

More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 99 - September 01, 2004

Hi,

I would like to welcome you to the 99th issue of the "More4you Newsletter"!

Today is Wednesday, the 1st of September, 2004.

The current number of subscribers is: 22,628

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More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs.  
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Everything you need to make your website & business a success!  
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Issue 99 - September 01, 2004  
\*\*\*\*\*  
Published & edited since 1996 by Frank Bauer  
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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-09-04.pdf>

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1) Editors Blurb:

What I was wondering about at the end of June, arrived in August... the slowest month of the year. Well, I guess that happens when I take my mouth too full. ;)

Add2it MailResponder Pro 1.00 is not yet 100% ready to be released, but I can assure you that it will certainly be very much worth the wait. :)

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>

My new partner, Larry Hall, just agreed to do special prices for all Add2it.com customers and decrease all of his writing service prices a lot... some over 50%!

I am not sure if Larry keep this prices this low forever. In fact, I believe he will raise them again if he get's too many orders. So I recommend to let him help you now with all your writing needs. Please take a look at:  
<http://www.add2it.com/services/writing.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 August 2004 giveaway! :)

Last months promotion & survey entries giveaway winners:  
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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 winner is: David J Kilah (davidkilah@\*\*\*\*\*.com.au)

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 \$10 off your next Add2it.com Scripts & Services order.

The winners are: Terrie Stoyanoff (tstoyanoff@\*\*\*\*\*.ca)  
Edouard Askmo (edouardaskmo@\*\*\*.com )

Last months Add2it Affiliate Program giveaway winners:  
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1th & 2th Prize: For one month your banner or text ad on all affiliates index pages + Coupon for \$10 off your next Add2it.com Scripts & Services order.

The winners are: Sasi Kumar (most sales)  
<http://add2it.com/ref/home/lhb.shtml>  
Chris Pepperall (most visitors)  
<http://add2it.com/ref/home/gsl000cp.shtml>

Last months Add2you Program giveaway winners:  
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1th & 2th 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 \$10 off your next Add2you.com order.

The winners are: Peter Maglione (most signups)  
<http://www.add2you.com/now/stallion.shtm>  
Peter Maglione (most visitors)  
<http://www.add2you.com/now/stallion.shtm>

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Congratulations 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  
<http://www.frankbauer.name>

Publisher & Editor of the "More4you Newsletter"  
<http://www.more4you.ws>

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Sponsor Of This Newsletter Issue:

IS IT REALLY POSSIBLE TO MAKE \$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 FREE LIVE WEBCAST at  
<http://www.netprofitsite.com/webcast>

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2) First Article:

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"The 5 Reasons Why You \*Must\* Get Into the Software Industry  
Today"  
by Mike Chen  
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No matter what industry you're in, it's absolute vital that you either sell software or offer free software to your customers.

By the time you are done reading this article, you will understand why.

1. "It's the Product, Stupid"

No amount of marketing "how to" is going to make up for not having a killer product.

People are sick of being told how to do it. They want something that will "do it" for them.

Software does just that ... It \*does\* things for people.

Stop trying to sell "how to" and start selling instant solutions.

That's where the real money is.

2. Downloadable Viral Marketing Tools

OK, so you don't want to sell software. Fair enough.

You're crazy if you don't use software as a viral marketing tool.

Many of the largest lists on the Internet were built using free software downloads as an enticement for subscribing.

You can easily add viral twists to these tools and before you know it hundreds or even thousands of sites could be offering your free software - becoming virtual newsletter subscriber magnets.

What if you created just one new tool like that a week?

How big would your list be inside of 6 months?

### 3. Create Value-Added Customer Helper Apps

What if you were to create applications that simply added value to your existing products and services?

How much higher would your customer satisfaction be if you created various software tools to teach, train, support, or otherwise help your customers?

How many more sales would that added customer satisfaction generate for you without any additional effort year after year?

### 4. Upsell Products

As you probably know, selling new products to existing customers is the easiest way in the world to make money.

It's 5 times easier to sell to an existing customer than it is to acquire a new one.

Why not create new products using "Make Your Own Software" and sell them to your existing customer base?

Instant profits.

### 5. Highest Profit Margins in the World

Electrons are free.

If you're selling an instantly downloadable product, your product fulfillment costs are virtually nil.

Plus, in the software industry there is no inventory to manage, so it's probably the easiest business in the world to manage as well.

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Mike Chen was one of the pioneers of the software security industry and is a widely respected Internet Marketing expert. Mike's newest product, "Make Your Own Software," allows even those who don't know a single line of code to create software programs instantly.

