

More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 89 - November 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 89 - November 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-11-03.pdf>

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- 1) Good Morning... !

I also like to welcome you to the 89th issue of the "More4you

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Newsletter"!

Today is Saturday, the 01st of November, 2003.

The current number of subscribers is: 7,961

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

First, in October a new version of Add2it Go-To Pro has been released. This new version has some great new functions...

You can now offer live support and track visitors on any web site that you are promoting (even if it's not yours) using InstaHelp within Add2it Go-To Pro! It provides you with a new, professional way to approach potential customers that otherwise never existed until now!

Note: This feature requires InstaHelp. A 15 days free trial is available at: <http://instahelp.add2it.com>

But that's not all... now you can do A-B split testing or organize advertising co-ops using Add2it Go-To Pro.

To check out the interactive online demo, please visit:
<http://www.add2it.com/scripts/go-to-pro.shtml>

BTW... new major releases of Add2it Mailman Pro and Add2it AutoRespond Pro will follow soon... stay tuned. :)

Second, following are the October 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: R. Keith Rice

2nd & 3rd Prize: Choice of the Free to Sell 6 eBook collection or the Cash Flow Killer Mini Sites eBook package incl. possibility to get monthly commissions and upgrade to Add2you Advanced

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Level + commissions paid for your upline +
Coupon for \$5 off your next Add2it.com
Scripts & Services order.

The winners are: Brian Lawrence
Joel Newton

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: Worrell Bertrand (most visitors)

<http://www.add2it.com/ref/home/willbltwo3.shtml>
Herman Drost (most sales)

<http://www.add2it.com/ref/home/vision2003.shtml>

Last months Add2you Program giveaway winners:

6th Prize: For one month your banner or text ad on all
members index pages or choice of the Free to
Sell 6 eBook collection or the Cash Flow
Killer Mini Sites eBook package incl. upgrade
to Add2you Advanced Level + commissions paid
for your upline + Coupon for \$5 off your next
Add2you.com order.

The winner is: John Makosky (most visitors)
<http://www.add2you.com/now/pathbuilder.shtm>

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

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>

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

Frank Bauer

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

How did you like the content of chapter 1?

Good: <http://www.add2it.com/go/to.pl?l=C1-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C1-Bad>

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2) Sponsor Of This Newsletter Issue:

> Prepare to be Shocked as You Energize Your Business Today! <
> If you market anything online, you need to download these 2 <
> Highly Recommended Power Tools right NOW. Add2it Go-To and <
> InstaHe!p will put Your Business to Work for You. Plug into <
> the FREE Trials here: <http://www.add2it.com/scripts/jv/> <

How did you like the content of chapter 2?

Good: <http://www.add2it.com/go/to.pl?l=C2-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C2-Bad>

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3) First Article:

"8 Ways to Earn More Without Working Harder"
by Marcia Yudkin

Conventional wisdom has it that there are only three ways to grow your business: Find new customers, increase the amount of each sale to existing customers or get customers to buy more frequently. But I've seen business owners go blank when presented with those three options. So here is a more useful list of ways to increase your total revenues without in most cases having to put in more hours at the office.

1. Charge by the project rather than by the hour. Hourly fees

are a death trap for the experienced professional. You get penalized for being able to zoom right in to the nub of the problem and its solution. If you are good at what you do, instead provide customized quotes for each whole project. Most clients prefer this anyhow, so that they know in advance what they will owe you. The exception is when you can't nail down the scope of the project before getting started; in that case alone, revert to hourly fees.

2. Boost your exclusivity and perceived value. If you emphasize that you don't sell to just anyone who shows up at your door, but you have certain criteria for the clients you choose to serve, people become more eager to engage your services. Likewise, if you drive home the value that you provide with testimonials, case studies, client lists and specific results you have achieved in the past, you'll get a greater return from all the marketing you're already doing.

3. Create higher-end, higher-priced programs and options. A photographer friend of mine learned that people enjoy options to select from, and they most like to select the next-to-most-expensive option. So to increase her income from framed family portraits, she simply offered a larger and more expensive frame as the biggest option. Customers were then more likely to choose the second biggest, which cost more than the previous second biggest frame.

