Hi,

I hope you had a wonderful Christmas season and also a Happy New Year... :)

I also like to welcome you to the 91st issue of the "More4you Newsletter"!

Today is Thursday, the 01st of January, 2004.

The current number of subscribers is: 9,851

Before we get started, I have four points I would like to tell you about...

First, the layout of the More4you Newsletter changed slightly as you for sure notice by now. Don't worry... only the former chapter one moved up to the top and forms now the introduction to each newsletter issue. Right below you will find the table of content.

Second, I would like to let you know that the Add2it.com Christmas Season Special Offer got extended. It is now available as the New Years Special Offer at http://www.add2it.com. It still gives you 25% off a complete set of Pro scripts and 50% off on the installation service. :)

But that's not all... :) In this newsletter issue as well as at the Add2it.com site I have placed New Years presents in form of 15% off coupon codes. They can be uses for any Add2it.com scripts and / or services order, even on the New Years Special Offer above.

There are two codes in this issue and 2 on the site. Each code can be used fifteen times. Total value: US $1521 or more!

Third, on the 9th of December Add2it Mailman Pro 3.01 has been released. This brand new release now support double opt-in, double opt-out and much more. If you are still using an earlier release, I recommend to update now!

Additionally I wanted to let you know about another improvement:

Upgrades are now freely available one year (before it was 6
months) beginning the day you originally ordered the script.

For an additional two years (before it was 6 months) you will
now be able to order the most recent versions at 50% off
directly through the Add2it Download Area.

Forth, following are the December 2003 giveaway winners... plus
the 2003 annual 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: Brian Lawrence

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

The winners are: Christine Chenery
                  Thomas Zadonowicz

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: Mark Hendricks (most visitors)

http://www.add2it.com/ref/home/hunteridge.shtml
                  Herman Drost (most sales)
                  http://add2it.com/ref/home/vision2003.shtml

Last months Add2you Program giveaway winners:

6th & 7th 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 winners are: John Makosky (most visitors)
                   http://www.add2you.com/now/pathbuilder.shtm
                   Frances Andrade (most sales)
                   http://www.add2you.com/now/fandrade2020.shtm

And now... here are the 2003 annual winners! :)

1st Prize: Coupon for $150* off your next Add2it.com Scripts &
            Services order.

The winner is: Cj Ogston

2nd Prize: Coupon for $100* off your next Add2it.com Scripts &
            Services order.

The winner is: Nancy Buchner

3rd Prize: Coupon for $50* off your next Add2it.com Scripts &
            Services order.

The winner is: Jim George

4th-7th Prize: Coupon for 20% off your next Add2it.com Scripts
                & Services order.

The winners are: Frances Andrade
                   Dean Wegner
                   Diane Waters
                   Lance Whyte

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!

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

To your success,

Frank Bauer

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

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===================================================================
    More4you Newsletter ... more tips, training & tutorials
                      for webmasters & entrepreneurs.
   -=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-
   Everything you need to make your website & business a success!
            ********************************
                 Issue 91 -  January 01, 2004
            ********************************
             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.

Table Of Content:
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Please click here to download the PDF version of the newsletter:
     http://www.add2it.com/news/issues/more4you-01-04.pdf
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===================================================================
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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/ <

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1) First Article:

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-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-
"Researching Keywords"
 by James D. Brausch
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One of the first things I do when I create a new site is to
create a list of at least 100 "keywords" that describe that
site. These are the topics that I will be targeting with PPC
campaigns. They are also the topics I will be targeting for
free search engine traffic. Eventually, they will be the topics
of articles I will be publishing on my site and the topics of
affiliate relationships I will be developing.

I use the following three sources to gather my keywords:

Overture
Findwhat
Wordtracker

Here's the step-by-step plan:

Overture

1. Open your web browser.

2. Enter the following on the URL bar (or just click the link
   below):

   http://www.Overture.com

3. Click on "Advertiser Center"

4. Click on "Tools"

5. Click on "Term Suggestion Tool"

6. Enter the one word topic you decided on in a prior step.

7. It will give you a list of terms along with the number of
   searches. Use copy/paste to put the entire list into
   notepad.

