Sites in the World in 6 Weeks

Part VIII: Why I'm Leaving, Where I'm Going, and How I Planned my Exit

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4) News & Changes At Add2it, Add2you & Million-Mall:

This section will keep you updated on all important news and updates regarding:

www.add2you.com
www.add2it.com & www.add2it.de
www.million-mall.com & www.million-mall.de

Below you find out about the 9 most important news & updates during the month of May.

English / Englisch:

05/04/03 - The latest issue of the "More4you Newsletter" is now online available in the back issues section at:
<http://www.add2it.com/news/issues.shtml>

05/17/03 - The X-Linking helps everybody page has been updated at:
<http://www.million-mall.com/cross.shtml>

05/20/03 - Add2it AutoRespond Pro V1.10 has been released. For a complete list of new functions, please visit:
<http://www.add2it.com/scripts/autorespond-pro.shtml>

05/23/03 - New: We'll pay you now on demand through PayPal, StormPay or by bank transfer (only to bank accounts in Germany). There is only a \$1 minimum balance and you can request the payment of all commissions earned 14 or more days ago anytime:
<http://www.add2it.com/ref/index.shtml>
<http://www.add2you.com/faqs.shtml>

05/23/03 - Add2it Mailman Pro V2.63 has been released. For a complete list of new functions, please visit:
<http://www.add2it.com/scripts/mailman-pro.shtml>

05/23/03 - There is a new script bundle offered that can save you \$29 on your order. Please take a look at:
<http://www.add2it.com/scripts/order.shtml>

German / Deutsch:

- 20.05.03 - Add2it AutoRespond Pro V1.10 wurde veröffentlicht.
Um die komplette Liste der neuen Funktionen zu sehen,
besuchen Sie bitte:
<http://www.add2it.com/skripte/autorespond-pro.shtml>
- 23.05.03 - Add2it Mailman Pro V2.63 wurde veröffentlicht. Um
die komplette Liste der neuen Funktionen zu sehen,
besuchen Sie bitte:
<http://www.add2it.com/skripte/mailman-pro.shtml>
- 23.05.03 - Es wird ein neues Skriptpaket angeboten welches
Ihnen 29 Euro einsparen kann. Bitte schauen Sie es
sich an unter:
<http://www.add2it.com/skripte/bestellung.shtml>

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5) Second Article:

"Pick Up the Slack"
by Bob Osgoodby

Many people in business on the Internet try to market only one product. If the demand for that product is weak or if the demand dries up, they are virtually out of business. Smart entrepreneurs however diversify their offerings, and if the demand is slow for one product or service, the others usually pick up the slack.

If you have a web site, and if you are trying to do business on the Internet, this is a must. You can feature your diverse offerings there. Strategically placed ads should point people to your web site, and if you have diversification, an added advantage is that your advertising is doing double duty.

People may be attracted to your site by an ad for one product or service. When they get there they will see your other offerings, and might purchase one of them, which may not be what attracted them there in the first place.

But here is the real thing that everyone who has a web site must realize. You seldom make a sale on the first visit someone

makes, and there must be a reason for them to come back. There are a number of ways to get repeat visitors. Contests have always been a big draw, and this can take several forms. Most people can't afford to give away "high ticket" items on a regular basis, but there are a number of low cost alternatives. Informational products are always a good bet.

Sticky Web Sites are a hot button these days. So what is a "sticky" web site. I guess an acceptable definition is one that gets the people to "stick around" because there is good content there. There are no real criteria for good content as that depends on the focus of your site. The bottom line is that if people like what they see they will return.

If you expect people to come back and be a repeat visitor, you must not only have high quality content, but it must also have changing content. Your web site must also be recognizable as far as its name is concerned. Meaningful names today however, are not easy to acquire. As Dr. Kevin Nunley reported, "A recent survey showed that of the 25,000 words we commonly use in the English language, more than 93 percent are already registered as domain names."

This means we have to be a bit creative when registering your URL. Forget about the long names that have no relation to an actual company. I'm reminded of the following joke:

"Jack loved going to the Web, and decided to have his own web site. His URL was "MickeyGoofyPlutoMinnie.com" and I asked why it was so long.

