More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 97 – July 01, 2004

Hi,

I would like to welcome you to the 97th issue of the "More4you
Newsletter"!

Today is Thursday, the 1st of July, 2004.

The current number of subscribers is: 22,992

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     More4you Newsletter ... more tips, training & tutorials
                       for webmasters & entrepreneurs.
     -=-
  Everything you need to make your website & business a success!
            ****
                  Issue 97 - July 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.
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this newsletter.

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1) Editors Blurb:

June was very productive... not only is Add2it Mailman Pro 4.0
now in beta, in fact... I am sending this newsletter with the
new MySQL version that allows unlimited fields per subscriber.

But that's not all... another new product is now in beta!

Add2it MailResponder Pro 1.0 is a combination of Add2it Mailman
Pro 4.0 and a MySQL version of Add2it AutoRespond Pro. It has
several new features, like e.g. a ability to easily import lead
source file straight as you get them from your supplier.

The price for Add2it Mailman Pro 4.0 will be $97. If you bought
Add2it Mailman Pro up to one year before the release of the new
4.0 version, you will be able to upgrade for free. Hint! ;)

If you have an Add2it Mailman Pro license and are interested to
beta test Add2it Mailman Pro 4.0, please contact me.

Add2it MailResponder Pro will be available for $149. If you
bought Add2it Mailman Pro + Add2it AutoRespond Pro up to one
year before the release of Add2it MailResponder Pro 1.0, you
will be able to get a cross-update for free!

Also, if you are interested to partner with me or get a free
script copy for a translation for any available language (see
the following web page), please contact me.

The partnership details you can find at:
http://www.add2it.com/ref/joint-venture.shtml

And the contact form is located at:
http://www.add2it.com/contact.shtml

Next point, the Add2it Audio Testimonial contest is still going.

If you are interested to receive a coupon worth $100, that you
can redeem for Add2it products & services of your choice, please
visit http://add2it.com/see.pl?Add2it-APC for complete details.

And last, the winners of the June 2004 giveaway! :)

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: Sheri S. Stuart (badpenny13@********.net)

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: Robert R. Snow (osprey338@**************.com)
                   Sheri S. Stuart (badpenny13@********.net)

Last months Add2it Affiliate Program giveaway winners:

1th & 2th 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: Herman Drost (most sales)
                   http://add2it.com/ref/home/vision2003.shtml
                   Chris Pepperall (most visitors)

http://add2it.com/ref/home/bigbikesbrandy.shtml

Last months Add2you Program giveaway winners:

1th & 2th 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: Steve Brown (most sales)
                   http://www.add2you.com/now/cscontactscom.shtm

Tommie McNeill (most visitors)
http://www.add2you.com/now/tmack10.shtm

Congratulation^s to all winners... :) Please contact me at
news@add2it.com for complete details on how to obtain your
price.

Please don't forget to join our monthly & annual giveaway at:
http://www.add2it.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"

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Sponsor Of This Newsletter Issue:

IS IT REALLY POSSIBLE TO MAK^E $500 A DAY, EVEN $1,000 A DAY,
ON THE INTERNET? In a word, ABSOLUTELY! But, it's NOT automatic.
You MUST have the essential tools, the training,the support, the
continuing education AND, most importantly, a Company that CARES
about you and your success. Register for FRE^E LIVE WEBCAST at
http://www.netprofitsite.com/webcast

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2) First Article:

   -=-
   "How To Build a Successful Reputation Online "
    by Herman Drost
   -=-

After running an online business (web site design) for a number
of years I built a reputation online that helps me to gain and
retain a continuous flow of customers. I had no online
reputation when beginning my business, but was able to build it
up step by step over the last few years.

Why is building your reputation important for your online
business?

People tend to purchase services or products only from people
they trust. For example you may have hired a contractor do a
repair on your house, that did not deliver on what was promised
leaving you very disappointed in his service.

So how can you build a reputation online which creates trust
between you and your customers providing you with repeat
business?

