Hi,

I would like to welcome you to the 92nd issue of the "More4you Newsletter"!

Today is Sunday, the 01st of February, 2004.

The current number of subscribers is: 11,059

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

First, I wanted to let you know about the Add2it Audio Testimonial contest that gives you a good chance to win a $100 coupon.

Click this link to play the audio message:
http://PlayAudio-123.com/play.asp?m=46833&f=PFOMKG&ps=7&p=1

The winners (1 for every 50 audio testimonials) of the contest will receive a coupon over $100 that can be redeemed for Add2it products & services of your choice.

To enter the contest, please call toll-FRE^E and leave your testimonial for:

- any Add2it product or service or
- the More4you Newsletter or
- the Add2it Affiliate Program

1-80^0-609-9006 Ext. 6692
Or from outside the US:
1-678-255-2174 Ext. 6692

Thank you... I wish you best of luck.

Second, I would like to let you know that the Add2it.com New Years Special Offer is gone... but not really! ;)

Please take at the new Add2it.com home page and let me know what you think about it... and, much more than the good, I am interested to hear from you about the bad and the ugly. :)

Please check it out at http://www.add2it.com and then contact

me from: http://www.add2it.com/contact.shtml Thanks a lot!

Third, following are the January 2004 giveaway winners! :)

Last months promotion & survey entries giveaway winners:

1st Prize: Submission of an URL of your choice to up to 1,000+
            search engines, directories and to 500,000+ link
            pages + Coupon for $10 off your next Add2it.com
            Scripts & Services order.

The winne^r is: Jonathan E. Rudd

2nd & 3rd Prize: Choice of the FRE^E 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 $10 off your next Add2it.com
                  Scripts & Services order.

The winners are: Tina Chenery
                  Kenneth Bussey

Last months Add2it Affiliate Program giveaway winners:

4th & 5th Prize: For one month your banner or text a^d on all
                  affiliates index pages + Coupon for $10 off
                  your next Add2it.com Scripts & Services order.

The winners are: Mark Hendricks (most visitors)
                  http://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 a^d on all
                  members index pages or choice of the FRE^E 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 $10 off your next

Add2you.com order.

The winners are: Kim Him (most visitors)
                   http://www.add2you.com/now/TrafficSplash.shtm

                   Richard Widmeier (most sales)
                   http://www.add2you.com/now/richmar.shtm

congratulation^s 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>

More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 92 – February 01, 2004

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======================================================================
     More4you Newsletter ... more tips, training & tutorials
                    for webmasters & entrepreneurs.
   -=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=--
   Everything you need to make your website & business a success!
               *******************************
                 Issue 92 – February 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 instruction^s are located at the end of
this newsletter.

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    management"
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Please CLICK HER^E to download the PDF version of the
newsletter: http://www.add2it.com/news/issues/more4you-02-04.pdf
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Sponsor Of This Newsletter Issue:


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>  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 FRE^E Trials here:      http://www.add2it.com/scripts/jv/ <
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1) First Article:

    -=-
    "How to Stop Internet Thieves and Make Money from Them at
     the Same Time"
     by Bogdan Ravaru
    -=-

Let me tell you a true story...

More than 14 years ago, when I was still a kid, my family and I
visited my grandparents in Obarseni... It's a small village in
Romania, you wouldn't know it... :)

My grandma had a roost with about 20 chickens in there. And
there was this thing that caught my attention...

When the night would fall, my grandfather would go there and set
up several small animal traps around the roost.

I was very curious, so I asked my grandfather: "Grandpa, what
are those things for?" and my grandpa replied: "They are there
to catch foxes my dear. When the night falls, they come for our
chicken."

"And what do you do when you catch them grandpa? Do you release
 them the next morning?"

For as long as I live, I will never forget what my grandfather
replied:

"Heck no, son! First I skin them, then I feed them to the dogs
 and then I sell their fur!"

And he went on:

"You won't believe how much money I have made this way. Fox
 furs are very expensive. Plus, I save a bunch on dog food!"