Editor's Note: "Make Your Own Software" has our highest rating. It's a mission-critical tool. Check it out today at: <http://add2it.com/see.pl?MakeYourOwnSoftware>

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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: 72.73%)  
Ok: <http://add2it.com/go/to.pl?l=C1-Ok>  
(Last issue: 18.18%)  
Bad: <http://add2it.com/go/to.pl?l=C1-Bad>  
(Last issue: 9.09%)

Last issue:

"Mini Site or Content-based Web Site?"  
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:

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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 getting traffic, generating prospects and outsourcing work at:

<http://www.add2it.com/news/more4you-survey.shtml>

The result will be published in the next issue.

You have an interesting question you would like answered?

Please submit it also at:

<http://www.add2it.com/news/more4you-survey.shtml>

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The question of the last issue:

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Last issue I asked you to answer a short survey in regard to setting up and using autoresponders, finding merchant accounts and shopping carts and sources for graphics.

The results of the survey:

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1. What is the best, honest, step-by-understandable-step source for learning how to set up and use an auto-responder?  
(Question submitted by: Steve O'Bryan)

Terrie Stoyanoff <tstoyanoff@sympatico.ca> :

"Getresponse is great and offer a free ecourse."

<http://add2it.com/see.pl?GetResponse>

Edouard Askmo <edouardaskmo@msn.com> :

"Directly contact the owner of the scripts for autoresponders and mail systems."

Comments: Boy... it's really quiet out there. Or have the questions been too difficult this time? ;)

For the technical part of setting up an autoresponder I would always recommend to first take a close look into the manual of that particular piece of software.

E.g. for Add2it AutoRespond Pro you can find it online at:

<http://www.add2it.com/scripts/autorespond-pro-manual.shtml>

If after that there are still open questions, I would continue in the developers support forum.

For Add2it products, please visit:

<http://support.add2it.com>

Here are some tips on how to use an autoresponder:

Everybody's always saying...you need to use an autoresponder for your business, but you may not know just how to use an autoresponder to automate your business and improve your sales. Well here's some ideas, I know you'll love:

1. Advanced Customer Follow-Up: Don't just send a



thank you to your customers via autoresponder. You can set up a whole series of follow up messages that show your customer that you are concerned with their satisfaction and even pave the way to further sales.

For example, send a thank you immediately after the sale, a day or two later to say the item was shipped and then a week later to ensure the item arrived in good condition. You can also send tips on how to use the product and subtly let them know about your complimentary products. The great thing is ... this is ALL automated.

2. Automated Newsletter: When someone signs up for your mailing list, you can set them up to receive a series of pre-written emails.

This means that "subscriber A" can sign up today and start receiving emails from the beginning of your series, while "subscriber B" and "subscriber A" can be elsewhere in the series.

By pre-writing your newsletter, you always have material to offer new subscribers and you can ensure all subscribers receive all of your great issues. Your newsletter doesn't need to be complicated, just some nice, short, sweet and to-the-point emails packed with some great tips will do.

3. eCourses: Offer ecourses via email autoresponder. If you have a business opportunity, you may want to set up a home business success course via email. Each day or each week (you decide on the frequency), your prospect receives a new informative lesson and is reminded of the business opportunity you have available.
4. Support eMail Autoresponse: Many times people will email you to ask a question already found on your FAQ page... but they don't read it, right? Include some of your frequently asked questions and answers automatically when someone tries to reach your support email.

Another really great resource on how to setup and use

autoresponders, please check out:  
<http://www.allaboutautoresponders.info>

Once you are there... click on "Autoresponder Resources".

2. Where can I get the right merchant account and shopping cart for my web site?  
(Question submitted by: Gary R. Moore)

Ray Man <admin@jvmoneymakers.com> :

"InstaPay would be a good choice; though this company is young, it is backed up by well known marketers. At the same time they have great features, like this fabulous creation:

Put an InstaPay button on your site, and when people click on it, they can pay also through PayPal and ClickBank (credit card). Sounds confusing?! Well, you will be happy when you see what I mean. No more putting three different buttons, just simply one that replace three payment processors... :)

Best is, they have low rates and huge bulk discounts.

And every time you have a sale and that customer wants to use InstaPay, but has not yet signed up (and you offer the sign up link), then you will have a new InstaPay downline member because InstaPay has a two tier affiliate program."