10 effective ways to build your reputation online

1. Provide courteous customer service - always be polite with
   each customer, greeting them (ie Hi, Hello, Dear) first and
   ending your communication appropriately (ie Best Regards,
   Sincerely, All the Best). I always try to do this in my
   email communication and postings in online forums.

2. Over deliver on your products - this is a great way to gain
   extra credit with your customers. People often take short
   cuts due to lack of time or impatience and therefore under
   deliver on their service, leaving the customer unhappy. A
   good example of over delivering is to provide quality bonus
   products when a customer purchases your e-book. Another
   effective way is to offer extra quality advice even after the
   client has purchased your service or product.

3. Become an expert - writing articles about my business and
   publishing it on the Web has been a very successful way to
   build trust and loyalty. I try to make the information easy
   to read, and provide the necessary steps to put the knowledge
   into practice. This saves a lot of time and frustration for

people who want to find quality information quickly.

4. Display your full name, company name and contact information
   - when I visit a web site I want to know who is behind it and
   what they have to offer before I will make a purchase.
   Within your web site, include your full name, a picture of
   yourself, and contact information. Include a telephone
   number as well. I often have customers who call me instead
   of using email. They want to be sure there is a live person
   behind the web site (not just an autoresponder) that they can
   talk to personally. This helps build trust immediately by
   clarifying customers questions who may have hesitated to
   communicate with email.

5. Create a clean, navigable, and fast loading web site. You
   only have 10-20 seconds to get the attention of your web site
   visitors. Create a design that is easy to read with web copy
   focused on the benefits of your business. Don't try to wow
   them with a flashy design. Most visitors are simply looking
   for targeted information.

6. Be an active web participant - participate in online forums
   by offering quality advice, asking questions, giving
   testimonials and being courteous. When people see that you
   frequently help others in the forum, they will visit your own
   site (you can leave a link to your site at the bottom of each
   post, if they wish to contact you).

   You may even want to create your own online discussion forum.
   This creates a supportive environment for people to share
   ideas and ask questions related to your business. This helps
   you to gain a lot of repeat customers.

7. Provide testimonials - ask for testimonies from satisfied
   customers and put them on your web site. Visitors are more
   apt to buy from you, if they can read about others'
   experiences that worked with you. Be sure to include their
   email and/or web site address so the testimony is believable.
   Don't create false testimonies (with no qualifying email or
   web site address). It only reduces your credibility.

8. Provide quality products and services - if you offer a high
   quality product or service, your customers are more likely to
   return in the future to do more business with you.

9. Keep in constant contact with your customers - send out a
   bi-weekly newsletter, create an online forum, use

autoresponders, or other methods to stay in touch with your
customers. Most people these days are simply too busy to
remember to return to your web site for the new information
you wish to share with them. Constant communication with
your customers creates long term relationships that leads to
building a strong reputation.

10. Be personable - be interested in what your customer is
    trying to achieve with your service or product. Don't try
    to take advantage of their inexperience and just sell them
    something. That action will come back to bite you later.
    Always be honest and upfront with your customers and you
    will reap many rewards.

Building your reputation online doesn't happen overnight.
Therefore be consistent and patient in your efforts. This will
create a solid pillar for establishing a successful business
online for years to come.

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Herman Drost is the Certified Internet Webmaster (CIW)
owner and author of http://www.iSiteBuild.com Affordable
Web Site Design and Web Hosting. 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 the first article?

Good: http://add2it.com/go/to.pl?l=C1-Good
      (Last issue: 75.0%)
Ok: http://add2it.com/go/to.pl?l=C1-Ok
      (Last issue: 12.5%)
Bad: http://add2it.com/go/to.pl?l=C1-Bad
      (Last issue: 12.5%)

   Last issue:

   "How to Create and Market Your E-mail Signature"
    by Herman Drost

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3) 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 website
creation, building your online business and finding hard-working
entrepreneurs 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
what products to sell, getting people to your website and web
hosts.