Only decades later did I understand how much business sense my
grandpa's words made.

You see, your website is no different than that roost. It has many "chicken". Digital products, sales-letters under construction, experimental software, unpublished articles and so on...

And the foxes? The foxes are present as well. People who try to gain access to these pages and files for fre^e, without paying you for the blood sweat you've put in.

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Unfortunately, most online business owners will never take advantage of this fact in order to profit like crazy!
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They either stand still and wait for the foxes to eat their chicken time and time again, or, at the very most, they just try to protect the chicken without making any profit from the foxes themselves.

Too bad!

"That's interesting Bogdan, but how can I do this? How can I actually make money from online thieves?"

Beats me! Ok, ok I'm kidding. <grin>

Actually, it's *very* easy once you know how.

You don't believe me? Here's one of the simplest techniques that almost nobod^y is using!

When thieves try to 'attack' your site, several "error messages" are created by the web server software.

Let's say for example that you have a digital product named: "Secrets Of Chess". Do you know what many people will try to do?

They will try to type in the address bar:

http://www.yoursite.com/download

or maybe

http://www.nameofyoursite.com/sos.pdf
(sos="Secrets Of Chess")

...and 100+ different combinations. Every time the address
they type does not lead to a real file, a "404 Error" message is
produced. I'm sure you have seen one. I'm talking about those
ugly "Page Not Found" pages.

So, what can you do? Simple! You configure your site so that
each time an "Error 404" is generated, the fox, errr... sorry, I
mean "the visitor" will see a page of YOUR choice.

This can be done ultra easily since most hosts have an online
panel that does that in a couple of minutes. But even if such a
panel does not exist, you can email your webmaster and he can
show you how to do this easily.

Or just do a search on google.com for "create custom 404 pages"
or "how to create 404 pages".

Now, the question is what to put there...

My suggestion?

NOT the same page that the visitor has just seen. If s/he
decides that the only way s/he would have access to the product
is for fre^e, then maybe it's time to take "another route".

What is that route you ask? Simply, put a page for an
affiliate product there. That way s/he will see a completely
different offer and you stand a good chance of making some
commissions.

Of course, there are many ways that you can easily make *100
times* the profit from online pickpockets. As I said:
It's *easy* once you know how...

I will only say this much: You are ignoring a goldmine in your
site if you are not incorporating similar techniques...

I guess my grandfather never knew how much money I would end up
making because of that little chat we had so long ago.

God bless his soul...

Thanks for reading,

Bogdan

--

Bogdan Ravaru is the co author of the shocking report:
"Project Mousetrap from Eastern Europe: How to Build the Perfect
Mousetrap for Online Rodents."

"Discover the amazin^g Secrets of Two Webmasters from Eastern
Europe that Allows Them to Stop Internet Thieves Cold... and
Skyrocket Their profit^s at the Same Time"
CLICK HER^E Now ==>
http://add2it.com/go/to.pl?l=ProjectMouseTrap

   -=-

How did you like the content of chapter 1?

Good: http://www.add2it.com/go/to.pl?l=C1-Good (Last issue: 88%)
Ok: http://www.add2it.com/go/to.pl?l=C1-Ok   (Last issue: 6%)
Bad: http://www.add2it.com/go/to.pl?l=C1-Bad (Last issue: 6%)

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2) 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 January.

   -=-

English / Englisch:

01/02/04 - The latest issue of the "More4you Newsletter" is
           now online available in the back issues section at:
           http://www.add2it.com/news/issues.shtml

01/04/04 - The Add2it Mailman FRE^E advertising statistics have
           been updated at:
           http://www.add2it.com/scripts/order-a^d-space.shtml

01/10/04 - The Add2you program has been improved to pay Advanced
           Level members even higher and grow the membership

base even faster. Look at the improvements at:
http://www.add2you.com/

01/23/04 - If you also need pre-qualified leads for your
business, then you should get onto my first alert
list at:
http://www.add2it.com/firstalert/

01/25/04 - Good news again for all Add2it.com Affiliates and
Add2you.comProgram members...