4. Create a repeat-billing product or service instead of selling one-shot products or services. Get clients to sign on to some sort of ongoing service plan, and you get a longer, larger return from each of your marketing efforts. For the photographer, this could be a plan for enlargements tailored for a number of holidays spread throughout the year, such as Mother's Day, Father's Day, Christmas and Valentine's Day.

5. Revise your current products and services for a specialized market and charge more. Whatever the industry, people believe they have special needs and therefore they will pay more for products and services specifically for them. By making small and in many cases insignificant changes in your offerings, you can increase people's willingness to pay more for your items or your knowledge.

6. Sell related products and services - your own or someone else's - to current and past customers. Hair stylists easily sell mousse and conditioner to their clients, who want to look as great when they're on their own as they do when walking out

of the salon. When people buy from you, what else do they typically need to enjoy a complete solution to their problem? Mark up the offerings of other service or product providers along with your own, and your total revenues go up.

7. Make it possible for clients to prepay and "stock up" on your services or products. I pay for the next winter's fuel each summer and get a lower price per gallon, and the fuel company gets lots more money earlier. Similarly, offer a slight discount for six months or a year's worth of your consulting services, and your cash flow can instantly improve.

8. Simply raise your prices. Most entrepreneurs charge too little and are thereby earning less than they could with every sale. Raise the price of your book from \$17.95 to \$19.95, or of your fee for cleaning teeth from \$90 to \$99. Usually there's little or no resistance from your market. Sometimes with a significant raise in prices, you lose some customers but revenues increase overall. That's the goal!

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Marcia Yudkin <marcia@yudkin.com> is the author of 6 Steps to Free Publicity and 10 other books. She runs a private member site, MarketingforMore.com, which supports business owners who are growing their businesses. Learn how to avoid the most common pricing mistakes in her free report, "Charge More & Get It," available from <http://www.marketingformore.com/survey.htm>.

How did you like the content of chapter 3?

Good: <http://www.add2it.com/go/to.pl?l=C3-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C3-Bad>

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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

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Below you find out about the 10 most important news & updates during the month of October.

English / Englisch:

- 10/02/03 - The latest issue of the "More4you Newsletter" is now online available in the back issues section at:
<http://www.add2it.com/news/issues.shtml>
- 10/02/03 - New section with articles related to Add2it.com scripts now available at:
<http://www.add2it.com/scripts/articles/index.shtml>
- 10/16/03 - New, for all The Free Agent Path members (not only those in my team)... a free training & recruiting follow-up systems that anybody can use:
<http://www.add2it.com/fap.shtml>
- 10/16/03 - Several new tools are now listed on the Business Tools Mall at:
<http://www.million-mall.com/business-tools.shtml>
- 10/20/03 - The "X-Linking helps everybody" page has been updated at:
<http://www.million-mall.com/cross.shtml>
- 10/23/03 - The CD, Games & Video Universe page search options have been updated at:
<http://www.million-mall.com/cdu.shtml>
- 10/25/03 - Many satisfied customers left this month new testimonials for Add2it Scripts & Services. See for yourself at:
<http://www.add2it.com/testimonials.shtml>
- 10/27/03 - New content at the lists of "Free Things On The Internet" pages at:
<http://www.million-mall.com/free.shtml>

German / Deutsch:

- 16.10.03 - Diverse neue Tools wurden zum Business Tools Center hinzugefugt unter:

<http://www.million-mall.com/business-tools-d.shtml>

25.10.03 - Viele zufriedene Kunden haben auch diesen Monat wieder Ihre Referenzen fr Add2it Skripte & Service hinterlassen. Sehen Sie selbst unter:

<http://www.add2it.com/referenzen.shtml>

How did you like the content of chapter 4?

Good: <http://www.add2it.com/go/to.pl?l=C4-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C4-Bad>

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5) Second Article:

"Advantages Of Starting Or Managing An Ezine Or Mailing List
Using Mailing List Management & Auto Responder Scripts"
by Cathy Qazalbash

It is common knowledge that one of the best ways to build your business list is with a free newsletter. A quality, content-rich newsletter will enable you to build a list of loyal subscribers, who will become in time your life-long customers. Not only will they be happy to read your offers, when you blend them with your great content, they will even be responsive to your "backend offers" because you, their trusted publisher, recommended these products.

This is your optimum goal. Low subscribe rate, loyal subscribers, responsive readers and happy, satisfied customers. By this means you have 2 business lists. One your active subscribers and secondly your satisfied customers, both responsive to your offers. Now all you need is a means of managing your lists.

