More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 85 - July 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 85 - July 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-07-03.pdf
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1) Good Morning... !

   -=-

I also like to welcome you to the 85th issue of the "More4you
Newsletter"!

Today is Tuesday, the 01st of July, 2003.

The current number of subscribers is: 5,775

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

First, I really have to apologize for the extensive server
downtime of www.add2it.com during this last month.

I prepaid my current host until March 2004, but I finally made
the decision that I can't put up with this any longer and I am
in the process of moving to a new web host.

Second, due to the almost non existing interest in the
newsletter version where I just email a short notice with
either a PDF attachment or a PDF download link, I decided
to stop offering that versions now. The download link to
the PDF version will remain as you can see above.

Third, following are the June 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: Warren Contreras

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: George Papazoglou
                  Jim George

Last months Add2it Affiliate Program giveaway winners:

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

The winners are: Terrence McCoy (most visitors)
                   http://www.add2it.com/ref/home/catdaddy.shtml
                   Wayne Lockwood (most sales)

http://www.add2it.com/ref/home/vastdomain.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: Ed Cooksey (most visitors)
                   http://www.add2you.com/now/dblup.shtm
                   Judith Von Oehsen (most sales)
                   http://www.add2you.com/now/jvonoehsen.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>

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2) Sponsor Of This Newsletter Issue:

Ultimate Merchant: Million Dollar Tools for The Rest of Us!

Professional marketers use professional tools to run their
online business. No matter what you sell, you can sell more
with Ultimate Merchant in your sleep than you can sell all
day long manually!

Put your business on 100% auto pilot with powerful tools
formerly reserved for the big boys!
http://ultimatemerchant.com/x.cgi?adminid=1&id=111&pid=0

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3) First Article:

    -=-
    "I'm Leaving So Here Are My Secrets" - Part 2
     by Mark Joyner
    -=-

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

- -

I feel really bad for the old-school direct marketers. At the
same time, I have a tremendous respect for them.

Greats like Ted Nicholas (wonderful human being), Gary Halbert
(hates me - I never met him ;-), Joseph Cosman (knew him
briefly, may the wonderful man rest in peace) ... These guys
really had it rough!

Back then, if you wanted to sell something through direct
marketing, you had to take rather significant risks.

That is, even a small direct-mail marketing test is going to
cost you a decent amount of money. When you start talking about
magazines, TV, and radio the costs are quite prohibitive.

You may not realize how pampered we are on the Internet!

We are blessed with so many free forms of advertisement that

I've never had the need to branch out into other forms.

Sure, I've experimented with a few others forms of advertising
here and there, but I've always gone back to my "good old" free
Internet advertising methods.

So, when I say "free Internet advertising", do you think I'm
referring to:

        FFA Pages ... ? Nope.
        Search Engines ... ? Nope.
        Classified Ads ... ? Nope.

Unfortunately, none of the blatantly obvious free forms of
Internet Advertising are going to get you these huge results.

The 3 main techniques I used (which I believe are the three most
powerful techniques on the net) are:

        Newsletter Promotions
        Affiliate Marketing
        Article Submissions

... and sometimes various combinations thereof.

** Newsletter Promotions **

It's very hard to beat the power of a great offer to a warm list
of email subscribers.

In part I of this series I told you how to grow your lists of
enormous size, but size, in this case, doesn't really matter ...

Well, it matters, but more important than the size of your list
is your relationship with your list.

That is, if you pummel people with nonsense offers twice a day
then you aren't building up much of a relationship with your
list ...

Well, it's a relationship of sorts. The relationship is: you
bug them, they ignore you.

You should provide useful value to your list. Offer them things
that will truly help them. Over time, they'll love you for it.

While you do this, you can work in your marketing in various

ways. (That's a whole other article - or an entire book ...)

** Affiliate Marketing **

I had hundreds of thousands of affiliates for my various
companies (and I'll show you how I accomplished that later in
this series), but you know what? That didn't really matter so
much.