The results of the survey:
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1. What product can somebody sell when digital products and
   information is saturated and no one can compete with Wal Mart
   when trying to sell physical products? I often hear that
   getting traffic is the most difficult part of an online
   business. I think it's the second most difficult thing. I
   used to think that too. Now however, I would say that
   choosing the right product or service to sell it the most
   difficult.
   (Question submitted by: Misato Katsurag)

Storm <storm_midnight@yahoo.com> :

"I find that selling real estate is a great option. I build
custom 'one of a kind' homes throughout the USA. This opens
many opportunities for entrepreneurs to Joint Venture with.
I need someone to call recruit realtors to sell our homes. I
need someone to recruit mortgage brokers to provide mortgages
for our homes. Someone to recruit Interior Designers. Then
there's opportunities for ebooks, teleseminars, websites,
etc... None of this requires a huge investment, a 'mortar
office', or a lot of experience. We provide the website and
even the list of realtors to contact and script of what to
say."

Donald Younglove :
  "First do some research as to what others are selling. Send
  out an email asking you members what they want to learn
  about. Build your business around this, but personalize your
  approach. Show yourself as an expert. Specialize your
  interest or hobby show you care about them."

Janet Spittler <spittler_j@msn.com> :
  "Wal Mart doesn't sell every product on the planet. Think
  BIG. If one has respect, feels there is value, likes the
  person selling the products there is no problem selling. Put
  yourself out there to become known as giving value to what
  ever you are passionate about, trying to accomplish, sell or
  provide as a service."

Antonio Giornalista <tony66love@hotmail.com> :
  "I disagree with this statement, I believe that you can sell
  anything online, all you need is a good advertising system."

Robert R. Snow <osprey338@mentoring4yoursuccess.com> :
  "I agree with Misato Katsuragi, I believe that the single most
  important decision one can make regarding online marketing is
  the 'niche product.' Since knowledge or information is such
  an important commodity I believe that one product that will
  never go out of style is education."

Bert Jensen <bert@jensen.ag> :
  "You need a unique product which gives a real value to people.
  Something that can not be bought in stores. I have that and
  can prove it."

Robert A. Kearse :
  "Misato, choosing the right product is a very simple matter if
  you know the right formula. Read this informative post at
  the How To Forum on creating a niche product:

http://www.howtocorp.com/cgi-bin/webbbs_config.pl/read/21269

Sheri S. Stuart <badpenny13@sbcglobal.net> :
  "Even if one has the right product, the most difficult thing
  is gaining the right kind of 'traffic' to your website or
  product page. Lead generation is the toughest aspect for me.
  I had to learn to provide a way for customers to request my
  information, so that I could make a more personal approach,
  which encourages a more productive visit. Most of us use
  traffic exchanges and safelists, and we are primarily
  advertising to others doing the same thing. I have learned
  that an advertising campaign must include online and offline
  classified's, and that it is essential to send 'traffic' so
  to speak to your autoresponder or business email, so that a
  dialogue may be started. Customers will always respond to a
  personal touch, and this is the only way to do so. One must
  always utilize as many methods as possible to initiate a
  customer response, and to do that, you must be able to
  interact on a one-to-one level, either by phone or email."

James Kulp :
  "Personal care products."

Best Bizz <bestbizz@ibelgique.com> :
  "Getting the right product is not the most difficult part of
  the job. It's easy to find the right product if you are able
  to hear from different sources to learn what the potential
  customers are waiting for. Generating traffic, obtaining
  leads and converting them to customer is much more
  difficult."

Mal Robertson <office@websuccess.force9.co.uk> :
  "Whether digital products and information is saturated is
  debatable and as for competing with Wal Mart, thousands are
  already doing this very successfully!

  With due respect I suggest the first thing you must do is
  become more positive. If you believe that the market is
  saturated and no one can compete then give up now! You are
  defeating yourself!

  May I suggest you make this your mantra: I CAN AND I WILL.
  Say it out loud six times every morning, afternoon and
  evening. Then say it aloud four times before you go to
  sleep.

You are correct that getting traffic is difficult, especially
the right sort of traffic - Targete^d traffic. That is the
people who are most likely to be interested in receiving your
information.

I believe, like you, that too many do not consider the
business they enter. They cruise around the net jumping on
any affiliate program that has the hype to convince them they
will make their fortune overnight. It simply doesn't happen.
You have to have the right business/product or service for
YOU!

