

More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 86 - August 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 86 - August 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-08-03.pdf>

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- 1) Good Morning... !

I also like to welcome you to the 86th issue of the "More4you
Newsletter"!

Today is Friday, the 01st of August, 2003.

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The current number of subscribers is: 6,105

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

First, I have good & bad news for you... well, at least for some of you. ;)

If you have been annoyed by all that emails you received from me or others in regard to Mark Joyner's Farewell Package... then this is in fact good news for you: All 2,000 packages have been sold, so I am 99.9% sure that you will get no more messages in this regard.

Well, on the other hand... if you by now don't own one of these packages and you understand the value of it, then it's of course bad news for you.

Anyway, the last 4 months that the packages went out have been life changing for a lot of people in many counties... including me. I finish this by saying: I am the proud owner of one out of those 2,000... :) Look out what is coming in the future from Add2it.com... ;)

Second, I have some pretty exiting news... how would you like to get \$5.00 for free?

But let me back up a little... I am sure you know PayPal. Imagine a company that offers the same service, but is MLM friendly like StormPay, pays commissions like StormPay, but has lower funding and withdrawal fee's than StormPay... and pays you \$5 just for signing up for free... but not with all strings attached like with PayPal right now.

Would that be interesting for you? For me it sure was and I right away invested also in 10 shares out of 500 they have available. You can do that too and earn a percentage of their profits. :)

This new company is out to give PayPal a run for their money. They launched on June 29th... please do yourself a favor and take a look at: <http://www.add2it.com/go/to.pl?l=assuredpay>

To claim your \$5.00 just send me a short email after signing up and clicked on the confirmation link in the email you will

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receive. It just needs to contain the email address and
username you used to signup for free.

Third, following are the July 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: Diane Waters

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: Mary L Keith
Zac Mustar

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: Don Ticotin (most visitors)
<http://www.add2it.com/ref/home/donspage.shtml>
Don Ticotin (most sales)
<http://www.add2it.com/ref/home/donspage.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

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to Add2you Advanced Level + commissions paid
for your upline + Coupon for \$5 off your next
Add2you.com order.

The winners are: Debbie Beall (most visitors)
<http://www.add2you.com/now/deb313.shtm>
Jackie Patenotte (most sales)
<http://www.add2you.com/now/grneyes61.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:

Which one do you want? ... a New Laptop or \$1,500?

NOW is the best time to join this great system and be rewarded.
<http://PCorGold.com?id=add2it>

The MyNewPC Marketing Plan is AMAZING, it is a 1-Up Program
combined with a 3x3 Forced Matrix. Only 39 members needed - and
we will help you build your Downline Team. Automatic spillover
and great support. Make sure you get your GIFT when you visit
the Site.

BONUS: Join our Team and receive the whole "Ultimate Package"
from <http://Resale-Products.com/> worth over \$97 as your
joining Bonus! Go to <http://PCorGold.com?id=add2it> now and get
your position ahead of hundreds who will be joining.

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3) First Article:

"I'm Leaving So Here Are My Secrets" - Part 3
by Mark Joyner

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

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I've released many products and services over the years ...
Some were incredibly successful, some were failures.
Some I am proud of, and some I wish I could erase from memory.
The nice thing is, after so many successes and failures, I've
been able to see a clear formula for product launch success.

First, here are the two case studies:

A. Confidential Internet Intelligence Manuscript

On the first weekend of it's launch we sold over \$100,000
worth of this product.

B. The Mark Joyner Farewell Package

Within 3 weeks of it's launch we sold over \$600,000 worth
of this product.

How did we do it? It comes down to a simple 4-step formula:

1. Start With a Great Product with Outrageous Value

The "Confidential Internet Intelligence Manuscript" represented
well over \$200,000 in marketing research we had conducted at
Aesop over the years. Included were easy-to-implement marketing
tricks that have increased our response time and time again.

When you start with a value like that for such a low price, it's
not hard to write copy that makes the value clear.

If someone presents you with an offer that truly represents an
incredible deal, of course you take them up on it.