That's right. Only about 10% of my affiliates did anything at
all and less than 1% did anything worth mentioning.

No disrespect to the guys who tried and failed, but that's the
truth. Most affiliate program owners won't admit this. Why?
Well, they want you to believe the lie: "sign up today and earn
thousands of dollars tomorrow!"

Now, you can in fact get more mileage out of the "little guys"
if you provide tools for them that will automate for them the
process of selling. StartBlaze was a great example of this. It
was so effective at getting the average guy to pass on the word
that we were able to make it the #37 most visited site in the
world in 6 weeks.

But even still ... the real power of an affiliate program lies
in its ability to provide a structure for Joint Venture (JV)
marketing.

This has been a great source of power for me. By providing
major players a compelling reason (i.e. money) to promote my
products for me, I was able to tap into the promotional power
of their lists as well as my own.

** Article Submissions **

This is a great technique that most people don't have the energy
to master (that's why I created the [now unavailable] product
called Web Hit Machine - to automate the process of writing and
submitting articles).

Here's how it works:

a. You write an article about a topic related to your products
    and services.

b. You get it published in electronic newsletters.

c. At the bottom of your article you include an "author byline"
    that tells who you are, and ... you guessed it ... what
    you're selling.

This sounds quite simple, but it's actually incredibly
effective.

Why? Well, when you write a thoughtful and informative article
people who read it will automatically see you as an expert.

When people see you as an expert, they are more likely to buy
your products.

Of course mastering these techniques takes practice, but, hand
on the bible, those three simple techniques are responsible for
selling millions and millions of dollars of my products and
services - all on a zero dollar ad budget.

Part III: How I Found Hundreds of Thousands of Affiliates

- -

OK, this one is actually really really simple.

Don't be surprised by the brevity of this article. And don't be
mislead into thinking, "because it's brief it's unimportant."

If you're building an affiliate program this little trick can
multiply your results 1,000 fold.

Here it is - the big secret:

        ~

        Give them *another* reason to sign up for your
        affiliate program.

        Give them something free, and desirable, to
        sign up for and when they sign up for that,
        make them affiliates at the same time.

        ~

EXAMPLE: ROIbot

In the early stages of ROIbot we offered an ROIbot FR_E service.

People would sign up just to use the free service for tracking
their ads. Simultaneously, we would enroll them in the
affiliate program.

EXAMPLE: StartBlaze

When they would sign up for the StartBlaze FR_E service, they
would automatically be a part of the affiliate program that sold
StartBlaze Pro.

Tips:

1. The fr*e thing people are signing up for needs to be
   something people really want. As a rule, if you can't sell
   it, you can't give it away. Would *you* buy it?

2. Getting people to sign up for the affiliate program is one
   thing. Getting them to actually promote your products and
   services is another. This will get them in the door, it's up
   to you to get them to generate sales. You have to give them
   the tools and provide the motivation.

- -

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

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

STAY TUNED FOR THE REST OF THE SERIES:

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

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

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

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

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

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

    -=-

This section will keep you updated on all important news and
updates regarding: www.add2you.com
                 www.add2it.com & www.add2it.de
           www.million-mall.com & www.million-mall.de

Below you find out about the 6 most important news & updates
during the month of June.

    -=-

English / Englisch:

06/01/03 - The latest issue of the "More4you Newsletter" is
           now online available in the back issues section at:
           http://www.add2it.com/news/issues.shtml

06/06/03 - To find the best prices in the shortest time, check
           out the new Top Selling Amazon.com links at:
           http://www.million-mall.com/amazon-com.shtml

06/26/03 - It's now also possible to send file attachments
           through the contact form at:
           http://www.add2it.com/contact.shtml

06/27/03 - Now you can leave audio testimonials for any script,
           service or the More4you Newsletter at our toll-free
           recording line at: +1-800-609-9006 x6692

           If you are an overseas customers, please call our
           direct-dial line at: +1-617-712-3032 x6692
           See the testimonials page at:
           http://www.add2it.com/testimonials.shtml