I know people who could 'sell sand in the Sahara', but for
the most of us we have to get the business right to be
successful.

You can sign up to receive my PSGold Reports. A series of
Free Reports detailing how you can get the most from
safelists, FFA pages and classified ads sites. Published
every week for six weeks the PSGold Reports will explain how
to make these resources work for you and how to build an
effective contact/mailing list from them. just go to
http://websuccessuk.com/PSG-Reports.htm and sign up using the
form there."

Beth White :
  "I do not have my website ready yet, but I am planning to sell
  the products I make myself, which are silk paintings, silk
  scarves etc and also a downloadable e-book of instructions on
  how to paint on silk. There will be beginner's tuition up to
  fine art instruction on how to paint in detail on silk
  without the dyes running everywhere. There are a lot of
  artists in the world and I'm sure that if I market it well, I
  will get paying customers."

Roy Tebbenham <more4u @ softwareandscripts.com> :
  "Web hosting and e-commerce solutions... especially turnkey
  websites which you have developed yourself."

Jean Liebl <jevlie@thetethered.com> :
  "The best digital information products to sell are those that
  target special markets, not the over crowded markets such as
  making money online, marketing online etc. With what is
  called 'niche' marketing you have less competition and a
  targeted field of potential customers. Look for hot topics,
  go to several forums in different fields (fields (topics) you
  are interested in) and see what they are talking about, see

what their problems might be. Then ask yourself can I solve
that problem, if you can write a report or an ebook on that
problem (subject) and sell it to that 'niche' group.

Go to Overture and Google and type in a key word or key word
phrase and see what results appear. That will be your
competition. Check several out. See what they offer. Can
you make a better offer? Can you give the customer more or
better? What did you like or dislike? Use your competition
for ideas. NO plagiarizing, just get ideas.   Don't
re-invent the wheel, just make a better, stronger wheel!"

Sherry Starnes <awesomebuys2@clgw.net> :
  "I previously had on online business in which I sold products,
  ie electronics, jewelry, cookware, etc. Unfortunately, I was
  hit extremely had with credit card fraud/identity theft. It
  seems electronics and jewelry are what everyone wants and
  will go to any extreme to get them.

  My suggestion is to sell a product that is 'unique' such as
  handmade purses, candles, mailboxes, etc. This calls for
  extra effort but there are drop shipping sources that will
  allow you to sell their 'unique' products. I was not in a
  position to make my own products so I chose another field...
  Internet Marketing. It has been very rewarding and so far,
  I have not had to accep^t any credit cards. I will be glad to
  share with anyone the steps I took."

Lynda Lee :
  "Find a niche market - something you know a lot about - and
  go for it."

Larry L. Zellner <larry@entrepreneurs-club.com> :
  "I believe you are correct. Getting traffic without being
  raped by the major search engines is a large problem.
  Choosing a the product is not nearly as difficult. It just
  requires thinking about what people need instead of what you
  want to sell."

Comments: Great advice... thanks everybody. :)

           As long as you don't create a "me too" product, you
           can create and sell any product or service that you
           can imagine.

           If there is already one or more similar products or

services, make sure that you build the "better
mousetrap". :) Make sure you can answer this
question:

"What makes my product better the the other ones out
 there?"

To help you to find your own profitable niche product
or service, I give you free access to a 10-page
special report called, "How To Create Multiple
Streams of Niche Profit", written by Jimmy D. Brown.

This report is in PDF format, and in it Jimmy gives
some quick tips for maximizing your niche product's
profitability. This report also answers the
questions:

"How can I differentiate myself in a crowded niche?"

"If everyone is receiving the same 'Products In the
 Rough,' won't these niches become overcrowded?"

For can download it for free at:
http://www.add2it.com/report/nichemultiplestreams.pdf

2. I guess it just takes time, but it seems like some people hit
   the ground running and enjoy immediate success. Even if you
   have a product everyone wants, you still have to get people
   to your website. How do they do that?
   (Question submitted by: Barbara Ross)

Storm <storm_midnight@yahoo.com> :
  "I believe that it's a matter of resources. It doesn't really
   matter how much you want to succeed and how much time and
   effort you're willing to put into it. If you don't have the
   resources (contacts, network, support system, etc..) it's not
   going to work."