This is the core of any great business success: massive value for the price. It doesn't feel like doing business anymore - it feels like stumbling across a priceless antique in a dime-store where the shop owner doesn't understand the true value. It's no longer a question of "will I buy" but "man, I hope they don't change this deal before I can take advantage of it."

The "Mark Joyner Farewell Package" was an even more outrageous value. It's hard to put a price on almost 10 years of blood, sweat, and tears, but that's what it represented. The one hard cost we could quote was the over one million dollars it cost us to develop the source code included in the package.

Using that as a metric, people were paying 10 cents on every one hundred dollars of value.

But that was only a small part of the package. It also included 20 hours of audio interviews with me and some of the greatest minds on the net, resale rights for many products (including "Confidential" mentioned above), technology I've used to blow up my lists, automate my customer service, build and mobilize my affiliate armies - and more.

[Editors note: Sorry, the package is sold out...]

As if all that wasn't enough, the actual value was even greater ...

2. Over-Deliver Then OVER-Deliver Some More

The actual value of the package was much much more than that. There are things I included in there that I deliberately didn't even mention in the salesletter - some of them are valuable in the extreme.

Why?

Why would I do this? I already had the sale. Why would I give up more value after the deal had already been closed?

Here's why ...

3. Get Them to Be Your Evangelists - Then Reward Them Ridiculously Well for It

The result of over-delivering in both cases was:

- a. Page after page of sincerely glowing testimonials.
- b. Incredibly happy customers (almost non-existent refunds for both products).
- c. Hordes of people voluntarily spreading the good word about these products.

A lot of people stop right there. They figure if people are spreading the word and they are happy the sales will roll in.

They are partly right, but you can do even better. Why not pay them for spreading the word as well?

Now, you may be asking, "They are already spreading the word - why pay them? Isn't that unnecessary?"

Here's why:

If people love your product they will tell a few friends about it.

If people know they will get paid they will also tell a few friends about it.

If people know they will get paid for telling people about a product they truly believe in and love, they will shout about it from the roof-tops.

For "Farewell" for example, we set it up so anyone who sold it would be paid \$500 per unit sold. That along with a love of the products made for some aggressive selling - and no one felt any shame in it because it truly is an outrageous value. There is nothing wrong with telling your friends, family, and customers about something that will help them.

Indeed, it's your duty.

4. Create Irresistible Offers

On the weekend that we launched "Confidential" we sold it at a special price for a limited time with heaps of additional bonuses.

Many of the affiliates evangelizing the "Farewell Package" put together similar deals for folks who purchased through their affiliate links. The results were amazing.

An irresistible offer stacked on top of an outrageous value will truly make things sell like crazy.

Here are some things you can do to create irresistible offers:

a. Time Limits and Other Urgency Cues

To create a sense of urgency, make it so the offer is only valid for a short period of time. This will inspire people to act right away.

It doesn't have to be a time limit - it can also be a volume limit. For example, the "Farewell Package" is limited to 2,000 total sales. That creates a great sense of urgency since people fear they will miss out on a great deal (and they truly will).

b. Added Incentives of Great Value

Offer people additional bonuses on top of the great value at the core of your offer and they will love you even more.

You should avoid the mistake of stacking on worthless bonuses, though. Many people include stuff that's of no real value and it will actually hurt your offer.

Rule of thumb: if you can't sell it, you can't give it away either.

c. Uniqueness and Exclusivity

Every part of your offer should represent something that can't be found anywhere else.

If people know that you're the only source for what you're offering, it immediately eliminates the need to shop around.

This works for all types of offers. For example, when Mike Chen created FlyInAds he modeled it after the ExitBlaze code he got in the Farewell Package, but he modified it in such a way that it delivered an ad format that was not offered anywhere else on the net. The result? He got 4,000,000 hits in 5 days.

Follow this formula and your sales will skyrocket.

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.

[Editors note: Since the package is sold out and the original article series was, beside a great resource, also a promotional tool for the package, I can't promise that I will get a hold of part V to VIII of this series... But I will try. :)]

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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 4 most important news & updates during the month of July.