Findwhat

1. Open your web browser.

2. Enter the following on the URL bar (or just click the link below):

   http://www.Findwhat.com

3. If you haven't already signed up for an account, do so now by clicking on the "Advertise With Us" and following the prompts.

4. Click "My Account".

5. Enter your user id and password.

6. Click "Keyword Center"

7. Enter the one word topic and click the "Refine" button.

8. It will give you a list of terms along with the number of searches. Use copy/paste to put the entire list into notepad at the end of your list of Overture keywords.

Wordtracker

1. Open your web browser.

2. Enter the following on the URL bar (or just click the link below):

   http://www.WordTracker.com

3. Click "Take The Trial"

4. Enter your name and email address (don't worry; these guys will not spam you)

5. Click "Start The Trial".

6. Click "Click Here To Start The Trial"

7. Enter the one word topic and click the "Proceed" button.

8. Click on each of the words on the left and copy the words it gives you on the right into your notepad file.

Alphabetize your entire list of keywords and remove all of the
other junk (keyword counts, etc). Remove any duplicates.
Remove any inappropriate words (words that actually have nothing
to do with your topic and words that are adult in nature).
Remove any keyword phrases that are longer than 25 characters.
Remove any keyword phrases with punctuation in them
(apostrophes, dashes, etc.).   Remove any keyword phrases with
numbers in them.

That's it. You will be using this list over and over as you
promote your site. Consider this the index for your site.
These are the categories in your links directory. These are the
keywords to use when advertising your site. These are ideas for
writing articles.

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The author, James D. Brausch, is the coach and webmaster of
QuitThatJob.com, a site dedicated to providing step-by-step
instructions to start your own profitable Internet business and
Quit That Job! For more information, please visit:
http://www.QuitThatJob.com.

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How did you like the content of chapter 1?

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

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

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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 7 most important news & updates
during the month of December.

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English / Englisch:

12/02/03 - The latest issue of the "More4you Newsletter" is
           now online available in the back issues section at:
           http://www.add2it.com/news/issues.shtml

12/09/03 - Add2it Mailman Pro V3.01 has been released. For
           a complete list of new functions, please visit:
           http://www.add2it.com/scripts/mailman-pro.shtml

12/07/03 - New content has been added to the lists of "Free
           Things On The Internet" section at:
           http://www.million-mall.com/free.shtml

12/12/03 - The "X-Linking helps everybody" page has been updated
           at:
           http://www.million-mall.com/cross.shtml

12/30/03 - Some insights about Frank Bauer:
           http://www.add2it.com/about.shtml

12/31/03 - Update: Just 2 more spots are available in my new
           Super Network JV offer direct team at:
           http://www.add2it.com/jv/

Coupon Code: NuYear4you

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German / Deutsch:

09.12.03 - Add2it Mailman Pro V3.01 wurde veröffntlicht. Um
           die komplette Liste der neuen Funktionen zu sehen,
           besuchen Sie bitte:
           http://www.add2it.com/skripte/mailman-pro.shtml

    -=-

How did you like the content of chapter 2?

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

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3) Second Article:

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-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-
"How to Create and Send HTML Email"
 by Herman Drost
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Until recently text-based email was the most popular way to
communicate, however with the advent of HTML email you can now
create and send beautiful graphics, create clickable links and
use interactive forms.

HTML email can have the same appearance as a web page. You can
include your favorite photos, create colorful newsletters or
charts for your friends or business associates.

It's now often used as a valuable tool in email marketing
campaigns.

HTML email has now surpassed text-based email in popularity.

Read this survey on email format preferences and programs.

http://www.wilsonweb.com/wmt8/email_format_preferences.htm

Let's first point out the pros and cons of sending HTML email
before we get into how to create it.

Pros of using HTML email

* Visually appealing
* Able to include graphics, icons, clickable links, different
  fonts, interactive forms.
* Increased interactivity with your customers.
* Mostly used by advertisers, however more consumers are using
  HTML email as they switch to faster connections.
* Ads can be more effective in HTML
* Most of the popular email clients now support HTML email
  (i.e. Outlook Express, Outlook, Eudora, Netscape Communicator,
  Hotmail, Rocketmail, AOL, Yahoo, Web TV).