Donald Younglove :
  "The best way to get people interested in you and your website
   is to provide free information. Show them you care about
   them and not just yourself or product. Offer books for free
   on the subject matter you are promoting. Ask for their
   opinion."

Janet Spittler <spittler_j@msn.com> :

"Using key words for people to recognize they need the
product. Involve people and have something for them to come
back to participate in. Make sure it is ever changing and
not the same stagnant info for a few years."

Antonio Giornalista <tony66love@hotmail.com> :
  "I disagree, I do not believe in getting rich quick unless the
  person has already made a lot of research on the internet and
  has money to start with a very aggressive advertising
  campaign."

Robert R. Snow <osprey338@mentoring4yoursuccess.com> :
  "I submi^t my website URL to select search engines. I
  advertise in safelists and opt-i^n media like e-magazines and
  e-newsletters. I use signature advertising in all of my
  emails."

Bert Jensen <bert@jensen.ag> :
  "Have a product and use your site as information base (or a
  part of it) and people will search in the engines for your
  site or from your ads in newsletters etc."

Robert A. Kearse :
  "(1) Free search engines and directories
  (2) Pay per click search engines
  (3) Google AdWords
  (4) Write articles, include a resource box linking back to
      your site, and use an article submission service
  (5) Use a comprehensive linking strategy
  (6) Build multiple opt-i^n lists that you control
  (7) FREE multi level advertising networks:
      http://100freeworkathometools.com/freeadnetworks.html
  (8) FREE traffic generators

  BTW: As an Internet marketer the single most valuable
        practice that you can conduct on a regular basis is
        BUILDING MULTIPLE OPT-I^N LISTS THAT YOU CONTROL."

Sheri S. Stuart <badpenny13@sbcglobal.net> :
  "I personally use several avenues of promotion to 'get the
  word out.' A balanced combination of search engine
  submission, online and offline classified's, safelists, and
  traffic exchanges take up a lot of my advertising strategy,
  as well as word of mouth, and paid advertisements in ezines,
  newsletters and to paid to read email."

James Kulp :

"Using good capture programs and advertise, advertise,
advertise...
Having more than one website (one website should be used in
advertisements to capture and forward other websites used to
expand on products / services).

BTW: Stay with your primary product until it shows a profit.
      Reinvest in advertising.
      Call people people buy from people not from hype that
      they receive in their email.
      Stay with it do not be a program jumper. Things take
      time and remember farmers do not reap during the
      planting season."

Best Bizz <bestbizz@ibelgique.com> :
  "The best way is by means of a list. You must find a way to
  keep a maximum of leads, have personal contacts with the
  persons in your list to invite them to your site, but the
  most important thing to do on your site is offering different
  way of payments.

  BTW: I thing one of the most important point, except if you
        are only running affiliate programs, is the way you
        accept payment."

Mal Robertson <office@websuccess.force9.co.uk> :
  "In a word, ADVERTISING. To attract visitors to your site you
  MUST advertise. People have to know you are there!
  Advertising means LEADS. You can buy them, or start your own
  safelist, FFA page or classified's site to generate them, (you
  must have good scripts and they don't come cheap). Or you can
  sign up to a site that provides leads as part of their
  membership. Make sure that you choose a genuine site though!
  I believe I have found the very best in leads with MWEFFA
  (http://tinyurl.com/35zsv) for just $20 per mont^h you get
  around 800 leads DAIL^Y!

  My business contact list doubled in just two weeks and
  continues to grow at a steady rate. Plus I am making money
  from my membership too!"

Beth White :
  "I think you have to try to get good search engine positioning
  so that people interested in your product can find you
  easily, but also do pay per click advertising, and to capture
  people's interest, you need to have an attractive easily
  navigated website.

   You should also learn about joint venture marketing."