The versatile mailing list management & auto responder scripts! Your mailing list management & auto responder scripts are indeed your "best friends" for managing your ezine and business lists. There are many different ways mailing list management & auto responder scripts can be used, here are the main ones:

- Firstly to send out your ezine/newsletter to all your

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subscribers in 1 big broadcast. 1 click of the mouse and your ezine is on its way to each of your subscribers.

- Secondly to send notification of special offers to all your subscribers.
- Thirdly good mailing list management & auto responder scripts will always personalize your newsletter and messages, people love this and you will gain loyal readers.
- You can send "mailers" about offers to your list using your mailing list management script. And a series of messages about your offer in timed intervals using your auto responder script. These are effective because your reader will get to see your offer more than once.
- For your customers you can set up a "thank you" sequence. Thank you for purchasing ... product and a week or so later I hope you are enjoying your product any questions contact ... and PS we have a special discount for you our valued customer on a useful accessory to the product (your backend sales)
- A FAQ sheet can be set up on an auto responder script with commonly asked questions about your product, a great time saver.

Your mailing list management & auto responder scripts will manage all your lists:

- Keeping track of how many active subscribers you have.
- Recording all unsubscribed, deleting them from your list.
- Allowing visitors to sign up with a subscribe form from your web site and automatically adding them to your list.
- Putting an unsubscribe clause at the bottom of your newsletter so that your subscribers can automatically remove themselves.
- Automatically removing bad email addresses from your lists.

These are just a few ways your mailing list management & auto responder scripts can help you automate your newsletter and manage your lists.

However always bear in mind that not all mailing list management & auto responder scripts are created equal. Some give you only

partial service, others restrict your mailings, list numbers or number of campaigns.

Recently I came across a mailing list management script and an auto responder script that stood out from the rest. As well as taking care of the normal mailing list management & auto responder tasks, with no restrictions, they have some extra features like being able to send your newsletter in different languages. Another nice attribute is the ability to recognize bad email addresses; before they even get on your list, a great time saver. They also have great customer service and tech support!

Add2it Mailman Pro and Add2it AutoRespond Pro

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

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+-----+
|           Article written by Cathy Qazalbash           |
| Publisher of the free marketing newsletter A-Y-B       |
|           http://advertise-your-business.com           |
+-----+
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How did you like the content of chapter 5?

Good: <http://www.add2it.com/go/to.pl?l=C5-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C5-Bad>

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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:

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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 getting subscribers to read newsletters and solo ads, market saturation with information products and obstacle with Internet marketing 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 finding customers, finding a paying program and how to get your message across.

The results of the survey:

1. Where are the customers, all I see out here are sellers?
(Question submitted by: Kristi Brown)

Audra Gehrke <editor@ecommerce-resources.org>:

"The customers are everywhere out here. Really, you just have to know how to find them. Are you targeting your market? If you're not targeting your market then that's most likely your problem. I like to use the ezines for my advertising. Yes, I'm a publisher too but the ezines have always worked good for me no matter what I'm promoting.

Here's a site that offers free ads for subscribing to multiple ezines, or you can just visit the ezines using the links on this page: <http://tinyurl.com/jr0z>

You can go to any search engine and put in: ezine+directories and thousands of links will pop-up. Go check out some of them and subscribe to some of the ezines that are your targeted market, see if you like them then start placing paid ads in some of them. Don't forget to track

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your advertising so you know where your sales / hits are coming from."

Jason Hillard <webmaster@rapidcashcreations.net>:

"If you visit any site and pay for something then YOU are the customer.

Customers are online every day of the week. It all depends on how you attract the customer to your website and if they WANT (not NEED, but want) the product you are offering.

If you have your own website, submit it for review to several forums so you can get an idea of what the most likely causes of someone NOT purchasing when they visit.

IF it is your own site then you need to develop a Lead Capture System to follow up with each visitor. Visitors will NOT buy on their first visit, so you need to get them to opt-in to your autoresponder to point out the benefits of your product. They need to see your website a minimum of 7 times to compel them to buy.

BTW: There are now people on the internet every day, but soon, they see the same old sites again and again. Be DIFFERENT. Be RESPONSIBLE and people will be more likely to do business with you."