Cons of using HTML email

* Slow loading due to downloading of graphics
* Takes up more space in your email client
* Not all computers support HTML email
* Users may not have the required bandwidth or may have download
  quotas set by their ISPs.

* Hackers can send viruses, trojan horses embedded in HTML
  email.
* Users may turn off the option to receive HTML email, or use
  filters to quarantine it.

How to create a simple HTML email

1. Open your favorite HTML editor ie FrontPage, Dreamweaver
   (you can also use MS Word 97 or 2000 but it tends to bloat
   the code a little) to create your email.

2. Always use absolute URLS for your graphics
   (i.e. http://www.ihost-websites.com/images/header.gif).

3. Graphics (i.e. images, icons, fancy fonts) must be stored on
   a web server to correctly appear in email software - you
   could save it as an attachment, however most folks will not
   open the attachment especially (and delete it) if it's from
   someone they don't know.

   If you don't want to use graphics, you can use colored tables
   for different sections (ie header, masthead, contact
   information and footers).

4. Name and save the page you have created (i.e.
   html-email.htm).

5. Open your Email Software - in Outlook Express (since it's the
   most popular) go to create mail - insert - text from file -
   scroll to your saved HTML page.

   You are now ready to send your HTML email.

6. Email a test to yourself before your send it to your
   subscriber list. You may want to send it to your friends who
   have different email programs so you can be sure most of your
   subscribers can read it on their computers.

7. Once you have created an attractive HTML page or newsletter,
   save it as a template. Now you can just open the template
   whenever you want to send HTML mail and most of the work will
   be done for you.

BTW... If you use an advanced mailing list management script
like Add2it Mailman Pro it's much easier to create and send your
HTML messages to your list of subscribers.

It comes with a built in WYSIWYG HTML editor that allows you to
create and view your HTML message even before you send it out.

I recommend you check out the interactive online demo at:
http://www.add2it.com/scripts/mailman-pro.shtml

HTML email is still rather new, but it is a great marketing tool
if used properly. The key is to test, test , test to see if
your subscribers prefer it over text based email. If you are
unsure your subscribers can read HTML email, then offer both
text-based email and HTML email, to cater to both audiences.

Or with Add2it Mailman Pro you could simply choose to send
messages that contain both... a plain text and a HTML version.

In my Part 2 of this article, I will discuss "How to create and
send an HTML email form" to increase the interactivity with your
subscribers and boost the response rate in your email marketing
campaigns.

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Herman Drost is the author of the NEW eBook
"101 Highly Effective Strategies to Promote Your Web Site"
http://www.isitebuild.com/web-site-promotion
Subscribe to his "Marketing Tips" newsletter for more original
articles. mailto:subscribe@isitebuild.com. You can read more
of his in-depth articles at: http://www.isitebuild.com/articles

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How did you like the content of chapter 3?

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

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4) 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
spam & filters, mall content and subscriber / opt-in list
management 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
newsletter feedback, live customer service desks and sending
info without consent.

The results of the survey:
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1. What is the key to getting responses to your desire for
   feedback in an ezine? (Linda Landry)

George DaSilva <emailme@lusoplaza.com>:
  "New Information not the same old canned info. Clean writing
   to many links gets confusing. I only read a few lines and
   skim thru the ads. Give me some information that I can use.
   How do I resell domain names?
   How do I install php scripts step by step creating the
   database etc. simple and straight to the point for the newbie
   to follow.
   How to create the little banner bars.
   Maybe articles how to become a webmaster were to get the
   space to resell etc."

Warren Contreras <warren@wii-fm.com>:
  "Offering real value for those who respond. There are more
   people out there who could use some sincere assistance in

learning how to make a few bucks online but they are afraid
to respond because of past bad experiences."

Nucha Aquino:
  "Ask for it!
   Give compensation for each feedback."