Jean Liebl <jevlie@thetethered.com> :
  "Your website has to have very good content. That is one of
   the search engines look for. They also look for key words
   and keyword phrases, so make sure you use some of them. Go
   to overture and put in a subject, such as 'dieting' or 'model
   trains'. The list that comes up will give you some ideas of
   key words and phrases you might use. Also it might give you
   some ideas for more information products to sell. Such as
   specific types of model trains.

   If you are advertising and not getting results, try changing
   your wording, try different headlines, sub-headlines.

   You can write a short report or article, about 1000-1500 on
   your subject and submit it to ezines, newsletters that would
   be interested in the subject. Ones that have a relationship
   of some kind to your subject field. You don't want to
   advertise your model train report in a dieting ezine. There
   must be some type of connection.

   Always include a resource box at the end of you
   report/article that has your name, your contact email, and
   your website URL.

   In fact you should include some type of resource box at the
   bottom of all your email correspondence. You never know who
   might be a potential customer.guest"

Lynda Lee :
  "I'm not sure. But I would think that they had the gift of
   the gab, or a large downline or optin list."

Larry L. Zellner <larry@entrepreneurs-club.com> :
  "The [SPAM] red herring is a problem that shouldn't exist.
   Direc^t email is the correct way to reach the best market.
   If you send email and get a remove message back, you should
   remove. If you do that should be enough. The problem is
   most senders don't remove the name. Safelists, classified's,
   etc. just don't work."

Comments: Those people that hit the ground running and "seem"
           to enjoy "immediate" success most often have worked
           long and hard to get to the point where they can do

this.

Usually they have already build a network of joint
venture partners as well as build a list of contacts.

Even if it's there first product, there has been a
preparation phase before they launched the product
in which they gathered at least a network of partners
that help them kick if of the ground.

How can they create a joint venture if they don't
have their own list? Usually by having a product
that is related, but nor in direct competition to
the products of their partners. By offering this
persons new product to the list of the partners,
the partner provides a value to his list.

Ask yourself... How can my product provide value to a
potential JV partners list? What Can I do for
him/her and his/her list?

To get the right JV partners can help you speed up
things a lot. To learn more about JV's get this
free JV course at: http://add2it.com/see.pl?JVcourse

3. I am interested in knowing more about web hosting & building
   sites. Which is the better web host to have?
   (Question submitted by: Erma Mac Donald)

Storm <storm_midnight@yahoo.com> :
   "All of them are questionable. Best to find someone who is
   not a reseller. Perhaps look for a reseller account for
   yourself. Lots of 'fly by night' sellers out there. And,
   there '99% uptime guarantee' is worthless. When someone is
   guaranteeing something they stand to penalized if they don't
   deliver. Ask the host what their penalty is if they don't
   deliver. You'll find they have no penalty."

Robert R. Snow <osprey338@mentoring4yoursuccess.com> :
   "Find a web host that will pay you for recruiting new members.
   It is a good way to pay for the service and can become a
   stream of income, we all can use more of those."

Bert Jensen <bert@jensen.ag> :
   "You get what you pay for. I would suggest godaddy.com. They
   have modular prices and are very fast."

Robert A. Kearse :
  "I use http://add2it.com/see.pl?Kiosk, and this is the only
  web host that I know that holds FREE DAILY training sessions
  online in all areas of hosting, building and marketing a
  website."

Sheri S. Stuart <badpenny13@sbcglobal.net> :
  "I personally like WWKiosk for business usage since it
  incorporates not only web hosting, but promotional tools in
  its package. You get 300 MB of web space, a safelist
  franchise, a pro FFA page, access to exclusive affiliate and
  conferencing software, and Kiosk will pay you for referrals
  to their program. The cost is nominal when you consider that
  just one of these services can cost more than the entire
  Kiosk package. There are three levels of service from $5.99
  per month to $24.95 per month, depending on you needs and
  preferences. You can get the complete details by visiting
  here: http://add2it.com/see.pl?Kiosk

Best Bizz <bestbizz@ibelgique.com> :
  "The only way is to compare the offers so you can verify if
  the site have all what you need for a price you can afford."