English / Englisch:

07/02/03 - The latest issue of the "More4you Newsletter" is now online available in the back issues section at:
<http://www.add2it.com/news/issues.shtml>

07/25/03 - The "X-Linking helps everybody" page has been updated at:
<http://www.million-mall.com/cross.shtml>

07/31/03 - During the month of July countless pages have changed as well as audios & new testimonials added, check it out at:
<http://www.add2it.com>

German / Deutsch:

31.07.03 - Im Monat Juli wurden zahllose Seiten ge ert, sowie
Audios & neue Testimonials hinzugefgt, schauen Sie
es sich an unter:
<http://www.add2it.de>

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5) Second Article:

"High impact on your business, low impact on your wallet"
by Gareth Longbottom

How much does it cost to start an online business?

If anyone asked me that question right now they would probably
fall about laughing at my answer.

You see, I know for a *FACT* that you can get your own online
business up and running for under \$100.

Now you may think I've gone insane, but the proof is right in
front of your face.....this article.

I've done it, you are looking at the proof.

No, I'm not a marketing guru with a million dollars in the bank,
but I am an online business owner who started for under \$100.

Providing you already have an Internet ready PC, so can you.

The bad news.

You have to realize one thing, if you are not prepared to put in
a WHOLE LOT of work, then don't go down this route with your
online venture.

Getting your business up and running is just the start and if
your not willing to put a little cash into your new venture,
then it's going to be a long road ahead.

Yes it can be done, and when you start to see a profit from a
business started in this way, the feeling of achievement is
multiplied many times.

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All too often I see web sites offering "guaranteed" success, yet they don't offer you their ongoing support or any training whatsoever. How can they guarantee your success if they don't even know you or aren't prepared to invest some time into helping you get started? There are no guarantee's of success in any form of business, online or off.

That said, the chance of success is far greater if you have a *proven* path to follow and also someone to guide you onto that path.

Now for the good news!

You can have a web site, affiliate programs, pre-written e-mail campaigns, newsletter and ongoing help to put it all together for under \$100.

If you make the right choices and follow the right advice, you can get resources and products that people who have been online for years haven't found or utilized.

You can also get them at little or no cost.

Unfortunately, the one thing that you won't get with all the above is the most vital piece of the Internet marketing puzzlecustomers.

It doesn't matter if you have the best sales copy in history on your site. If nobody ever sees it, you will never make any money.

That's where the work comes in.

Getting customers and visitors to your web site is the all important "X-factor" in running a successful online business, and one of the best ways for getting customers to your web site or subscribers for your ezine doesn't cost a cent.

It's also one of the most under used tactics.

Like I said earlier, you must be prepared to invest a large amount of time into your business if you follow this route.

It's your business, the hours you are putting in now will help change and shape your future, don't fall into the trap of thinking you should be spending all your time learning about

search engines. There are other ways to generate traffic to your site.

If you learn how to do this next step effectively, you will generate a good rate of traffic to your web site and over time it will create you a viral advertising effect!

Writing articles

One of the tried and tested free ways to get visitors to your web site, is to write and submit articles to ezine and newsletter publishers on a topic that relates to your web site. I personally think this is the way to go if you're low on advertising funds.

Only write articles that relate to the web site you want to promote.

If a person clicks on a link in your article about fishing and they are sent to a web site selling sewing machines, you can bet they won't ever read another article with your name on it again and your credibility will be lost for good with the reader. If your article happened to get picked up by a publisher with say a 30,000 subscriber base you just lost a big chunk of potential customers.

So you need to focus your efforts on the subject of your website.

Also at the bottom of every article you write you **must** add a resource box giving a little bit of information about your web site or autoresponder course and what the reader can expect by visiting your site or submitting their email address to your autoresponder. Also you need to include a link to the web site or autoresponder (see bottom of article).

The bottom line:

Credibility is what will give you a long and successful online business and get visitors and customers to put their trust in you. Treat visitors to your site and those who give you their contact details in a way you would like to be treated and you will earn their trust.

Once you have their trust, it's only a matter of time before they become your customers.

Best of luck.

Gareth

--

Gareth Longbottom can show you how to get your own fully functioning online business, up and running in 24 hours. Complete with 12 month e-mail marketing campaign.