06/29/03 - Due to the almost non existing interest in the
           newsletter version where I just email a short notice
           with either a PDF attachment or a PDF download link,
           I decided to stop offering that versions now. The
           download link to the PDF version will remain.
           http://www.add2it.com/news/

     -=-

German / Deutsch:

26.06.03 - Es ist nun auch möglich uns Dateianhänge mittels des
           Kontaktformulars zu senden:
           http://www.add2it.com/kontakt.shtml

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5) Second Article:

     -=-
     "Your Most Valuable Asset"
      by Bob Osgoodby
     -=-

Email to some is simply a way to contact friends and family and
keep in touch. To others, it is a very important method of
communicating with business associates.

Unfortunately, those who send out unsolicited ads have created a
problem for both. It seems the amount of Spam received daily
increases geometrically, and try as we might, we just can't keep
ahead of the game.

Let's talk about some of the more serious offenders. We have
all received email, and tried to respond, only to have the
response returned as undeliverable. These people forge an email
address, and are basically dishonest. Anyone who does business
with their ilk, deserves what they get.

High up on the list of "pains in the neck" are people who list
an auto-responder as their return address, and program it to
send out a series of emails on a regular basis. If you reply to
them and ask to be removed, you will get at least five or more
emails from them over a short period of time. These people are
simply naive, as they continue bothering you, even though asked
to cease and desist.

Another winner in this "hit parade" is the "fresh from the farm
newbie" who harvests (or if they are really dumb buys a list)
thousands of names and starts sending out unsolicited email.
Thinking they have found the keys to the vault, they start
sending out Spam by the thousands. They really take offense
when their ISP (Internet Service Provider) cancels their
account.

Many people try to disguise the subject of their email. They
try to make it look like something else, just to get you to open
it. Don't these morons realize that if I'm not interested in
their porno site, or what ever other offer they are making,
trying to trick me isn't going to change my mind. In point of
fact, it is aggravating, and if there ever was a spark of
interest in what they are hawking, that quickly disappeared.

And don't you just love the "brain trust" who sends out his/her
thousands of emails and shows the email address of everyone they
sent it to. Spammers who may receive their ad have just added
another thousand or so names to their list.

Let's look at the flip side of this coin. First let's agree
that we don't like Spam. Some people however, really "flip out"
and make it their holy grail to get even. In the early days of
the Internet, one solution was to send back hundreds of copies
of a long document hoping to fill their mailboxes. That worked
for a while, but modern email readers let someone preview an
email and they quickly delete this "reverse Spam".

Another group sends complaints to the ISP of the offender. If
the spammer used a forged address however, they quickly learn
that this is a waste of time. They receive back a very nice
note from the ISP, telling them that the address they are
complaining about doesn't exist on their server. They stop doing
this very quickly, but still hate Spam.

They then buy software that will parse a note and send a
complaint to every URL or email address contained in the Spam.
Or worse yet, they complain to some self-appointed guardian of
the web who does it for them. This is OK if it is a legitimate
piece of Spam, but I have seen this done by someone who
subscribed to a Newsletter, had a very senior moment, forgot
they had subscribed, and did it to the publisher.

This means that the ISP of every single URL or email address
contained in the newsletter gets sent a complaint. This
includes everyone who is identifiable in the Newsletter such as

the authors of the articles, the advertisers in the Newsletter
and anyone else who happens to have their web site listed there.
Hey folks this just isn't fair.

There are too many other ways to solve the problem of Spam
arriving in your mailbox. First of all, much Spam is generated
if you use your email address on the web or in a chat room.
Your best bet is get free "throw away" addresses, and when the
need for the address doesn't exist any longer, simply cancel it.

If you own your own domain, use an address that you tie in with
your advertising. When that starts to get overloaded, and it
will, change it in your ads and filter messages to the old
address to your trash bin.