In the members area is now a new section called "Ways
to promote".

It contains eight areas with twelve promotional tools
that I personally use and like. Especially the first
three methods are very effective.

The experts under you might already know some or all
of those, but even for them this can be helpful. The
links to those twelve tools can be personalized in
the "Update Supported Program ID's" area of your
members area.

This way everybody in your dowline will see YOUR own
referral link and YOU can profit.

BTW... Eight new recommended programs and tools have
been added to the "Other Recommended Programs &
Tools". More possibilities for you to earn extra
cas^h. :)

To visit your affiliate area, please CLICK HER^E:
http://www.add2you.com/affiliates.cgi

01/26/04 - The content of the "Business Tools" section has
changed at:
http://www.million-mall.com/busniness-tools.shtml

01/29/04 - The "X-Linking helps everybody" page has been updated
at:
http://www.million-mall.com/cross.shtml

01/31/04 - To find sensational cellular savings and make money,
please check out:
http://www.add2it.com/1CellNet/

-=-

German / Deutsch:

26.01.04 - Der Inhalt des "Business Tools" Bereichs hat sich
           ge ert unter:
           http://www.million-mall.com/busniness-tools-d.shtml

-=-

How did you like the content of chapter 2?

Good: http://www.add2it.com/go/to.pl?l=C2-Good (Last issue: 45%)
Ok: http://www.add2it.com/go/to.pl?l=C2-Ok   (Last issue: 33%)
Bad: http://www.add2it.com/go/to.pl?l=C2-Bad (Last issue: 22%)

If February issue results are worse than the January results, I
will consider removing the News & Changes section. Please vote.

==

3) Second Article:

    -=-
    "How to Create and Send an HTML Email Form Using PHP"
     by
    -=-

An HTML email form is often used in email marketin^g to generate
a greater response from potential customers. However their is
not much information on how to actually create an interactive
HTML email form or template to achieve this.

Part 1 of this article discussed how to create and send simple
HTML email. In this article we will create an interactive HTML
email form.

Benefits of creating an HTML email form

* generate immediate interactivity with your customers.
* use of visually appealing graphics, icons and forms.
* all the most popular email software now support HTML email.
* ability to track responses
* create interactive questionnaires, surveys and newsletters.

Here is the step by step process how to create an HTML email

form:

1. Create your interactive HTML email form page in your
   favorite HTML editor including any graphics or icons to make
   it look attractive.

Make sure you always use absolute URLs for graphics (i.e.
http://www.ihost-websites.com/htmlmail/header.gif) and an
absolute link for your formmail script
("http://ihost-websites.com/htmlmail/formmail.php"),
otherwise they won't appear correctly.

Here's an example of an interactive HTML email form viewed as
a web page.

http://www.ihost-websites.com/htmlmail/newsletter.htm

If you want to see the HTML code used for the form, click on
Internet Explorer and go to: view - source.

2. Name your HTML formmail page (i.e. newsletter.htm) and save
   it.

Keep your HTML email simple by eliminating the meta tags (i.e.
title, description, keywords). Don't use large graphics as
these will slow down the loading time of your email plus
quickly fill your customer's inbox capacity.

3. Obtain a copy of the PHP formmail script and save it to the
   same directory as your newsletter.htm page.

(You can get a copy of this script by sending an email to
 htmlemailformscript@ihost-websites.com).

4. Name this script.. formmail.php - this script will process
   the HTML form page (newsletter.htm) you created above. You
   can also use this script in combination with an HTML form on
   your web site.

5. Edit your newsletter.htm page - make sure you have the
correct form action otherwise your form won't work i.e.

<form action="http://www.ihost-websites.com/formmail.php"
 method="post" target="_blank">

Insert different titles and images for your newsletter or
contact form.