<http://add2it.com/see.pl?InstaPay>

Brian Lawrence :

"eSellerate's service fee percentage is between 10% and 15%. You pay no startup fees, no monthly fees and no hidden charges. <http://eSellerate.net/a.asp?AFL4892586575>"

Kathy L. Godwin <broomhilder1@wmconnect.com> :

"Merchant account with PayMeNow.com and shopping cart I don't know."

Terrie Stoyanoff <tstoyanoff@sympatico.ca> :

"I deal with PayPal they have a lot more features now than what they had a year ago."

<http://add2it.com/see.pl?PayPal>

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Comments: I personally use my own shopping cart software that I developed myself and that is currently in beta stage.

It is called Add2it E-Shop Pro and you can find it at: <http://www.add2it.com/scripts/order-beta.shtml>

It works together and I use it with the following payment processors:

- PayPal  
<http://add2it.com/see.pl?PayPal>
- StormPay  
<http://add2it.com/see.pl?stormpay>
- 2Checkout  
<http://add2it.com/see.pl?2checkout>
- iPayment (German merchant)  
<http://iPayment.de>

And as soon as InstaPay will support external shopping cart solutions (they are working on it right now), they will also be added to the list of supported payment processors.

3. What is your favorite source for graphics that are free to use for commercial purposes? I use Absolute Web Graphics frequently. Know of any others?  
(Question submitted by: Sandra Nelson)

Brian Lawrence :

"You can find free fonts, images and animations at:  
<http://www.ulead.com/download/freedownload.htm>"

Terrie Stoyanoff <tstoyanoff@sympatico.ca> :

"Go to: <http://www.cooltext.com>"

Comments: Absolute Web Graphics is a very good resource at:  
<http://www.grsites.com/webgraphics/>

Others interesting ones are:

<http://www.free-graphics.com/>

<http://www.wisegorilla.com/clipart.html>

<http://www.blaikiewell.com/freephotos/>

<http://www.feebleminds-gifs.com/>

<http://www.syruss.com/>

4. Are you a subscriber of the More4you newsletter?

Yes - 75.0%  
No - 0.0%  
Don't know - 25.0%

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

Good: <http://add2it.com/go/to.pl?l=C4-Good>  
(Last issue: 66.66%)  
Ok: <http://add2it.com/go/to.pl?l=C4-Ok>  
(Last issue: 16.67%)  
Bad: <http://add2it.com/go/to.pl?l=C4-Bad>  
(Last issue: 16.67%)

Last issue:

"What products to sell, getting people to your website and  
web hosts"

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4) Second Article:

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"10 Benefits Of Submitting Your Articles To Ezines"  
by Frank Bauer  
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1. You'll brand your web site, business and yourself by submitting articles to ezines. You could include your name, business name, your credentials, web site address and e-mail address in your resource box.

To find publisher you can submit your articles to, you can simply visit Google and enter a keyword phrase that describes your target market (e.g. business owner) plus the work newsletter or ezine: +"business owner" +newsletter

2. You will become known as an expert on the topics you write about. This will give you and your business extra credibility which will help you compete against your competition.
3. Your article might also be placed on the publisher's home page. If they publish each issue on their home page this will give you some extra exposure.

To make it easier for the publisher, provide also an URL to a web page with your article on it. The easier it is for the publisher to use your article, the higher the chances that they will do it.

4. You might get extra exposure if the ezine publisher archives their ezine on their site. People might want to read the back issues before they make the decision to subscribe.
5. You will get free advertising. This will allow you to spend your profits on other forms of advertising. You could buy advertisements in other ezines that don't publish your articles.
6. You might get extra income from people wanting to hire you to write other articles, books, or even ask to speak at

seminars. This is a great way to multiply your income.

7. You could allow ezine publishers to publish your articles in their free e-books. Since people give them away, your advertising could multiply all over the internet.
8. You will get your article published all over the web when you submit it to an ezine publisher that has a free content directory on their web site. They'll allow their visitors to republish your article.

Another option would be to submit your article to article directories. To find article directories that you can submit your articles to, you can again simply visit Google and search for: "article directory"

9. You'll gain people's trust. If they read your article and like it, they won't be as hesitant to buy your product or service. You will then be able to increase your profits.
10. You could get your article guaranteed to run in an ezine. You could agree to run one of their articles in your ezine if, in exchange, they run yours in their ezine. It's a win/win situation.

Tip: If your article recommends one of your own resources, offer the publisher a percentage of each sale for publishing your article. This could be done by using a special order link, or if you have an affiliate program, by allowing the publisher use his one affiliate link.