Is it a bane or is it a boon. If you let it control you, it
falls into the first category. But if you use it intelligently,
it can be a most valuable asset to you and your business.

--

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

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6) The Questions & Answers Section:

    -=-

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

The question for the next issue:

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

Please be so kind and answer a short survey in regard to
how to ensure messages arrive, effective advertising and
generating large list 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
lead generating web sites, how to write an article and downline
behavior.

The results of the survey:
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1. Which type of lead generating websites are useful and produce
   more hits?
   (Question submitted by: Chin Cheong Heng)

George Papazoglou <freddy7@hellasnet.gr>:
   "Those that provide solution-oriented content and unique
   material by targeting the prospects with demographic
   variables."

Robert Nelson <nelson.robert@attbi.com>:
   "The best lead generating website is your own on which you
   have installed a form which is filled out by visitors to your
   site either before they buy or after possibly via a pop-up."

Wendall Bagwell:
   "Ezine Ads are the best!!"

Dr. George R. Marshall <gmarsh70@ns.sympatico.ca>:
   "I'm afraid I've had poor experiences with leads I've paid for
   (supposedly of good quality, fresh and interested in home
   business opportunities). I've had some hits from Adland Pro
   and TrafficSwarm and I think they are both worth looking
   into."

Michael L. White <info@parsonplace.com>:
   "I have had modest success at traffic building with free
   banner exchanges, though I haven't been very aggressive at
   marketing my affiliate offers to date."

Linda White <capricorn59432@juno.com>:
   "These I like --- 4FreeHits.com, AutoHitsSurf.com,
    TrafficSwarm, Hits4Pay.com, AskMiky.com, SluggysExchange.com,
    NoMoreHits.com, AutoVisiting.com, FastFreeway.com."

Warren Contreras <warren@wii-fm.com>:
   "Unique websites with an honest approach at solving pressing
    needs."

Takeshi and Shu Ikeda <kenpaypal@InfoGeneratorPRO.com>:
   "The websites which have made series of surveys and have
    guaranteed leads and also exclusive.
    At present only the Trafficoasis.com,founder is Fred Stedge,
    has this type of leads generation."

Mal Robertson <contact@websuccessuk.com>:
   "I don't believe ANY lead generating site really does the
    business."

Comments: I agree with Robert that it is important to utilize
           your own web site to collect as many leads as
           possible.

           This can be done several ways:

           1. Ask visitors to subscribe to your newsletter or
              autoresponder. This can be done using Add2it
              Mailman Free, Standard or Pro and Add2it
              AutoRespond Pro.

           2. Ask visitors to refer their friends to your site.
              This can be done using Add2it ReferThem Free or
              Pro. If you use additionally Add2it Mailman Pro,
              those leads can even be automatically added to
              lists.

           3. Use the so called name squeeze technique where
              a visitor is asked for a name and email address
              on your site before he / she gets forwarded e.g.
              to an affiliate program URL (and if they don't
              enter their data, They get forwarded anyway).
              This can be done using Add2it Mailman Pro or
              Add2it AutoRespond Pro.

           From the service providers mentioned I also use that

one that Linda & George mentioned: TrafficSwarm
http://www.add2it.com/go/to.pl?l=trafficswarm

I started as a free member of TrafficSwarm, but when
they introduced the Pro membership, I joined right
away and I still am a Pro member. I get a lot of
traffic through them and highly recommend them.

2. I would like to know how to write an article, the guidelines
   and some examples of those guidelines. Don't tell us what NOT
   to do, tell us what we need to do!
   (Question submitted by: Mary Smith)

George Papazoglou <freddy7@hellasnet.gr>:
  "Always write articles using a 'reporter like' style... share
  your experiences with the reader and "talk his language" by
  addressing his most "threatening" problems and then suggest
  solutions with solid proof and hard facts."

Tim Gilligan <livesupport@teejayenterprises.net>:
  "There is really only one way to answer this type of question.
  My suggestion on 'HOW TO' learn to write articles is to
  subscribe to as many different e-zines as you feel
  comfortable with, and read, read, read, each and every
  article that you can get your hands on.