6. Edit the PHP formmail script. Replace the title, email and
   confirmation comments with your own.

7. Create a new directory on your current web site named
   htmlmail (i.e. www.ihost-websites.com/htmlmail/).

8. Place your HTML formmail page, graphics and script into the
   HTML directory. This will help keep all your files
organized.

If you don't currently have a web site, then register a domain
name first, design your HTML email form and upload all files
(form, graphics, script) to your new web host (make sure your
web host carries the PHP feature).

9. Upload the HTML directory to your web server.

10. Test the new HTML email form on your server first. Check
    that your HTML email form page works correctly when
    submitting your form - you should receive a confirmation
    immediately upon submission.

You are now ready to send your HTML email.

11. Open your Email Software - in outlook express (since it's
    the most popular) go to:

Create mail
Fill out the to and subject fields
Place your cursor in the body of your email message
Check insert - text from file
In "files of type" box scroll to "HTML Files"
In the "look in" box scroll to the saved HTML page on your
computer.
(newsletter.htm)

12. Email a test to yourself and friends who have different
    email programs before you send it to your subscriber list.
    This will ensure your HTML email will appear correctly to
    all your customers.

Now you have a template you can use to send out your HTML
emails. You then won't have to repeat this process again.

You can also alter the look of your HTML email template by
changing the graphics and/or fields, then uploading the

changes
to your server.

Try using an HTML email form for your future questionnaire,
survey, a^d or newsletter.

You will be pleasantly surprised!

Resources

PHP formmail script
Send an email to: htmlemailformscript@ihost-websites.com to
receive a copy of the script.

Groupmail - FRE^E version allows a list of up to 100:
http://www.add2it.com/go/to.pl?l=group-mail

FRE^E HTML Templates:
http://www.sparklist.com/services/htmltemplates.html

Add2it Mailman Pro:
http://www.add2it.com/ref/track.cgi?id=vision2003&pid=5

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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

   -=-

How did you like the content of chapter 3?

Good: http://www.add2it.com/go/to.pl?l=C3-Good (Last issue: 83%)
Ok: http://www.add2it.com/go/to.pl?l=C3-Ok   (Last issue: 0%)
Bad: http://www.add2it.com/go/to.pl?l=C3-Bad (Last issue: 17%)

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4) 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
ezine advertising campaign sources, PHP scripts and HTML
autoresponders 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
spam & filters, mall content and subscriber / opt-in list
management.

The results of the survey:
----

1. How can our ezines get passed through all the filters and at
   the same time don't get spammed ourselves?
   (Question submitted by: Nucha Aquino)

Tina Chenery <tinac59@hotmail.com>:
  "That's a difficult one. I subscribe to Ezineblaze, they
   allow you to submit your ezine to all members as often as you
   like. Another way to get round the spam laws is to submit
   your ezines through safelists. This is good because
   everyon^e on the list has asked to be approached. There is
   one particularly good one that I would be happy to share if
   you contact me."

Clair Bird <clair@net-works-news.com>:

"I feel the time has definetely come for ezines to be online
with just a ready notice mailed for every new issue.
Spam is just a fact of dealing on the internet, filter and
sort is the only surefire method to avoid missing something
you really want. I utilize mailwasher to keep time to a
minimum in this process. It allows you to view sender,
address sent to, subject and the first fiew lines of the mail
without downloading it then you can either download, delete
or bounce the mail once you have sifted through them."

Luther E. Powell <Papalou@bellsouth.net>:
"It is impossible to get through the filters and not get
spammed. I know, I have tried it and it cannot be done."

Phillip Fuller <phillipfuller@earthlink.net>:
"One FRE^E tool I've seen will check your messages for Spam
like words and phrases. It highlights the 'guilty' phrases.

http://www.ezinecheck.com/check.html

You could do your email address in Uni-Code ...

Or, have them contact you through a message center, such as
http://quikonnex.com/QMTP/pmchat/ebizprofits4u

It's a web based system that doesn't rely on email.