Christine Chenery <tinac59@hotmail.com>:
  "A headline that catches the eye. As with anything if your
   headline doesn't create interest then the ezine just isn't
   read. For me it's as easy as picking out the best deals on
   my site and promoting them."

Tracy Yates <ebooker@e-bookemporium.us>:
  "Mostly it's being able to actually offer a helpful answer to
   the feedback questions being asked."

Gary Parson:
  "Having an interesting ezine and asking for responses."

Beverly Youngs <byoungs2@earthlink.net>:
  "Getting your consumer's interest in the feedback question.
   Offering an incentive."

Pamela A. Jackson <angel@angelandco.com>:
  "I would have to say that the key would be the content: Does
   what you have written in your ezine pertinent to your reader?
   Since your ezine subscribers have different needs, and their
   needs are constantly changing, you must use variety in your
   ezine topics and articles. By all means, stick with the
   purpose of your ezine, but add something new and different
   from time to time. It will always catch someone's
   attention."

Paul Saunders <paul@rville.com>:
  "The key to a good ezine is valuable content that people want
   and that designed in such a way as to encourage response and
   questions in the mind of the reader. We create Internet
   Radio Station for our clients so feedback is everything to us
   as all that we do is about listener interaction."

Norma Dennis:
  "Ask them! Use a poll, survey, or just a set of questions.
   You're gonna have to bribe them, of course."

Jon Arnold:
  "Be realistic, fantastic claims are met with cynicism."

Jim Hobuss:
  "Getting my valid email past spam filters!"

Donna Sweat <donna@sosbbs.com>:
  "I wish I knew the answer to this one! I have tried
  repeatedly for good feedback. I suppose its when ever they
  feel like responding. Busy world, no time to sit and write."

J. Rigby <jr@fablor.com>:
  "Don't insult the intelligence of the prospect!
  Make sure it can be optionally done in 45 seconds or less.
  (Max 5 questions)"

Mal Robertson <contact@websuccess.uk.com>:
  "Offer a freebie to those who respond."

Comments: Getting responses to your desire for feedback in an
           ezine is not easy.

           Here is what I noticed: Every time I send out this
           newsletter, I ask the subscribers e.g. to answer this
           survey. And every time less than a handful react to
           this request.

           But... in the middle of the month, when I send out a
           little reminder asking for participation, I get a
           much better result in terms of feedback. The
           response rate is more than 1000% higher than!

           Here are the reasons why:

           1. That email is much shorter and personal email to
              the subscriber

           2. It asks only for one thing: Feedback

           3. It doesn't "distract" the subscriber with tons of
              content.

           What do you think? Am I right or wrong? Did I miss
           any important point? Let me know. :)

           Will less than a handful reply to this? ;)

2. Who is using live customer service desks? Which ones do you
   use? Have they been useful in creating customer
   "stickiness"? Have they increased sales? Have they been a
   hindrance?
   (Question submitted by: Emilie Boyles)

George DaSilva <emailme@lusoplaza.com>:
  "Only tested it, but looks like to me very expensive. Looking
   for inexpensive ones."

Bill Thomas <bill6850@wideopenwest.com>:
  "I've never used them. I have thought about it and I can see
   where they could be helpful. But I think that they could be
   a hugh pain in the rear."

Christine Chenery <tinac59@hotmail.com>:
  "As a rule I don't use live customer service desks but there
   are times when I have to. The best one that I have used is
   BT Broadband, let's be honest if your site goes down then
   no-one sees anything. They were helpful, polite and very
   informative. Well done BT Broadband."

Pamela A. Jackson <angel@angelandco.com>:
  "Those using customer service desks are those with specific
   questions about a product or service being offered. We do
   not use one on our Shoppes site, but are planning to use one
   for our custom graphics and Internet services sites.
   While we were looking for a new hosting company, the one that
   jumped out at us, and brought us back to purchase their
   hosting, was the one that had a customer service desk. This
   company even monitored the time you were on their site, and
   popped up the customer service desk to ask if there was
   anything they could do to help you, or any questions you
   needed answers for. It was very impressive and we have now
   been hosting with them for a year -- very happily, I might
   add."