  In a fairly short time, you will start to notice some
  similarities in several of the various articles. Some things
  that should become fairly obvious to you after just a few
  articles are layout, different ways of leading into the point
  of the article, etc.

  Going back to my days as a feature article writer for the
  financial section of a local newspaper, it was always
  stressed to us the importance of answering the five basic
  questions, which are Who, What, When, Where, and Why, in any
  article that we wrote for publication.

  You might want to keep that in mind, and make notes for
  yourself, whenever you are reading any article. If these
  five questions are not answered in an article, most times the
  reader will be left hanging, or wondering to themselves what
  the article was about."

Wendall Bagwell:
  "Write what you would want to hear if you were the buyer.

What would make you buy your product?"

Dr. George R. Marshall <gmarsh70@ns.sympatico.ca>:
  "Keep it short with short pithy sentences, you know what you
  learned in school, one idea or thought to a sentence; one
  subject to a paragraph. Layout is as important as content.
  Lots of white space, clear headlines in bold to catch the
  readers eye. Never, ever use all caps, ever, its the mark of
  an amateur. How do you spell this word and that brings up
  another point check your submission for spelling and grammar.
  You might want to have someone edit your article and maybe a
  couple of friends read it first. Don't be afraid to bring in
  personal examples. But don't ramble--keep it tight and to
  the point. Stay on track.   Write about what you know and/or
  what you feel passionate about. People pick up the emotion
  of a piece; does it ring true. Don't bullshit! Good luck.
  Dr. George If you'd like to see some of my writing and a
  free ezine directed to journaling go to www.DrGeorgeM.US "

Sheila Cain <lonestar@lonestarmarketing.com>:
  "Writing articles can sometimes be a daunting task for some.

  The most important thing, I believe is to fully know what you
  are writing about. It would be impossible to write it any
  other way.

  Focus on one subject.

  Jot down an outline using the key points that you wish to
  convey to your reader. If you are unsure of anything, do
  research and more research.

  Go back over your outline. Does it make sense to you? If
  not, clarify.

  Use pointed facts to make your subject matter more clear and
  to give it credibility.

  Always write the truth. Always write with the intention of
  helping others. Don't turn your article into one big
  advertisement.

  Stay focused. Make your point. Back it up with facts.
  Don't over emphasize a product that you are trying to sell.
  Let your resource box do that for you by giving specific
  facts about yourself.

Wait a day. Read back over your article. If it still looks
good, then send it to some publishers."

Michael L. White <info@parsonplace.com>:
  "The old rule for writers applies to e-newsletters as well as
  elsewhere in the writing world: "Write what you know." If
  you don't know anything about the subject, or if you don't
  know enough about it, subscribe to all the newsletters you
  can on that topic and soak up the knowledge they share. Then
  write about what you've learned. The guidelines will vary
  from editor to editor, so just ask her/him about them when
  you submit your article."

Warren Contreras <warren@wii-fm.com>:
  "What to do, Think of something others would like to know that
  you can provide real world answers for in a timely fashion,
  express them in colorful language but not too deep in an
  entertaining way to keep people involved and submit it to one
  of your favorite newsletters for publication (or use it in
  your own newsletter) in advance of posting it anywhere for
  general distribution."

Takeshi and Shu Ikeda <kenpaypal@InfoGeneratorPRO.com>:
  "Simple, clear, precise and truth."

Mal Robertson <contact@websuccessuk.com>:
  "Your article must be relevant and concise. Write from your
  own knowledge and experience, not from what you think the
  reader wants to 'hear'.

  Include as many facts as you have available and 'talk
  straight'. Write for the reader not for the writer. When
  you have finished read through what you have written with an
  open mind and ask yourself whether it would (a) hold your
  interest; (b) be useful and/or informative for your target
  audience; (c) be relevant to the subject matter being
  discussed."