You could also publish your ezine online .... similar to:
http://quikonnex.com/channel/page/ebizprofits4u/ "

Donna Sweat <donna@sosbbs.com>:
"Thats a common question I don't think anyone can answer. As
a publisher, I find I am not sure who, if anyone, is getting
my ezine, unless they actually tell me so. I've had fake
subscriber emails that are autoresponders, sending me junk
and this I do not tolerate. I delete the email."

Paul Wolbers <paul@magnumonline.com>:
"Here's what I have done to get around this problem. After I
send out each issue of my email newsletter, I follow up with
a second email that is more personalized. In it, I briefly
let the subscriber know that the latest issue has been sent
and also give the URL of the online version of the
newsletter. I also give a brief preview of what's covered in
the latest issue. Avoid using the most common 'spam' terms
in this follow-up message and you should see a noticeable
improvement to the readership of your ezine."

Warren Contreras <warren@wii-fm.com>:
  "Simple, quit sending them. I am getting more and more links
  to online newsletters and I think this serves two purposes.
  First and foremost they get through. Second and almost as
  important, the sender knows how many responded and at least
  visited the website to read. Why continue sending email
  newsletters when you don't know if they are even being read?"

Jason Hillard <webmaster@rapidcashcreations.net>:
  "Put your ezine online. Make a small commentary without any
  trigger words in it. Provide a link to your online issue.

  Send a test mail to your list so that you can see who is
  using an autoresponder. Narrow that down to some likely
  suspects and mail them one by one until you find the culprit
  who is using an AR."

Ray Pilkey:
  "If you are sending out an ezine why would you get spammed?
  Do members of your opt i^n list spam you?

  Any ezine should normally be sent to a double opt i^n list
  and is sent personally or to one person at a time addressed
  to them. i.e.: From Nucha Aquino To Jim Jones

  If your ezine is sent on time at and on a regular basis they
  wont block you."

Stuart Reid <webmaster@netpreneurnow.com>:
  "Short answer - they can't. The usual tricks go some way to
  helping, for example run the ezine through filter-tests and
  similar. HTML also has more of a chance of being blocked
  than text. The other way is to publish online and only email
  a link to the issue or to use the 'feed' systems around that
  deliver your ezine to the desktop - but of course both these
  methods lower response rates. To stop being spammed yourself
  (a) don't publish your personal email address for crawlers to
     grab and
  (b) don't use catch all email accounts for your demain or
     common ones such as admin@, webmaster@, support@ etc."

Beverly Youngs <byoungs2@erthlink.net>:
  "Ask your readers to add your name and e-mail to their address
  book or their 'white list' if their server uses one. That
  allows your mail through without breaching your security from
  Spamming."

Barbara K Ross:
  "If the content line doesn't scream spam and you mail the
  ezine from somewhere other than your primary email address,
  you should be able to get the ezine through without being
  spammed!"

Bill Clements <Bill@nature-in-jewelry.com>:
  "Hi Nucha, send and email to your customers letting them know
  this month or week's issue can be read on line at your site
  or they may get a copy of it by Autoresponder."

Comments: Ok, some really good tips. Here are three resources
           that haven't been mentioned yet and that I personally
           use:

           1. To get rid of all the Spam I received (3,000+
              every day), I subscribed to Spam Arrest last
              November.

              Pro: Really cuts down on the amount of Spam I get
                    (Messages Processed: 124,879
                      Messages Forwarded: 32,309
                      Spam caught: 74%)

              Contra: Took me few hours to setup my email
                       system and have to manually allow
                       automatic senders that I want to receive
                       (e.g. payment processors)

              If you like to check them out, you can get a 30
              days FRE^E tria^l at:
              http://www.add2it.com/go/to.pl?l=SpamArrest

           2. To make sure my emails get through the spam
              filters, I tried Dori frien^d's e-filtrate tool
              at: http://www.add2it.com/go/to.pl?l=CheckEmail

           3. I also use EzineFire... not only does it help
              building my list of subscriber, but FRE^E members
              even get access to a cool little "Filter and
              Format" tool that helps me to get my emails
              properly formatted and through the filters.