Paul Saunders <paul@rville.com>:
  "I use in2site and it work real well and was provided by my
   host as part of the package - it has made sales and helped
   people find their way around the site."

Jon Arnold:
  "My service providers give customer service, via email or
   phone."

Jim Hobuss:

"HP, Linksys, Comcast ... the BIG players!"

Donna Sweat <donna@sosbbs.com>:
   "There are many out there, but in my experience, I might
   better skip it. They are either no help or complicate the
   situation more then it was to begin with."

J. Rigby <jr@fablor.com>:
   "If you outsource this vital aspect you are simply crazy.
   NEVER in history, has letting strangers run *vital* areas of
   your business been sane. Less so today when the quality of
   those services is so poor due to cost restraints - resulting
   in culturally alien communications and consequent customer
   rage.

   The reason large corps do it is simply to fake their profits
   by finagling the *naturally* high cost of ...... Customer
   SERVICE, by moving it around on a balance sheet."

Comments: I personally use and love InstaHelp that you can find
            at http://instahelp.add2it.com.

            I noticed in several occasions that visitors bought
            right after using the Live Help system on my site.

            It gives customers a much better chance to make an
            well educated buying decision by getting their last
            questions quickly answered.

            When customers notice that they get their questions
            quick and easy answered, there is much higher chance
            for them to become repeat customers.

            When I started using the system, I was first afraid
            that it might interrupt my daily work too much, but
            it's not the case. Besides... since I know now that
            most people that use the system for their buying
            decision, I know that the time invested to answer
            customer questions is very well invested.

            BTW: InstaHelp is much cheaper than its competition,
                 but it has 23 Extra Features over similar
                 programs and you can try it 15 days for free.

3. Would like to learn how and when I have email names and

   addresses I can send them info,without their consent.
   (Question submitted by: Doug Fawcett)

Bill Thomas <bill6850@wideopenwest.com>:

  "If you have someones email address you can send them mail
   when ever you wanted to. But I know that there is a new anti
   Spam law that was signed by President Bush yesterday and
   there are some stiff punishments for spammers and I think
   that if you send mail without someones consent your
   considered a spammer. So be very careful."

Warren Contreras <warren@wii-fm.com>:
  "I don't suggest sending email with any kind of sales message
   to anyone at anytime without their consent. If you have
   something of real value to offer them without any commitment
   on their part would be the only acceptable reason."

Nucha Aquino:
  "Without their consent you cannot do it. It's already illegal
   in Europe and will be illegal in the U.S. after New Year...
   if I understand right."

Christine Chenery <tinac59@hotmail.com>:
  "I would never send info without the owners consent. There
   are many good safelists out there that do not cost a small
   fortune to join. With the law regarding spam becoming
   stricter it's really not worth it."

Pamela A. Jackson <angel@angelandco.com>:
  "If they people you are wishing to contact with info are not
   already on your subscriber's list, you can send them an
   informational email. However, be sure that you do two very
   important things: 1) Provide them with a method of letting
   you know if they are not interested in receiving emails from
   you, and, 2) If you do not receive a response from them
   (either in answer to your information or a subscription to
   you ezine) within a week or two, DO NOT send them additional
   email.
   As a business person, I seldom have time to read all the
   'Junk' mail that I receive, let alone the email that I
   subscribe to. My SpamBully filters out over a thousand
   pieces of unwanted email per day. Do not become a Spammer.
   It is not necessary. There are many prospects out there who
   will respond to your emails. Have patience. Anything
   worthwhile is worth working towards and waiting for.

       BTW: The rules of the Internet are changing rapidly and the
            way we do business must change with those new rules.
            The WWW means exactly what is says: World Wide Web! It
            is large and encompasses many nations and many people.
            There is room for those who are truly serious about an
            Internet business.

            Take your time. Think things through logically before
            making a decision. And, above all, do not expect to
            'get rich quick'. The only ones getting rich that way
            are the ones who draw people in with their promises of
            'instant wealth'.

            Have a dream? See it through. With hard work and
            determination, it will be yours!"