Patti Ballard <esballards@centurytel.net>:

"I get my leads from FFA pages, message boards, safelists, and forums."

Darin A Gordon <dgordon76@par1.net>:

"The customers are out there. You just have to look for them. If you are selling something, advertise. The best form of advertising is Viral Marketing. Getting the word out about your product or service."

Mike Pepper <u_bug_me_32@hotmail.com>:

"Sellers are easy to find, because they all have web sites. :) People looking to buy something rarely build a web site asking someone to sell to them. A person looking to buy something is going to do exactly the same as you and I do, they will type something into a search engine. That is where

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you have to be. Even the magic list only works in certain circumstances, because someone looking for a gift or clothing for themselves is not going to look for a site with a newsletter about new shirts."

Doug Rennie <doug@callylifestyle.co.uk>:

"I don't think everybody has a belief in what they are selling. In fact I would go further and say that many sellers don't know what it is, they are selling. Therefore I think that most of the sellers are potentially buyers because they are still looking for the right product for them. Guess what, I have finally found it."

Charlie Pilgrim <charlie.pilgrim@profits4ya.com>:

"Take a good look at yourself and what products you have bought and why you bought them in the first place! There will be millions just like you looking for the very same products!"

Barbara Fehmel:

"The customers are not there because the goods selling are not what they want."

S.A. Mitra <bunnybiz@earthlink.net>:

"There are customers on the Internet everyday or else how would you hear about all these "gurus" making money. Somebody is buying their stuff. Why would customers being advertising in any form on the Internet? They wouldn't. Depending on what you are selling, you would want to find targeted customers. Where are they found, in targeted lists. Either you find a way through lead capture forms or buy your targeted lists from reliable sources. There you will find your customers."

Delores R. McCoy:

"You just have to look in different place and the right market for your product."

Barbara K. Ross <ross1105@comcast.net>:

"There are lots of people new to the Internet looking for a business to run from home. Sellers can also be buyers--just

depends on what you're selling! I've gotten some great leads from Safelists and from advertising in ezines."

Comments: That the customers are out there is no question. Even at the worst economic times, people are buying something...

Every single person on this globe is a customer and every single day new customers are born. :)

But... are you selling what THEY want???

2. Is it possible to get a program where you are paid real money up front instead of paying a starting one?
(Question submitted by: Michele Whittaker)

Audra Gehrke <editor@ecommerce-resources.org>:

"If you mean to get paid before you spend any money, most affiliate programs will let you join for free, then when you make enough commissions you can use that to actually join the program."

Jason Hillard <webmaster@rapidcashcreations.net>:

"Are you kidding?"

IF I asked you to hand me \$10 and never asked for anything in return, and thousands of others did the same, you would be broke in not time flat."

Patti Ballard <esballards@centurytel.net>:

"Since I have started -- I have only paid to join 2 programs. But the quality of products was many times more than my payment. Anything else that I work with has been free to start, and yes I have been paid.

BTW: I work with some extremely honest, ethical, moral, legal, and most importantly positive minded people whose main goal is that everyone succeeds. If a business does not qualify for all of those points -- I will not work with it -- no one can succeed in a negative atmosphere. This is how I decide if I can and/or will work with any organization and this method works for me. And when you add that to learning at least one new thing a day about

marketing -- it's another step towards success."

Mike Pepper <u_bug_me_32@hotmail.com>:

"Wow! If you find that one let me know! But don't tell anyone else. Seriously though, yes you can, and it's happening all the time. This is where the list comes in. If you had a good strong list of people who look like they might be interested in buying scripts for their web sites, I'm pretty sure Frank would pay you good money to get at that list. It's called advertising."

Doug Rennie <doug@callylifestyle.co.uk>:

"I have not found a programme yet. What I have found is, you must have a sellable product which is unique and consumable. You then use marketing to expand your opportunities to tell everybody about it. This works in two ways. One, you will sell the products because they are simply the best. Two, you will recruit if the business is easy and understandable."

Delores R. McCoy:

"Lesson to what you are saying, you would like to be paid for not doing a think first. In this business you are not going to get nor more than a start up for free. And if you pay your money you are more serious."

Barbara K. Ross <ross1105@comcast.net>:

"I'm not sure what the question is! There are plenty of programs that pay good money, but I don't know of any that will pay you before you've done anything!"