              You can get access to the same tools for fre^e at:
              http://www.add2it.com/go/to.pl?l=EzineFire

2. Anybody got any ideas on what kind of content would draw
   people to a shopping mall website?
   (Question submitted by: Bill Roberts)

Tina Chenery <tinac59@hotmail.com>:
  "I have a shopping Mall site myself. I earn commission on all
  sales from the various businesses on it. I have recently
  tried a new idea in that I have promised 20% of my total
  commission to the National Society for the Protection of
  Children. In my opinion people feel less guilty about
  spending money if they are helping a registered charity as
  well."

Clair Bird <clair@net-works-news.com>:
  "Thats extremely tough, no niche in a mall setting. So many
  web shopping portals to choose from... Perhaps a sweepstakes
  for visitors (with a multiple entry for any visitor who makes
  a purchase????)"

Luther E. Powell <Papalou@bellsouth.net>:
  "Offer good bargains on a well developed website."

Paul Wolbers <paul@magnumonline.com>:
  "I would recommend using contests, discounts, surveys, and
  other interactive features that would be related to your
  particular niche. Communicate these things with an email
  newsletter associated with your site or business.
  Incorporate this into your business by adding a lead capture
  of some type into your site so you can follow up with
  potential customers and make repeat visitors out of them.
  Offer FRE^E stuff to visitors just for telling their friends
  about your site with a 'tell your friends' type of email
  sending tool on your website."

Warren Contreras <warren@wii-fm.com>:
  "Something absolutely unique that had a strong pulling power
  for me to bu^y it because I couldn't find it off line. If
  possible I prefer to feel, smell and see my purchases before
  I lay my money down."

Jason Hillard <webmaster@rapidcashcreations.net>:
  "Giveaways, contests, visitor freebies. Follow ups with other
  freebies, and link back to your own mall. Provide an
  affiliate program. If server space allows, provide an email
  address for everyon^e. Code the bottom of every email with a

link back to the mall, just like yahoo and Hotmail do. MUST
capture visitor's email address to follow up."

Ray Pilkey:
  "Are you Target Marketing?

  Is a shopping mall any different than a reg web page?
  What brings people to a shopping mall?

  I visit web sites that interest me?
  That have something valuable to offer me or to solve one of
  my problems.

  People are online for one thing. Looking for quality
  information to help them in their daily life. If the mall
  offers them that then they will rush in. If you are target
  marketing.

  If you are advertising the latest Honda Stereo to Perfume
  buyers then no one will come, but if you are advertising the
  car accessories part of your mall to a readership club of a
  Honda Magazine then a lot will check out your shopping mall.
  Especially if they are offered an incentive to do so."

Frances Andrade:
  "List some of the *Great* stores that would cover a lot of
  peoples interest... for example, if it offered discounts on
  Avon."

Stuart Reid <webmaster@netpreneurnow.com>:
  "The only people likely to come to a shopping mall online are
  people looking for bargains, so I'd have to say price deals
  and special offers would help."

Beverly Youngs <byoungs2@erthlink.net>:
  "Clear, easy to follow directions, organization of your site
  into areas of interest, easy buying setup, clear descriptions
  and shipping options, eye catching pictures."

Barbara K Ross:
  "Really great prices or a rebate program perhaps. Another way
  to go would be specialty merchandise that you advertised
  to the correct niche market."

Bill Clements <Bill@nature-in-jewelry.com>:
  "Hey Bill, try latest trends in the major areas of your

stores. i.e. Latest trend in jewelry or clothes. The
hottest new elec equipment and the reviews. What are some of
the downfalls to this are there any."

Comments: Interesting feedback... I might use some of the tips
           for Frank Bauer's $1,000,000 Web-Mall. :)

3. What is the best way to manage your subscriber / opt-in list?
   (Question submitted by: Mary Wilkey)

Tina Chenery <tinac59@hotmail.com>:
  "My opt-in lists are all held on Excel in Microsoft Office.
  Using this you can filter people on your list by country,
  name, or anyway you like."