"Because," Jack explained, "they say it has to have at least four characters."

While this is a bit extreme, you get the point.

Some special characters such as a dash are permitted and so are numbers. We recently registered <http://www.1-webwiz.com>. While not the most creative name, it is easy to remember. As an added bonus, we have a different server for this addresses so that in the event one is down, or has a long term problem, it is an easy matter to switch. All of these are tools at your disposal to sell your product or service. Not only should your offerings be diverse, but so should your method of delivery.

Diversification is important in any business, but in one as "fickle" as the Internet, it is a must.

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Did you know that subscribers to Bob Osgoodby's Free Ezine the "Tip of the Day" get a Free Ad for their Business at his Web Site? Great Business and Computer Tips - Monday thru Friday. Instructions on how to place your ad are in the Newsletter. Subscribe at: <http://adv-marketing.com/business/subscribe2.htm>

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6) The Questions & Answers Section:

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 lead generating web sites, how to write an article and downline behavior 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>

The question of the last issue:

Last issue I asked you to answer a short survey in regard to downline-building groups, CGI scripts and newsletter campaigns.

The results of the survey:

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1. Are downline-building groups good to build a big downline?
(Question submitted by: Chin Cheong Heng)

Warren Contreras <warren@wii-fm.com>:

"Sure, if you start one. The ones who win big are the ones on the top. Unless you want to join and promote every program they offer, you are better off creating your own. You can accomplish the same or better results with a simple website if you know how to present it as a plan and not a promotion."

Henry E. Stewart <dothens_3902@msn.com>:

"I am currently in several downline building groups. They are very beneficial in building huge downlines. OWL, Revolution9, Referralware, are some good ones. These also have tremendous opportunity for paid programs."

Ken Denton <webmaster@internetbusinessbuilder.net>:

"The answer is yes and no. The question is not whether they work or not, but whether those you recruit are active or not. So, should you decide to join one, you need to be very pro-active in working with those you recruit to encourage them and to teach them how to recruit.

There is no value in a large number of people in a downline who are not active and committed."

Wayne Lockwood <emc@elitemarketingsolutions.com>:

"Downline groups are dime a dozen. There are a few good ones still out there, but my personal experience with these type of promotional tools is that until you get your own personal downline up and running, you receive a lot of email from your 'upline.'

In a sense, your upline is getting the benefits of new members under them, not the new member. Some downline groups only let you mail to those that are directly under you if you join their free accounts. I have found it is better to use other media to promote your service or product to potential buyers.

My personal suggestion: Use banner exchanges, write articles for your niche and send them to article submission services. Both have pulled very well for me in the last months. Free classifieds are doing well also. Be sure to use a 'throw-away' email address for contact purposes on this one though. Let me know, and I will send you a list of the above tools I use presently.

I am just now getting involved with the pay-per-click search engine area. I look forward to this type of targeted buyers to work extremely well for me over time. At least in the start, I have seen good responses so far."

Mal Robertson <contact@websuccess.uk.com>:

"Depends on the group!

Be careful, there are many scams and rip-offs out there!"

Doug Nelson <douglas_n@hotmail.com>:

"I see the word 'big' in your query and the red flag jumps up! Though these list building groups may give you large list the size is not what is important. If your list is small but receptive and your content/offers are high-quality, professional offers you may find a smaller list more responsive. As you become known your name will be passed by word-of-mouth (or word-of-email) and your list will grow. Many people use downline clubs to 'build' their own downline but do nothing but market to them. You must offer value and they will come."

James Carney <slopok8225@yahoo.com>:

"I have had true difficulties with downline building. Most ways toy do it are thru other affiliate programs and in most cases you do not receive an email address but the ability to send messages thru their online email programs. So in reality it is not your group to keep but to borrow."

Comments: I believe that downline building groups will not build YOU a downline, but give you the necessary tools to help YOU to build YOUR OWN downline.

I agree with James that it is important that the downline building group gives you access to the names and email addresses of those in your up- and even more important, your downline.