<http://www.totalonlinebusiness.com>

e-mail: gareth@totalonlinebusiness.com

[Editors note: You can get a free ebook called "Internet Fortune on a Shoestring: How To Wisely Build Or Promote a Profitable Online Business With Only \$100 In Your Pocket!" for free at: <http://www.ldpublishing.com/100.html>]

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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 your own mailing list, best way to advertise and earning money 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 how to ensure messages arrive, effective advertising and generating large list.

The results of the survey:

1. With all kinds of spamming filters being added to ISP's sites and web hosting services, how does anyone get the message out without spamming to announce new products or services (legitimate) are available, without having the servers bounce out e-mail you are sending and/or actually receiving or think that you are receiving?
(Question submitted by: Richard Alex)

Jason Hillard <webmaster@rapidcashcreations.net>:

"In your 'Thank you for subscribing' follow-up email, make reference to how to add this particular email address and/or sender to their 'white list' instead of their 'black list'.

Do spot checks and send out test emails with same message."

CindyLou Coffey <CindyLous_Success@Hotmail.com>:

"Answer to first question is: Start an Ezine (newsletter)
You can go to this site and get some FREE information on Email Marketing... Go to: <http://www.bizpromo.com/free/>
He will also give you info on starting your ezine."

Cathy Carlton:

"I'm certain that many of the so-called offers I'm receiving are not things I asked for, as is apparent by the crude content of these 'offers'. As for what I send, it's a well known fact that SPAM filters block a huge percentage of each commercial mailing... seeming the the legitimate more often than the unsolicited! As a result, in addition to the usual MIME newsletter mailing, I also send an email announcing that the newsletter is ready. Certainly, it reduces the readership.

Solo and announcement mailings are heavily splattered with special characters and apostrophes to get 'spam words' through the filters. The most annoying problem I run into is those people who use SPAM reduction software, which requires me to verify before my message is sent. That's fine as long as the volume is low and the utility hosting site is

operational... which is not always the case!"

Warren Contreras <warren@wii-fm.com>:

"It comes with the territory. The easiest way is to not spam and just because I gave you permission to email me with tips and articles does not mean I want to be bombarded with hyped up advertising. They don't work anyway so get more creative. Just remember that we are more inclined to work with and buy from people we like."

Tony Vandebogart <Tony@totalinternetadvertising.com>:

"The Best way has always been to put together an opt in option on your site. Advertise in ezines and every were you can to get the traffic in the first place. Search engines, FFA's, and you name it. To get someone to sign up to your opt in you have to be creative. I am offering a FREE 10 page web site in a drawing to be held next year. The Web site is valued at over \$1000. It is to include Domain name and Web hosting."

Comments: Good answers... let me add the following:

To make sure your email to through, you can also use a little software tool called the "Filterbuster".

I will give that tool everybody for free that takes me up on the \$5 offer of the "Good Morning" section of this newsletter issue... simply say so in the email you send me to claim your \$5. Is that a deal? ;)

Secondly, I would like to say that I agree with what Cathy said... especially about the part with the SPAM reduction software, which requires you to verify before your messages are sent... luckily there is a solution to that... :)

All of us that write newsletter should recommend the following great software to our subscribers... it helps them to reduce the amount of Spam they receive and it helps us publishers, by NOT requiring us to have to verify before your messages are delivered:
<http://spamterminator.add2it.com>

But before you recommend it to them... take first a look at: <http://blockspamnow.add2it.com> ;)

2. Is there really an easier way to get people to look at my

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offer? I have found Paid Advertising doesn't work any better than Free Advertising.

(Question submitted by: Connie Robertson)

Jason Hillard <webmaster@rapidcashcreations.net>:

"Develop your own newsletter and/or opt-in lists.

The best kind of advertisement is your personal recommendation.

Use Autoresponders to do the selling for you. You don't have to ram it down peoples throats, just give them enough information to get them keen.

Remember AIDA (Attention, Interest, Desire, Action).
Formulate your autoresponder series around this 'formula' and you will get a much higher 'conversion rate' than trying to force people to look at your website/offer.

Websites themselves are just a portal. Some are well designed, others poorly.

People see SO many websites every day that only a select few will grab their attention in any form.

What you need is a pop-up/under or a doorway page to REALLY grab their attention, and email address. Then you let the autoresponder take care of the details."