Clair Bird <clair@net-works-news.com>:
  "One word Add2It Mailman Pro...... No Frank didn't pay me to
  say that! I love the functionality and reliability of it.
  BEST thing I have used."

Luther E. Powell <Papalou@bellsouth.net>:
  "Offer a unsubscribe link in every issue of the ezine or
  newsletter. Also ask for feedback from your subscribers.

   BTW: Choose a theme and stick with it regardless of what
         happens!"

Phillip Fuller <phillipfuller@earthlink.net>:
  "Automate as much as possible. Try to ensure your list
  service or .php script has a 'clickable' remov^e link... one
  that doesn't break when displayed in the end users email box.

   The scripts are generally a one time investment vs a monthly
   or yearly fee, such as autoresponders. Be careful about the
   'FRE^E' services ... they may have ads in them that you can't
   control. Or, they may have limited information fields...
   they may only gather the email address and name.

   ALWAYS compare benefits and features, as well as price. Find
   out IF the script has installation available, in case you're
   not technically inclined."

Warren Contreras <warren@wii-fm.com>:
  "Why, with Add2it Mailman of course."

Jason Hillard <webmaster@rapidcashcreations.net>:
  "You would need to clarify 'manage' as this incorporates a lot
  of factors. Add2it is a very good program for beginners and
  experienced marketers alike. If it is good enough for us, it
  is good enough for THEM (not the other way round!)

     BTW: In your regular issue of your ezine, create a couple of
           sub-lists. Invite your subscibers to be on your other
           lists for topics such as Alerts of new profitable
           programs, Network list (people who love networking),
           Personal business contact list so you can find out who
           is serious about marketing and who is NOT.

           I did this with my ezine recently. I had (at the time)
           900 subscribers, and only 7 of them responded. Thus
           either the others were not interested or my ezine goes
           straight in their bin (filtered).

           When putting your issue online, include a transparent
           graphic (RENAME it for each issue). Your web stats will
           tell you exactly how many of your subscribers actually
           click to read it."

Ray Pilkey:
  "What do you mean by manage?
  If you mean how to treat them.
  1. Dont send them advertizing dressed up like ezines
  2. Limit your ezine to 3 ads
  4. Make sure they get more than their times worth
  5. Be sure they can opt out at any time
  6. Offer something FRE^E if they recommend it to their
     friends
  7. Send it out on a regular basis, same day every time"

Stuart Reid <webmaster@netpreneurnow.com>:
  "Specialised software either online or desktop. Most usually,
  list servers or autoresponders. It's mainly all automatic.
  There are pre-signup scripts that capture all details of the
  subscriber so you have a second record with dates/IPs etc."

Beverly Youngs <byoungs2@erthlink.net>:
  "Be friendly and personal from your point of view. Treat them
  as friends and partners. I use regular autoresponder
  contacts and notices of my web based ezine's new issues.

     BTW: Understand that people don't bu^y from someone they
           don't 'know' and trust... it takes time. Probably more

than you think."

Barbara K Ross:
  "I would think using an autoresponder with lots of options
   including the ability to blast an email to all of them if you
   want and a system to show where they came from--a^d tracker."

Bill Clements <Bill@nature-in-jewelry.com>:
  "Hi Mary, try managing your list through the back end. I.e.
   Look at the ones that ask questions, give comments, response
   to your questions and product suggestions. What you want is
   to find people that want your services/products and not be
   everything to all people, just so you can say you have a big
   Opt-in list/subscriber base. What good does it do to have a
   large base if they do read or bu^y your services or products.
    You want people who want you items."

Comments: Thank you all... I appreciate the kind comments about
           the scripts I developed as well as the great insights
           the others gave.