You might remember that I recommended in the April issue (<http://www.add2it.com/news/issues.shtml>) iDownline at <http://idownline.add2it.com>. With them I have been able to build downline of 234 members in just 10 weeks.

Another interesting new downline building group is now in pre-launch is Ultradownline at:
<http://www.add2it.com/go/to.pl?l=udownline>

The reason why those work very good is simply that members at the higher levels are getting paid commissions even for free members. This gives them a great reason to actively sponsor. This way they build not only their own downline, but thanks to spillover, even the downline of their downline.

2. Where can I get CGI scripts and how can I use them?
(Question submitted by: Liz Darby)

Warren Contreras <warren@wii-fm.com>:

"The best way is to write them, if you don't have the skills yet, the owner of this newsletter does and I can tell you from personal experience he is very reasonable and does an excellent job."

Ken Denton <webmaster@internetbusinessbuilder.net>:

"Well, obviously Add2it.com is a good source. Also, WillMaster at <http://willmaster.com/possibilities/> is a good source. If you are looking for free scripts, you can also go to a search engine like Google and search for 'free cgi scripts.' You'll find a lot.

Most good CGI scripts are self-installing and contain a read me file to tell you exactly what steps to take. You need a host that allows you access to the CGI Bin and you'll need an FTP program to upload your files."

Wayne Lockwood <emc@elitemarketingsolutions.com>:

"This question is a gimme! Add2it is second to none on the internet. I presently use the Add2It Go-To Pro for my advertising tracking methods. I love it! Just what the doctor ordered so to say! :)

I look forward in the near future to purchasing other scripts from Frank, and am looking into the Mailman Pro version.

You really can't any cheaper than Add2it professional CGI Script installations. I have seen some services charge up to \$100+ to install their scripts. \$29 seems more than reasonable.

Starting to sound like a commercial now, but you get the point. :) Once you use the Add2it script, you won't go elsewhere. (shameless advertising) If you need to check out

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the scripts, visit this link:

<http://www.add2it.com/ref/home/vastdomain.shtml> "

Richard Stephens <lste8074@bigpond.net.au>:

"<http://hotscripts.com> is a great site, but not all the scripts are free. They have thousands of great scripts in heaps of languages.

There's another good site, but i can't remember the URL. I think it was something like <http://www.dynamicdrive.com>"

Mal Robertson <contact@websuccess.uk.com>:

"Try these for Free CGI & Java Scripts:

www.smesource.com

www.ibuiltthis.com

www.cgiforme.com

www.freescripts.com"

Doug Nelson <douglas_n@hotmail.com>:

"There are many sites online that offer 'CGI scripts'. I find that I enjoy running a search and choosing a different one each time I need a script. That way I know what they offer. You never know and you might think you have found the 'best' only to find one that is easier to navigate with your next search. Of course, when you find 'that one' then stay with them. You could try: <http://www.willmaster.com/>"

James Carney <slopok8225@yahoo.com>:

"I have found many great sites with CGI scripts both free and paid. Because I have used many from so many different sources I would not feel comfortable plugging any except this one. Add2it has some of the best free and paid CGI scripts found and the greatest thing about them is they are constantly updated/upgraded very often. Always better than before."

Comments: First a big thank you to Warren, Wayne and James. :)
May I use your feedback as testimonials on my site?

But also thank you for the other great resource links. Now I would like to add some of my favorite resources in this category on the Internet:

<http://www.cgi-resources.com/>

<http://www.scriptsearch.com/>

<http://www.webmasters-central.com/>

<http://www.ichthus.net/CGI-City/>

<http://www.allthescripts.com/>
<http://www.programmersheaven.com/>
<http://www.freeperlcode.com/>

3. I would like to know more about setting up and launching a newsletter campaign to build a mailing list. Any tips?
(Question submitted by: Susan Rusnak)

Warren Contreras <warren@wii-fm.com>:

"Don't believe that garbage about newsletter lists being the only way to make money online. What it will do is chain you to a schedule that overwhelms you with the burden to furnish original and good copy to satisfy your readers or they quit. Then you will just have your friends as subscribers and you already know them. There are easier ways to build a list and have others help you build it for free (and I don't mean ListFire)."