Mal Robertson <office@websuccess.force9.co.uk> :
  "There are a number of excellent hosting companies out there.
  My personal preferences are:

  Kiosk (http://add2it.com/see.pl?Kiosk) They host my main
  websites at a very reasonable $20 monthly. The extras that
  come as standard with the Platinum package are excellent.

  1 & 1 (http://tinyurl.com/234dh) This is one of the UKs
  foremost and best hosting companies. Offering a range of
  packages and an incredible bundle of professional software
  FREE when you join.

  Go Daddy (http://www.godaddy.com) I buy most of my
  business-specific domain names here and have them parked with
  email forwarding for Free.

  DotEasy (http://www.doteasy.com) They offer a free hosting
  package that offers some facilities you would not expect to
  find for free!"

Sherry Starnes <awesomebuys2@clgw.net> :
  "I think that depends on the product(s) you are selling.

Whatever you do, DO NOT go with a company that wants a lot of
money up front. There are too may offers for fre^e website
and web hosting should cost very little. Believe me, I speak
from experience because I lost several thousands of dollars
on useless website building."

Comments: That's cool! The web host that I personally like the
best and use myself for all my sites gets recommended
the most. :)

To address Storm's comments... Kiosk has not only a
99% uptime guarantee, but they give you 2 weeks of
hosting back free in cause they ever fall below that.

And as Robert R. Snow recommends... Kiosk does come
with an affiliate program for members that pays you
on 7 tiers!

I can recommend Kiosk warm hearted... they not only
support all Add2it.com script with all features with
their Pro or Platinum package as well as with their
dedicated servers, they also have the most features
for that low price.

Check them out at: http://add2it.com/see.pl?Kiosk

4. Are you a subscriber of the More4you newsletter?

Yes   - 84.0%
No   - 4.0%
Don't know - 12.0%

-=-

How did you like the content of questions and answers section?

Good: http://add2it.com/go/to.pl?l=C4-Good
      (Last issue: 40.0%)
Ok: http://add2it.com/go/to.pl?l=C4-Ok
      (Last issue: 40.0%)
Bad: http://add2it.com/go/to.pl?l=C4-Bad
      (Last issue: 20.0%)

Last issue:

"Joint ventures, traffic generation and CANSPAM"

==

4) Second Article:

   -=-
   "10 Killer Ways To Multiply Your Sales"
    by Frank Bauer
   -=-

Would you like to multiply your web site sales? Or course you
would, who wouldn't?) Then take a close look at the
following 10 killer ways to multiply your sales...

1. When you make a sale, always follow-up with the customer.
   First you should follow-up with a "thank you" email.

   Then, a few days later, you can follow-up up and as them if
   they are satisfied with their purchase or if they have any
   questions.

   After a certain time, you should follow-up and ask them for
   their feedback, good or bad and possibly for a testimonial.

   All your follow-up messages can include a small advertisement
   for other products you sell.

   If you use a fn automated system to do this, it will not even
   take a minute of your time to do all the follow-ups.

2. You could upsell to your customers. When they're at your
   order page, tell them about a few extra related products you
   have for sale. They could just add it to their original
   order.

   Or you can upsell your visitors from a standard version to
   a professional version of your product or service.

3. Tell your customers if they refer four customers to your web
   site, they will receive a full rebate of their purchase
   price. This will turn one sale into four sales.

   This can be easily done placing a refer-a-friend form on your
   order "thank you" page.

4. When you sell a product, give your customers the option of
   joining an affiliate program so they can make commissions
   selling your product. This will multiply the sale you just
   made.

   For example... do that in one of your follow-up messages
   mentioned in the first point above.

5. Sell the reprint/reproduction rights to your products. You
   could include an ad on or with the product for other products
   you sell. You could make sales for the reproduction rights
   and sales on the back end product.

   You could also product licenses in bulk at a discounted rate
   to resellers. Then they can sell it at retail price and
   keep to profit.

6. You could cross promote your product with other businesses'
   products in a package deal. You can include an ad or flyer
   for other products you sell and have other businesses
   selling for you.

   This is a great way to joint venture with other businesses as
   it is mutual beneficial for both sides.