CindyLou Coffey <CindyLous_Success@Hotmail.com>:

"Like I said in first answer I am fixing to start my first ezine to sell my Information Products. I found this site to be very helpful to get mine going. And this site is also great for submitting your site to search engines as well.
<http://www.bizpromo.com/sesubmit/submit.html>"

Cathy Carlton:

"Actually, paid advertising generally does work better than free advertising. The question is, what type of ads are you sending?

Solo ads are by far the best way to get your message seen, but even the type of solo ad makes a difference. Look for publishers that offer solo ads with contests, which encourages site visits by offering a chance at free advertising or other products. The volume of solos mailed each day can also be a factor in solo ad success. If a

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person is constantly bombarded with 4 or more mailings a day, the tendency is to quit reading them."

Warren Contreras <warren@wii-fm.com>:

"Welcome to the club Connie. It really depends on your offer. If I had worked with you in other online programs and you appreciated my attitude of working for you without being self-serving as well as provided you a nice income from our efforts together would you look at my offers? I thought so."

Tony Vandebogart <Tony@totalinternetadvertising.com>:

"The answer here is targeted marketing. If you are advertising a surfboard to a 65 year old grandmother, chances are she will not be interested in it. Advertising is a numbers game, but you will have better results if you are advertising to a targeted audience.

Put your offer on a web site and work the search engines. This will bring in the target you are looking for.

Visit every were on line that has the same products as you and see what they are doing to get people the word.

Advertise every chance you get in the category you are wanting to market. Ezines are the best, because some of them will let you write a short message with your link. Any one who clicks on this link would be a target. Find the ezine that fits your category. Type in 'Ezine' in any search engine. Join the ones that let you post free. Yes this will give you alot of email, so use one other than your personal one, and skim through each one you get before you delete them, you will be surprised at the information you might find that is helpful to your business.

The other thing I did for a while and I am thinking hard on starting one again, is to start your own Ezine. Offer to let every one post their ads for free and this will boost your email list, and you will be able to send them information about anything you want."

Comments: Looks like we keep ending up at one solution... your own newsletter. But it's true... it is the single most important thing everybody should do that wants to earn a living on the Internet.

BTW... CindyLou... The exact same free submission tool Terry offers at his site, you can also use at:

<http://www.add2it.com/increase-traffic.shtml> :)

And I also agree with Tony... what you need is "targeted" traffic... and a great free way to get that is by using so called SmartPages.

I know it's a little controversial and many SEO's don't like them (because they decrease the amount they can earn)... but I personally have made very good experience with them.

To learn how it works, I recommend to read Stephen Pierce best-selling eBook "Under Oath"... to be precise, page 128 to 150. :) You can pick up your own copy at: <http://underoath.add2it.com>

To save yourself a lot of time, I would recommend to get a copy of SmartPage Creator... and not the twice as expensive software Stephen recommends... ;)

You can get your own copy of SmartPage Creator, which has by the way been developed by Carlos Martinho, at: <http://www.add2it.com/go/to.pl?l=spc>

I personally use that Carlos software to build my own smart pages that have number one keyword ranking for many keyword phrases I chose. :)

3. I'd like to know who is using what to generate a large target base of ezine subscribers. Also, what is most effective in getting targeted traffic to your website. I'm developing my marketing plan now and would like some track records.
(Question submitted by: Bill)

Jason Hillard <webmaster@rapidcashcreations.net>:

"Co-ops send me more subscribers than anything else."

CindyLou Coffey <CindyLous_Success@Hotmail.com>:

"Like I said www.bizpromo.com is a very helpful site for me."

BTW: He has a lot of info that is great."

Cathy Carlton:

"The most reliable source of subscribers would be Ezine Directories and advertising cooperatives. Ezine Directories bring subscribers who have gone in search of ezines with a

specific topic or audience. Coops bring a broader readership.

Where coops are concerned, the subscribers from free ad services tend to stick around only until their ad runs. I have received the highest number of spam complaints and nastygrams from these subs. One more source is purchasing FRESH business opportunity leads, but you must properly welcome them to your list, explaining where they came from and how they came to be added to your list and always, always, always provide unsubscribe information.