           I personally believe that the combination of Add2it
           Mailman Pro and Add2it AutoRespond Pro is simply the
           best system to use. And I don't only say that
           because I sell them... :)

           When I developed them first... I did because I as a

           marketer wanted to use the tools that could do all I
           wanted them to do. But I am also thankful for the
           many great ideas of other users that went into the
           further development of the scripts.

4. Are you a subscriber of the More4you newsletter?

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

   -=-

How did you like the content of chapter 4?

Good: http://www.add2it.com/go/to.pl?l=C4-Good (Last issue: 80%)
Ok: http://www.add2it.com/go/to.pl?l=C4-Ok (Last issue: 10%)

Bad: http://www.add2it.com/go/to.pl?l=C4-Bad   (Last issue: 10%)

==

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: Net Profit Leads

http://www.add2it.com/go/to.pl?l=NPL

I first heard from Net Profit Leads through Hani Banna's Super
Network JV (http://www.add2it.com/jv/) back in November 2003.
Since then I received every month 2,000 (4x 500... I joined
altogether 4 times... 3 times under myself) completely unshared
high quality ML^M leads including name, email address, mailing
address, phone number, IP address and time/date stamp.

The leads are people who have requested to receive email
information regarding on-line programs and earning a living on
the Internet. They are waiting to hear about your offer. You
will be given the first opportunit^y to contact these
prospects.

Even that I personally only order 2,000 leads per month, Net
Profit Leads actually delivers 2,304 (15% over delivery). And
they are very fresh, under 30 days and in most cases only days
old.

And thanks to the system that Hani Banna's shares with JV

partners, I was able to convert over 80% of the leads into
More4you newsletter subscribers. A very good result in my
opinion. :)

Besides all this... Net Profit Leads has a 3x8 forced matrix
that has an unbelievable 70% paid back in commissions alone!

You will also earn $5 for every member you personally sponsor
into Net Profit Leads. They say that no sponsoring is required
to earn... but I personally would never just rely on spillover.

Another point that is very important to me is the fact that they
always paid commissions in time and since I joined I earned
$345.00 with them.

Summary - I highly recommend to check out Net Profit Leads at:
        http://www.add2it.com/go/to.pl?l=NPL

    -=-

Here are updates on others I am currently evaluating:

1. No news on IMBlaze's all-in-one chat instant messenger client
   software with the build in viral marketing aspect. They are
   still working on a new release.

I still don't feel 100% confident about them yet. The reason is
that commissions still have not been paid.

Also their amount of communication as well as their response
time has again become to slow.

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

2. Ok, I am giving up with Traffic Equalizer. Only a few pages
   showed up on Google shortly and disappeared again. Also
   I 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... but he didn't reply to my questions.

    -=-

How did you like the content of chapter 5?

Good: http://www.add2it.com/go/to.pl?l=C5-Good (Last issue: 86%)
Ok: http://www.add2it.com/go/to.pl?l=C5-Ok   (Last issue: 0%)
Bad: http://www.add2it.com/go/to.pl?l=C5-Bad (Last issue: 14%)

==

6) Newsletter Notes & Policies:

   -=-

a) Please feel FRE^E 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
         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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   or send an email to: <mailto:unsubscribe-m4u@add2it.com>

f) To receive a back issue of the "More4you Newsletter",
   please download it from the newsletter section at:
   http://www.add2it.com/news/issues.shtml

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.

h) If you would like to be the sponsor of next month's issue,
   please send an email to the autoresponder at
   <mailto:news-sg@add2it.com>.
   You will receive the "Sponsorship Guidelines" by email.
   Or simply visit: http://www.add2it.com/news/order.shtml

i) If you'd like to write an article with tips, a training
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   please send an email to the autoresponder at
   <mailto:news-ag@add2it.com>.
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   suggestions and other material related to tips, training and
   tutorials for webmasters and entrepreneurs.
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k) To review "Frank Bauer's Choice", which just may be the
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   web page at: http://www.add2it.com/go/to.pl?l=m4u-crosslink

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