7. When you ship out or deliver your product, include a coupon
   for other related products you sell in the package. This
   will attract them to buy more products from you.

   Of course you can also include coupon codes in one of your
   follow-up emails.

8. Send your customers a catalog of add-on products for the
   original product they purchased. This could be upgrades,
   special services, attachments, etc. If they enjoy your
   product they will buy the extra add-ons.

   If you create an online catalog for delivery by email (again,
   this is good for another follow-up email), I recommend to use
   Adobe Acrobat to create a PDF catalog.

   This way your customers will be able to read it, no matter
   what operating system they use on their computer.

9. Sell gift certificates for your products. You'll make sales
   from the purchase of the gift certificate, when the recipient
   cashes it in. They could also buy other items from your web
   site.

   To do that online, you could simply send the customer a
   personal coupon code, that they can on to the lucky person.

10. Send your customers free products with their product
    package. The freebies should have your ad printed on them.
    It could be bumper stickers, ball caps, t-shirts etc. This
    will allow other people to see your ad and order.

    Online you could give them free versions or trial copies
    of your other products, together with their paid product.

Resources:

Follow-up autoresponder system: Add2it AutoRespond Pro
http://www.add2it.com/scripts/autorespond-pro.shtml

Refer-A-Friend system: Add2it ReferThem Pro
http://www.add2it.com/scripts/referthem-pro.shtml

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Frank Bauer is the owner of Add2it.com - Scripts & Services for
your Web Business and the publisher of the More4you Newsletter.
To see how he can help you, visit: http://add2it.com/about.shtml

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       (Last issue: 30.0%)
Bad: http://add2it.com/go/to.pl?l=C3-Bad
       (Last issue: 20.0%)

    Last issue:

    "How To Promote Your Business A 10 step guide for
     beginners"
     by Trent Brownrigg

===

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: 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: MyViralAds
                              http://add2it.com/see.pl?MyViralAds

Mike Filsaime's MyViralAds is a traffic system that pops-under
an Google Adwords style ad-list on exiting your pages. It's
very neat and controllable, and I've added it to some of my
web pages. It doesn't get blocked by PopUp Blockers either.

I just tested it myself a couple of weeks ago and advertised
with small Google style ads as well as banner ads on the same
site...

The result was really clear: A 63% higher click-thru rate with
the Google style ads!

Mike's Dont-Touch-My-Ads system at http://add2it.com/see.pl?dtma
was already great and brought me tons of exposure with zero

cost, but this program will surely top that result!

So far my three ads have already been shown 13,239 times and
that within just a few weeks.

One note: Be careful on using on your main page or in traffic
           exchanges as the next page won't load until the
           ad-list is closed.

There are three membership types that you can choose from...

Free - Comes with 1 link cloaker, you can rotate 3 ads and email
       your downline once every week. Price: Free

Standard - Comes with 5 link cloakers, 10,000 points (1,000 ads)
           per month, you can rotate 10 ads and email your
           downline twice weekly. Price $9.95 / mo.

Pro - Comes with 20 link cloakers, 25,000 points (2,500 ads)
      per month, you can rotate 20 ads and email your
      downline 3 times a week. Price $19.95 / mo.

BTW... you can even earn 35% commissions on two tiers. So, no
matter which membership type you choose, you should give it a
try.

Summary - I highly recommend to check out MyViralAds at:
          http://add2it.com/see.pl?MyViralAds

   -=-

Here is an update on another one I am currently evaluating:

No big news about MasteryTV... my final judgment is:

If your main focus is earning money, then there are better
programs out there. But if you are looking for an excellent
resource to learn how to master your relationships, your health
and your wealth, than you don't need to look any further.

I recommend to check out their excellent product & free demo at:
http://add2it.com/see.pl?MTV

   -=-

How did you like the content of the recommended section?

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       (Last issue: 25.0%)

    Last issue:

    AffiliatePowerAds - http://add2it.com/see.pl?APA

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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
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         and use it to customize many of the links to Add2it.com
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   people... you can earn commissions!

b) Privacy statement: Your name and email address will never
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