BTW: For sources of coop advertising, both subscription-required and subscription free, visit:
<http://www.carltonscorner.com/coopexplained.htm>"

Warren Contreras <warren@wii-fm.com>:

"Be careful what you ask for Bill. A large list is not as valuable as a targeted list of people who are there for the right reasons. If you just want numbers try Subscription Rocket. If you want quality sell your newsletter with the same tactics you would sell anything online. For good ideas see: <http://ezine-tips.com/>"

Tony Vandebogart <Tony@totalinternetadvertising.com>:

"Offer everyone free posting as well as free solo's at first. When it gets out of hand you can charge. I have found that using the mail free is great, but I am limited on how many emails I can send a day even going through my web host. I personally am looking for ways other than setting up a server of my own to be able to send out mass mailings. At this time I can only send out 1000 emails a day and its more like every other day... Numbers is the name of the game and this number is not acceptable to me."

Craig Chitty:

"Look at the ezine directories and put an ad in a similar ezine to get your target audience aware of your ezine."

Comments: Thanks again for all they great answers. :)

I personally noticed the biggest increase in ezine subscribers since I developed and use the one-click opt-in pop-up window script that now comes with Add2it Mailman Pro and Add2it AutoRespond Pro.

The second biggest subscriber increase I have since

all customers of my scripts and services have an opt-out possibility if they don't want to subscribe to the More4you Newsletter.

In regard to traffic, I got a big increase at the point where I started offering my of Affiliate program.

The second biggest push in web traffic I got after my SmartPages started to be listed in all the major search engine.

4. Are you a subscriber of the More4you newsletter?

Yes - 75.00%
No - 12.50%
Don't know - 12.50%

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7) Recommended By The Publisher:

Whenever we find a great product or service and tested it inside out, this will be the place where you will hear about it.

If you know about a great product or service that you have already tested inside out, please let me know about it. Also if you own a great product or service, send a sample and a detailed description what makes it so great to:

[<mailto:news@add2it.com>](mailto:news@add2it.com)

Again... only if we believe after testing it inside out that this product or service is really of a great value, it can be mentioned right here.

This issues recommended product: ToolbarGenerator
<http://toolbargenerator.add2it.com>

Well, what can I say... Armand Morin has done it again... :)

Together with Dion Jones he just released ToolbarGenerator.

If you like to see what this cool tool can do, take a look at the new More4you Toolbar that build with it in less than an hour.

It works together with your IE browser and can...

- Help you search the web
- Tell you interesting marketing details about the site you are visiting.
- Shows you always the newest recommended sites, products & services.
- Gives tools into your hand to make your online life easier.
- Translates the site you are visiting on the fly from English into many other languages or from many other languages into English (10 languages).

You can download it for free at:

<http://www.add2it.com/toolbargenerator/setup.exe>

Feel free to pass this URL on to everybody you know... :)

If you are wondering why you should have your own toolbar, read on:

I am sure you have seen either the Google Toolbar, the Alexa Toolbar or the Yahoo Toolbar. Why do those companies give those toolbars to everybody who asks for it for free?

Simply because it a great viral tool that creates tons of traffic for that companies! And why do so many people want to use them?

Simply because they are very useful and of great help... plus they are free! :)

So... doesn't it make every sense in the word that you also have your own toolbar that you can e.g. give as a gift for ordering your product or service to your customers? Or for subscribing to your newsletter to your subscribers? It does!

BTW... another plus point is their great technical support.

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The software has instruction videos build right into it, but I personally had a more specific technical question on how to do a certain thing and emailed their support.

I have to say, they gave me great customer service and have been able to help me very quick. That's one of the things that are very important to me... being able to get answers without having to wait for days.

BTW: If you looked at it and believe it would be too complicated for you to use, let me reassure you... it is not.

If you still have doubts, contact me at support@add2it.com and I can help you to build your own toolbar. :)

Summary - I highly recommend to check out ToolbarGenerator at:
<http://toolbargenerator.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:

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<http://www.add2it.com/news/>

or send an email to: [<mailto:subscribe-m4u@add2it.com>](mailto:subscribe-m4u@add2it.com)

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- 1) 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>

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