Charles Naundorf <cnaundorf@worldnet.att.net>:

"I would recommend something in your subject area to be given FR*EE. Set up your message to have them respond and that gives you their Email address. Also, each of your letters should have your name and street address, plus a telephone number. That assures people that you are a bonifide real person, not someone hiding in the background.

BTW: Be yourself when writing."

Ken Denton <webmaster@internetbusinessbuilder.net>:

"The first step is to determine the theme of your newsletter and then to determine where your subscribers are going to come from. There are about four primary means of getting subscribers.

- 1) Capture them at your website.
- 2) Get them from advertising co-ops.
- 3) Buy them from a list building service.
- 4) By listing your newsletter in the listing services.

You can find a ton of each of these services with a search engine. Just take your time to look at each one before making a decision as to which one(s) you will use. If you choose to use any or all of the last three, you can build a big list faster, but it will likely be less responsive. If you use only a capture on your website, your list will grow much more slowly, but will likely be more responsive.

Before you decide to publish, know that it is a lot of work and takes a lot of time. Be sure to keep your content fresh and relevant to your theme.

Don't try to do it from your home computer. Get a mailing program and publish from your website. I began with Add2It Mailman Free and later upgraded to the Pro version."

Wayne Lockwood <emc@elitemarketingsolutions.com>:

"Try creating a small mini site with your subscription form and join a couple of autosurf sites for traffic. I use several of these sites with very good response. Email me and I will send you a list to check out.

I am also a member with several advertising co-ops that send you new subscribers if you publish the subscriber's ad. You have the control on how many ads to place in your ezine so as not to overload it with too many at once. If you don't write articles, start! :) Then submit them to many of the article submission sites for increased exposure... I even use an article every once in awhile on the autosurf sites and get good responses."

Richard Stephens <lste8074@bigpond.net.au>:

"You need a good autoresponder and you need to create something other than just a boring newsletter. People get sick of reading "This month on my site we did bla bla bla and achieved bla bla bla." You need something that makes it worthwhile for people to sign up. On my site, the incentive is a free copy of a software program that i normally sell for \$39.

You could also include an E-Course."

Mal Robertson <contact@websuccess.uk.com>:

"Yes, One way = start with an FFA page. Link your reply to an offer of some sort (preferably FREE) to get people to click. Make the offer the first mailing from a decent autoresponder. Fill your following autoresponder pages with useful ideas and links to sites YOU have knowledge of and can recommend. Don't forget to include a "Remove" option if your responder does not provide this automatically."

Doug Nelson <douglas_n@hotmail.com>:

"Only one tip! Try this link! Ezine Announcer.
<http://wetrack.it/eza/af.cgi?60>

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P.S. That's not my link but these guys are everywhere and only the good last."

James Carney <slopok8225@yahoo.com>:

"Add2it Mailman Pro is the best I have seen. I have unfortunately at this time only seen it second hand from a partner. I have the free version and at this point it suits me. You must plug your site as much as possible with pop ups and emails and advertising ezines etc. to get people to know you then trust you so they will join your newsletter."

Comments: Thanks for all the great feedback. :)

On additional advice I want to give in regard to list building, is to pay very good attention to Mark Joyners article that is included in this issue.

He REALLY knows what he is talking about. :)

4. Are you a subscriber of the More4you newsletter?

Yes - 94.4%
No - 0.00%
Don't know - 5.56%

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7) 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:

[<mailto:news@add2it.com>](mailto: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: Spam Terminator
<http://spamterminator.add2it.com>

I personally received already more than 1,000 SPAM messages in a single day... but until now I couldn't do much against it, without risking to also filter out emails from my clients and business contacts that I need to receive.

Now I tried Spam Terminator and I can finally give my delete button a rest... and gain back the time I wasted before on manually sorting out the SPAM.

You know... a lot of spammers use fake email addresses, do you?

One of the 18 automated Spam checking systems that are build into Spam Terminator, is to ping the senders address of an incoming email to make sure it's valid.