Comments: Up-front of you buying a product or service? Yes... almost every affiliate program like e.g. the Add2it affiliate program works this way....

But... should you just promote anything out there without testing it first? In my opinion.... No!

Up-front of you doing any work? Dream on... ;)

3. How do you get your message across to selected groups if there too many similar groups peddling the same product or programs?

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(Question submitted by: Chin Cheong Heng)

Audra Gehrke <editor@ecommerce-resources.org>:

"Make your ads different and use a URL hider like this one:

<http://www.tinyurl.com>

Or an ad tracker link will work too.

If you're using the pre-written ads that the program gave you, you won't get anywhere because everyone else is using those same ads too. Learn how to write your own ads because they work much better. Also, it's better if you buy the product / service that you're advertising so you know if it's good or not. People won't buy continuously from anyone if they aren't selling anything worth while. And use your own testimonials in your advertising, those always work great."

Jason Hillard <webmaster@rapidcashcreations.net>:

"Take a different approach. Develop your own page or mini-site devoted to that particular program and get the visitor to opt-in to your autoresponder to follow up with them and point out the benefits of why they should be involved and what YOU will do as their sponsor for them.

There is nothing worse than getting no support from your sponsor.

Sponsor = reSPONSORble (not correct spelling) but YOU are responsible for every person you introduce to every program you are in."

Patti Ballard <esballards@centurytel.net>:

"I just be myself. Too many people copy someone else. Being an individual -- I am different. :)"

Darin A Gordon <dgordon76@par1.net>:

"Offer discounts, freebies, (everybody, no matter who you are, loves freebies) or a Joint Venture."

Mike Pepper <u_bug_me_32@hotmail.com>:

"If you are only interested in 'peddling' some product dozens, or even hundreds, of other folk are peddling, you've probably been suckered into the same get-rich-quick scheme as them.

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Put your head back on the right way up and try to either find a more innovative product, or at least a more innovative way of marketing it.

BTW: Questions like these tend to illustrate the point that too many beginners at internet marketing still think that all you need to do is put up a copy of some affiliate web site, stick it to a couple of search engines and wait for the money to roll in.

This assumes that people surfing the web are all so taken with everything out there that they will throw their credit card at every web site they come across. Unfortunately, there is no difference between persuading people to buy stuff off your web site, or buy it out of your shop in the mall. It's no coincidence that most of the people making big money off the web made equally big money out in the real world before the web came along."

Doug Rennie <doug@callylifestyle.co.uk>:

"You need to believe in what you are selling, and you need to be honest. The product is key here."

Charlie Pilgrim <charlie.pilgrim@profits4ya.com>:

"You create your very own USP (unique selling position). You offer more benefits, bonuses, aftersales etc.

Joel Newton <jnewtn@bellsouth.net>:

"You need to go to an email guru for leads that provide selected groups. The leads are more expensive, I have found, but are may be much more profitable in the end than the less expensive leads."

Barbara Fehmel:

"By making your offer a little more attractive to the buyer, by cheaper price or a more attractive item."

Tina Chenery <tinac59@hotmail.com>:

"Streamline your advertising. Use very specific words to describe your product and this way they shouldn't get caught up with everyone elses.

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BTW: Whatever online business you choose, just remember, don't give up. If you continue to advertise you will eventually reap the rewards. It is a well known fact that new businesses do not expect to see an immediate profit, so hang in there and separate the wheat from the chaff. Stick with the businesses that suit you best and good luck."

S.A. Mitra <bunnybiz@earthlink.net>:

"You got to find a different approach to reach these people. You got to place a 'twist' on your advertising or sales letter. Use your mind to brainstorm and write down these ideas. You'll be surprise what comes up. What captures you attention to a product or program? Write it down. Do your homework. Study those that are making money and add a 'twist' to their approach.

BTW: Frank Bauer has a great newsletter and is a very nice down-to-earth person. He is a great leader and team player. :)"

Delores R. McCoy:

"Well what you have to do is be creative and give something away for free if they pay."

Barbara K. Ross <ross1105@comcast.net>:

"You have to find a way to make your product or program stand out from the rest. Use giveaways, teach some training, provide excellent customer service."

Comments: Always listen to the radio station that we ALL listen to... WIIFM! What Is In It For Me!

Simply write with your OWN words to a TARGETED group and explain them what is in it for THEM and explain why they should take your offer instead of that one of the others that promote the same. That is what your USP (Unique Selling Proposition) is all about and what separates you from the crowd.