Jack Scherer <jack@baychambers.com>:
  "All good articles,like speeches have three parts,
  introduction, main and conclusion. The introduction sets out
  each of the main points, the conclusion is the reverse of the
  intro. So it the reader didn't get it first time they got it
  2nd or 3rd.

  Keep sentences short. Use jargon after you have explained
  it.

Always get someone else to read it and critically review it
before you send it."

Comments: Thanks to all... great feedback! I especially like
            what Sheila wrote... :)

            Those of you that are already subscribes for a long
            time (the first issue has been emailed July 1996!)
            know that I personally write much less articles than
            I should...

            If you write articles, I have a joint venture offer
            to you in which you can earn 50% commissions on
            2-tiers, with customers tracked with all payment
            options for 25 years:
            http://www.add2it.com/ref/joint_venture.shtml

3. Why do so many people sign up for good programs that work and
   even though they receive tried and tested strategies and
   resources from their sponsors to build a downline they just
   sit there waiting for something to happen without any effort
   on their part?
   (Question submitted by: Warren Contreras)

Richard Alex <friend@maxicash.com>:
  "Too busy, not enough time, they live in a dream of super
  riches without any effort on their part."

George Papazoglou <freddy7@hellasnet.gr>:
  "Because they religiously wait for the 'miracle program' to
  'knock their doors' and deem that they are not experts in
  creating a marketing strategy, so they rely on the standard
  material which the program provides.

  * They have no idea about pre-selling the prospect.
  * They do not know how to write alluring sales copy.
  * They do not believe in the value of the product / service.
  * They don't like selling..."

Robert Nelson <nelson.robert@attbi.com>:
  "Because they don't understand what to do and are afraid to
  ask."

Tim Gilligan <livesupport@teejayenterprises.net>:
  "This is one of those situations that has become extremely

difficult for those of involved in Internet Marketing and are
trying very hard to be 'Totally Honest and Straightforward'
with all of the new people that we are getting involved under
us in any form of 'Downline' situation.

There have been, and still are, a heck of lot of Scams,
Charlatans, rip-off artists, con artists, etc. posing as
'Self-Nominated Guru's' all over the Internet.

They have lead so many 'Newbies' to believe that all they
have to do to make a fortune on the Internet is to put up a
web site or sign up for an affiliate program and get a
'Replicated' (Cookie Cutter) site and sit back and wait for
the truckloads of cash to start showing up at their door.

They have most of the 'Newbies' running around in circles,
like a dog chasing his tail, signing up for this program
here, then sign up for that program there, and then sign up
for this program and on, and on, and on until they have
drained them completely dry and in hock up to their ears.
Then they move on to another 'Newbie' and play the game all
over again.

As P.T. Barnum once said, 'There's a sucker born every
minute' and the Internet is overflowing with P.T. Barnums!

The biggest problems that a lot of 'Newbies' have is trying
to separate the P.T. Barnums from the really honest people
who are promoting some really decent programs.

I recognized your name as someone who has been around the
Internet for a while and you and I both know that one of THE
most difficult obstacles to overcome is trying to make these
people understand that it just does NOT work that way!

You and I both know that ANY Internet business is just as
difficult, if not more so, than setting up a 'Brick & Mortar'
store on Main Street USA!

About the only difference is the fact that with most Internet
business opportunities, you don't have to put out the
tremendous amount of 'Up Front' money that is required with
setting up a 'Brick & Mortar' operation.

We both know that to make any kind of success in any Internet
business takes a tremendous amount of just plain Discipline,
Perseverance, and Persistence, and most importantly, a 'NEVER

GIVE UP' attitude."

Wendall Bagwell:
  "People are not dedicated to success. They want it for free
  and with no effort on their part."