When it does that, it sends a small email to the sender that looks like this:

"This is an automatically generated message by Spam Terminator (tm). Your message "SUBJECT" Has been delivered to: EMAIL ADDRESS. No further action is required..

You are receiving this message because you sent an email to RECEIVERS NAME but YOUR email address was not listed in this user's Approved sender list.

Since many spammers attempt to mask their identities by using fake email address, part of the spam protection Spam Terminator (tm) uses is a patent-pending "ping" process that determines if a sender's email address is valid.. If it isn't, Spam Terminator deletes the offending spam.

The fact that you have received this message is verification that your email address is valid, your email message has reached your intended recipient's inbox, and that you have now been added to this user's Approved sender list..

If YOU would like to reclaim YOUR right to a spam-free inbox and earn easy residual income with its unique auto-viral-marketing system, download your free trial copy of Spam Terminator(tm) now!.

Click here:

<http://blockspamnow.com/r/38> "

Did you notice that link? It is automatically the promotion link of the software user!

And even if the user is just evaluating the software, he/she will earn \$6 on every sale of Spam Terminator that is generated through that link... and once the user paid his/her annual fee of \$34.95 for Spam Terminator, the user will be locked into a 3 x 10 forced matrix that will allow to earn additionally on 10 levels.

The user can even use that link to earn \$6 after his trial expired, but until he paid his/her annual fee the matrix income will roll up to the next paid user in his/her upline.

Isn't this incredible? And this is just one of the viral marketing methods build into Spam Terminator... :)

BTW: One of the very important reason why I endorse this great product, is... that publishers of email newsletters like mine won't get any extra work through the use of this anti-spam tool.

Opt-in newsletters that are legitimately delivered from a valid email address will continue to be delivered. And this is VERY important to me. :)

Summary - I highly recommend to check out at least the 30 days free trial of Spam Terminator at:
<http://spamterminator.add2it.com>

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8) Newsletter Notes & Policies:

a) Please feel free to forward this newsletter in its entirety to your friends and associates. This information may not be electronically or otherwise transferred for any other reason. All rights reserved.

BTW: I made the PDF version of this newsletter brandable! What does that mean? You can now download a small branding tool at:
<http://www.add2it.com/go/to.pl?l=brander>

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and use it to customize many of the links to Add2it.com & Add2you.com within the PDF version of the newsletter with YOUR OWN Add2it Affiliate ID and / or Add2you Members ID.

When you pass it now around as a freebie or gift to other people... you can earn commissions!

b) Privacy statement: Your name and email address will never be traded or sold with any third party.

c) To subscribe to the "More4you Newsletter" visit:
<http://www.add2it.com/news/>
or send an email to: [<mailto:subscribe-m4u@add2it.com>](mailto:subscribe-m4u@add2it.com)

By standard you will receive a plain text email newsletter with a PDF version download link in it.

If you prefer to receive just a short notice with a PDF download link or a short notice with a PDF attachment, please visit: <http://www.add2it.com/news/>

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g) Disclaimer: While I believe that the sponsors ezine advertisement is ethical, I cannot be held responsible for any claims made by third-party advertisers.

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i) If you'd like to write an article with tips, a training article or a tutorial for webmasters or entrepreneurs, please send an email to the autoresponder at [<mailto:news-ag@add2it.com>](mailto:news-ag@add2it.com).

You will receive the "Author's Guidelines" by email.

Or simply visit: <http://www.add2it.com/news/news-faq.shtml>

j) I welcome all comments, questions, tips, news, topic suggestions and other material related to tips, training and tutorials for webmasters and entrepreneurs.

Please submit your material for publication to:

[<mailto:news@add2it.com?Subject=Publication>](mailto:news@add2it.com?Subject=Publication)

k) To review "Frank Bauer's Choice", which just may be the right company for you, send an email to my autoresponder at: [<mailto:franks-choice@add2it.com>](mailto:franks-choice@add2it.com)

l) If you would like to cross link your web-page to "Frank Bauer's \$1,000,000 Web-Mall" @ <http://www.million-mall.com> to increase our Web-Traffic please read the instructions on my web page at: <http://www.add2it.com/go/to.pl?l=m4u-crosslink>

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