4. Are you a subscriber of the More4you newsletter?

Yes - 71.43%

No - 4.76%
Don't know - 23.81%

How did you like the content of chapter 6?

Good: <http://www.add2it.com/go/to.pl?l=C6-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C6-Bad>

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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: Flying Pop-In Creator
<http://www.add2it.com/go/to.pl?l=FlyingPopup>

It's no question that some surfers don't like pop-ups at web pages... but it's also no question that pop-up are one of the most effective marketing methods you have on your web page.

But are you aware that almost 50 MILLION Internet users in the United States alone can now block your pop-up ads (AOL, Earthlink, Yahoo)?

Flying Pop-In Creator is not just another pop-up maker. It is the most advanced, best, and easy to use stand-alone desktop software product of its kind that helps to defeat blockers.

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When Michael Wonch first conceived of this software, it was of a simple, quick application that allowed for flying pop-up ads such as the types used by FlyInAds.com and AdSlider.com, except done purely as a desktop application with no ad exchanges required. That simple idea became something so advanced, it no longer had any real competition anywhere.

I personally tested Flying Pop-In Creator believe that the it has become a product which I believe will set a new standard for future software of its type. And yet, it is so easy to use, even novices will be able to have their advanced pop-up ads ready for use in minutes.

Here are some of the cool features:

- Flying Pop-Up Ads - ads "fly" in from top, bottom, or either side. Can be set for one specific direction or from random directions with each access.
- Purely Desktop Application - unlike the exchanges and Brian Garvins scripts, FPC is 100% a desktop program that works on Windows 98 First Edition on up. The only thing the customer will need is a web page or site to use the JavaScripts created with the program.
- Ads Show In Netscape 4.0+ as well as IE 4.0+ - FlyInAds.com and AdSlider.com only work with Internet Explorer 4.0+; FPC works with both Explorer and Netscape.
- Defeats Pop-Up Blockers - no pop-up blockers effect FPCs ads, at all. This anti-blocking works only for Internet Explorer at this time; future versions will include other browsers, including Netscape. Most people in the world use IE.
- Check Ad Links For Validity - right from the software, users can check to ensure they entered in the correct ad URL.
- Test & Adjust Pop-In Ad - no more having to post the scripts for testing on a live site page; FPC allows the user to see the pop-up as it will appear with their current settings. They can adjust the window, if necessary, and update those settings by dragging the sides or corners of the ad window and pressing the UPDATE DIMENSIONS button in the Test Mode Console.
- Automatic or Manual Embedding Options - the user has the choice of whether to insert the codes manually to their pages

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or have the program do this automatically. Manual insertion allows for customized names of the function AND script files.

- Ad Rotation - users can have more than 1 ad for each pop-up window that rotate with each subsequent page access. The visitors to their sites will not see the same ad twice in a row, even if the same pop-up window scripts are used on a different page in the site.
- Save Project Files For Later Editing - users can save their projects for later editing/changes to their ads; no longer having to just start from scratch.
- Detailed User Manual & Tutorial - those who use FPC will have access to a detailed manual and tutorial that explains all the functions and options and has 4 sample projects they can work with to get used to FPCs functionality.
- Free Lifetime Upgrades - FPC has built-in "hooks" to allow for easy upgrades through plug-ins. These upgrades will not only be for minor fixes or upgrades, but also encompasses any MAJOR upgrades. Everyone ordering FPC will be allowed to update FPC even if the upgrade is to the next major version number.

Flying Pop-In Creator is offered at a very reasonable price... but, I got Michael Wonch to agree that I could even offer it to you, my More4you Newsletter subscribers, at 50% off! :)

Flying Pop-In Creator is offered at regular price of \$97 at <http://www.flyingpopup.com/> ... don't order it there!

At <http://www.add2it.com/go/to.pl?l=FlyingPopup> you can get it at 50% off for only \$48.50 (incl. \$214.92 worth of bonuses). :)

Summary - I highly recommend to check out Flying Pop-In Creator at: <http://www.add2it.com/go/to.pl?l=FlyingPopup>

How did you like the content of chapter 7?

Good: <http://www.add2it.com/go/to.pl?l=C7-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C7-Bad>

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8) Newsletter Notes & Policies:

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