Dr. George R. Marshall <gmarsh70@ns.sympatico.ca>:
  "Sometimes opportunities are attractive but engender fear and
  hesitation. There is a tendency for a lot of hype on the web
  and it makes everybody nervous; who can you trust. We know
  that sites recommended are often sharing revenue with those
  who recommend them. Is the recommendation tainted by this or
  is it a genuine opinion. Your question is worded in such a
  way as to place all the blame for hesitation or fear onto the
  person signing up. I like to shift the responsibility to the
  sponsors--be careful how you communicate, speech is actually
  a sacred activity. We might be offering tried and tested
  strategies but are our potential recruits able to take
  advantage of these strategies. Most of us have heard of a
  well known Internet entrepreneur who is leaving the business
  and has offered his whole business tools and strategies in a
  library of 20 CDs. Obviously to take advantage of this
  information you have to posses a certain level of Internet
  and programming expertise or access to same to take advantage
  of this. This opportunity is not for the newbie at all.
  When this package is offered for sale this should be pointed
  out and I have seen offers where it is and other offers where
  it isn't."

Sheila Cain <lonestar@lonestarmarketing.com>:
  "Far too often people give up before they even get started.

  All the tools and proven techniques in the world are useless
  if one doesn't put them to work.

  People seem to be disillusioned that they can slap up a
  website, join a few programs and start making money in a
  snap. Few are really willing to work the way that is
  required to actually run a business on-line.

  Many fall for the all to often over-hyped promises of easy
  money. They change from program to program without ever
  completely learning any one of them and advertising it
  effectively. Internet Marketing doesn't have to be so much
  trial and error. A good coach can teach almost anyone how
  to start using good habits for success.

On-line Marketing and money making takes time and
determination. It takes a willing spirit. It's certainly
not a place for anyone who has no true ambition or drive.
It means being prepared to work. Work hard and long hours.
Treat your business like a business, not a hobby.

BTW: Never give up. Keep things in motion. Develop strong
      and positive habits. Learn from those who have tried
      and failed but kept on trying until they have
      succeeded. Listen to your sponsors. If they are
      successful, then they know what works."

Michael L. White <info@parsonplace.com>:
  "Perhaps they are wanting something for nothing, which we all
  know comes at SOMEBODY'S expense, if not their own. The old
  adage, 'Anything worth having is worth working for', is
  certainly true of online marketing."

Linda White <capricorn59432@juno.com>:
  "Some people are just not made for this type of work and lack
  experience and encouragement in there programs. It helps to
  have someone there with you who believes in your efforts and
  achievements. A good webmaster who cares about his/her
  members helps."

Mal Robertson <contact@websuccessuk.com>:
  "You already know the answer to this one if you think about
  it. Essentially, people are lazy and expect to sign up and
  then sit waiting for the money to come rolling in.
  That is why 95% fail. They just don't work at it!"

Comments: The answers are split into two groups... those who
           say it's the peoples fault that join and those who
           say it's the sponsors fault. Well, I can understand
           the points of both sides.

           So who's fault is it? I would say both sides.

           One one side there are the people that see all this:
           "Join now, do nothing & get rich!" ads... so it's the
           fault of the people who write those ads...

           On the other side those people could use some common
           sense... "If it sounds to good to be true, it
           probably is..."!

           To make a point: Does it help us to complain? I

don't think so... instead:

1. If you plan to join ANY Internet business, get
   ready to do some work... it's simple: The more
   you work on it, the more success you can expect.

2. If you own a business or you are a sponsor:
   Adjust your affiliate / downline building ad copy
   to make people aware that there is work involved.

   You can simply say: The more you work on it, the
   more success you can expect or the faster you can
   expect success.

4. Are you a subscriber of the More4you newsletter?

Yes   - 85.72%
No   - 7.14%
Don't know   - 7.14%

===

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>

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: AudioGenerator
                               http://audiogenerator.add2it.com

The human voice has the power to influence, motivate and

persuade your prospects to click on your "Order Now" button much
faster and with less resistance, but until recently it was very
complicated to add this to your web site or email messages.