Paul Saunders <paul@rville.com>:
  "There is really no time that is allowed or you could get
   accused of spamming them - only send info to those that have
   requested it - remember turn a stranger into a friend and a
   friend into a customer."

Jon Arnold:
  "Can't do it, don't try it, you'll be labeled as a spammer."

Doug Rennie <d.rennie@tesco.net>:
  "How did you get the information. If the person fills in a
   pop up to find out more info on a particular topic then I
   would consider that they are consenting. If this is done by
   any source which is taking their info without the persons
   knowledge then this is wrong."

Donna Sweat <donna@sosbbs.com>:
  "I would not go there... Don't even think it!"

J. Rigby <jr@fablor.com>:
  "NEVER. Go read this: "SPAM - where the real profits are"
   Get it here: mailto:newsbiz@fablor.com
   it is an autoresponder Bulletin that will not send to free
   email addresses - only real ones.

   BTW: YOU are your prospect 99% of the time. Simply ask
         yourself 'How do I react to this sort of
         approach/price/product?'"

Mal Robertson <contact@websuccess.uk.com>:
  "Don't!

   Only send email to folk who have opted in or agreed to
   receive it."

Comments: I am pretty sure I don't need to add any comments to
           this one... :)

           If people didn't opt-in... leave them alone.

4. Are you a subscriber of the More4you newsletter?

Yes   - 94.44%
No   - 0.00%
Don't know - 5.56%

Coupon Code: NjoyNuYear

   -=-

How did you like the content of chapter 4?

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

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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:

<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: Co-Op World
                              http://www.add2it.com/go/to.pl?l=CoOp

The free to join Co-Op World looks very promising, I earned so
far $114 in Co-op cash and I am in position 31 out of 13,061
members.

It has an excellent chance of putting a huge number of people on
a new path to wealth and is based on the philosophy of
Co-Opitalism which takes all the best bits of capitalism and
revamps the shortcomings with a big dose of community, of people
helping people, of co-operation.

By filling out a simple survey you will be entitled to a $5
Co-op cash bonus as part of a $1.25 million co-opcash giveaway
to kick start their business.

It also allows you to earn $2 Co-op cash per person that you
refer and that fills out a form for free.

Co-OpWorld has been almost 4 years in development and has just
opened the gates for registration.

It is launching with a $1.25 million Co-OpCash giveaway to
reward the marketers who give the business a kickstart by
spreading the word.

You do NOT need to ever spend money to be able to earn. This is
not a 'let's join free and you have to upgrade to earn'. It's a
whole new approach to marketing and is designed so that your
team and your income will continue to grow.

It is about real products, real services and meeting real market
place demands.

It combines many of the most lucrative business models, both on
and off the Net, into a series of powerful communities that are
designed to generate cash for the members.

Over 75% of the funds that would normally be held onto as
profits are distributed back to the members.

As I already said, it's free to join and the first 20,000 are
promised to become founders and earn cash for life. I recommend
you signup for free.

Summary - I highly recommend to check out Co-Op World at:
          http://www.add2it.com/go/to.pl?l=CoOp

     -=-

Here are updates on others I am currently evaluating:

1. IMBlaze's all-in-one chat instant messenger client software
   with the build in viral marketing aspect still looks very
   promising. They have been able to fix most of the bugs and
   released it.

Still... I don't feel 100% confident about them yet. The reason
is that some people got charged too early (including me) and no
commissions have been paid yet.

Also their amount of communication as well as their response
time has been much to slow in the beginning. It became better
during the last two weeks, but still... it could be better.

As of right now, I can only recommend to check out the free
software itself at:
http://www.add2it.com/go/to.pl?l=IMB

2. With Traffic Equalizer I am still waiting for the test
   results. Before I give up on that tool, I just emailed Jeff
   Alderson, the developer, and asked him to check my pages to
   make sure it isn't caused by a mistake I might have made.

     -=-

How did you like the content of chapter 5?

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

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6) 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.

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
       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>

d) When you subscribed you supplied the following data:
   First name:
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f) To receive a back issue of the "More4you Newsletter",
   please download it from the newsletter section at:
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   increase our Web-Traffic please read the instructions on my
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