Well, not anymore... :) It's now as simple as clicking on the
following link to hear e.g. my AudioGenerator testimonial:
http://PlayAudioMessage.com/play.asp?m=3128&f=HEFZPC&ps=7&p=1

Or to add my introduction message to my home page at
http://www.add2it.com I only had to add the following HTML
code to my web page:

<iframe scroll=no width=75 height=25 frameborder=0 scrolling=no
src="http://PlayAudioMessage.com/play.asp?m=2878&f=LSYJYN&ps=3&c
=FFFFFF&pm=2&h=25">
</iframe>

There are several advantages I noticed using AudioGenerator.

First, here are your advantages (the webmasters):

1. As you can see above, you can add those messages very easy
   to emails or web pages.

2. Recording these messages can be done, simply by calling a
   toll-free recording line.

3. If you e.g. located outside the US (like me) or if you like
   to put some music behind your recording as I did in the
   above examples, you can simply record your message on your
   PC and upload your recording in your members area.

4. You can easily collect customer audio testimonials. It's
   very easy for them and they don't have to spend a dime...

   Please try it, call my toll-free testimonial recording line
   at: +1-800-609-9006 x6692

   If you are from overseas, you can call my direct-dial line
   at: +1-617-712-3032 x6692

And second, here are the advantages for your visitors:

1. They don't have for your site to load any longer, because
   your web pages load as quick as before, even if you add

several audio messages to a page.

2. Customers don't have to spend a dime on leaving their
   testimonial on your toll-free testimonial line.

I have seen this brand new technology already being used on the
web pages of several, so called, marketing experts like:

- Alexandria K. Brown (The E-zine Queen)
- Alex Mandossian (Marketing with Postcards)
- Stephen Pierce
  (The Whole Truth - http://www.add2it.com/go/to.pl?l=underoath)
- Joe Vitale (Mr. Fire)
- Armand Morin
  (SP Generator - http://www.add2it.com/go/to.pl?l=spg)

I am sure that you agree that they wouldn't do that, if this
technique wouldn't help to increase sales. :)

And as you can see, I am personally using this technique on my
web site as well... and let me tell you: I just love it! :)

This technology makes it so easy for your customers to leave you
great audio testimonials... simply by calling your toll-free
recording line.

It is so easy and so powerful... if you haven't checked it out
yet, I recommend to do that right now... before any one of your
competitors does... ;)

Summary - I highly recommend to check out AudioGenerator at:
          http://audiogenerator.add2it.com

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8) Newsletter Notes & Policies:

   -=-

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

   BTW: I made the PDF version of this newsletter brandable!

What does that mean? You can now download a small
branding tool at:
http://www.add2it.com/go/to.pl?l=brander
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:
   Last name:
   Email address:
   To edit your name, please visit:
   http://www.add2it.com/mmp/ed.cgi?m4u=^email^
   (Replace ^email^ with your email address)

e) To unsubscribe from this free newsletter please click here:
   http://www.add2it.com/mmp/unsub.cgi?m4u=^email^
   (Replace ^email^ with your email address)

   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

article or a tutorial for webmasters or entrepreneurs,
please send an email to the autoresponder at
<mailto:news-ag@add2it.com>.
You will receive the "Author's Guidelines" by email.
Or simply visit: http://www.add2it.com/news/news-faq.shtml

j) I welcome all comments, questions, tips, news, topic
suggestions and other material related to tips, training and
tutorials for webmasters and entrepreneurs.
Please submit your material for publication to:
<mailto:news@add2it.com?Subject=Publication>

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

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

Does your website need more traffic? Get your website submitted
to up to 1182 search engines & directories!   Guaranteed!
Visit: http://www.add2it.com/go/to.pl?l=m4u-moretraffic
=-=
Are you still searching for... ? Amazing lists of resources and
the best sites to shop.   The best of & about network marketing
and other resources. How to build your traffic & your business.
You will find all this and more at: http://www.million-mall.com
=-=
Do YOU want YOUR choice of a FREE laptop? http://www.add2you.com
=-=
Scripts & Service for Webmasters   http://www.add2it.com
=-=
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