Resources:

To find publishers quick and easy, you can use a service like the Directory of Ezines at: <http://add2it.com/see.pl?ezines>

To submit your articles to numerous article directories and to save you the time to fill out the forms manually at their sites I personally use and recommend the EzineAnnouncer software. You can find it at: <http://add2it.com/see.pl?EzineAnnouncer>

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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://www.frankbauer.name>

Reprint rights to this article are granted, as long as it is not modified and the resources plus signature remain unchanged.

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How did you like the content of the second article?

- Good: <http://add2it.com/go/to.pl?l=C3-Good>  
(Last issue: 60.00%)
- Ok: <http://add2it.com/go/to.pl?l=C3-Ok>  
(Last issue: 20.00%)
- Bad: <http://add2it.com/go/to.pl?l=C3-Bad>  
(Last issue: 20.00%)

Last issue:

"3 Steps to Successfully Build a Team in any Program"  
by Frank Bauer

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5) Recommended By The Publisher:

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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](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.

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This issues recommended product: LinkCapture  
<http://add2it.com/see.pl?LinkCapture>

Low budget recommendation: Super Affiliate Locator  
<http://add2it.com/see.pl?gotpaidagain>

This time I actually tested three similar products side by side:

1. Super Affiliate Locator (SAL) from GotPaidAgain for \$29.00 at <http://add2it.com/see.pl?gotpaidagain>
2. Super Affiliate Generator Business Edition (SAG) from MakeLinks for \$379 at <http://add2it.com/see.pl?SAG>
3. Link Capture 2.5 Business Edition (LC) from LinkCapture for \$499 at <http://add2it.com/see.pl?LinkCapture>

All three products are not only designed to help you find so called Super Affiliates (very active affiliates that are able to sell a lot of your own products), but also to find potential link exchange partners to increase the search results position of your web site in the search engines.

First I tested how easy it is to install this three programs on a Windows XP laptop. In my option here they are all very easy to install and with a few clicks I had them all up and running.



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Next I started comparing the features of each program...

1. The most important advantages of LC compared to SAG and SAL are...

- Link directory builder (coming soon\*)
  - Mass and personal email server component - will enable you to send an email to your partners with one click of a button
  - Email tracking system - You will know what emails you sent to whom and when. No possible way to send a partner the same email twice (unless you want to)
  - The ability to gain info from all whois servers
  - Google page rank
  - Link directory spider - will enable you to know if the site does have a link directory to exchange links. This will shorten the process in finding partners that are more likely open minded to swap links
  - Keyword suggestion tool - find the best keywords in your industry
  - Full control over your database including the ability to change partners personal info.
  - additional searches will not automatically delete the last searched, but will be added to the results
- \* Roy Oron, the developer of LC told me that the directory feature will be ready within a week or two.

The advantage is; that people that buy the software now will get all future updates for free... (Roy is going to raise the price of the LC software when the link directory component will be uploaded to the LC software)

2. The most important advantages of SAG compared to SAL are...

- SAG shows additionally the site owner phone and fax number as well as his address
- SAG comes with an additional MultiMailer tool (not build in like with LC and less options than LC)

3. The most important advantages of SAL compared to SAG are...

- SAL costs \$350 less than SAG
- SAL shows additionally the sub URL of the search URL (SAG shows only the domain name)

4. The most important advantage of SAL compared to LC is...

- SAL costs \$470 less than LC

Note: I noticed a small bug in SAL. If you try to close it, it will sometimes ask you to stop the task before closing it, even if not task is running. In this case simply start another search and stop it right away again and you will be able to close the software.

So... if I compare all three tools with each other, they all help you find so called Super Affiliates as well as potential link exchange partners to increase the search results position of your web site in the search engines.

The difference is how much time they save you doing so. I like to compare them with cars... they all will eventually bring you to the goal.

Using LC is like driving a Ferrari... it's fast, fun and will save you tons of time getting there (assuming you are driving on the German Autobahn with no speed limit). )

Using SAG is like driving a Mercedes with an diesel engine... it will get you there comfortable, but kind of expensive and not very fast.

And finally using SAL is like driving a VW Golf (50 hp)... it's low price and very affordable even for young people, but it's much slower than the Ferrari.

BTW... I use LinkCapture now all the time to find out important information about other sites that I am interested to partner with. It makes to process so much faster and easier.

Summary - If you time is valuable, I highly recommend to check

out LinkCapture at:  
<http://add2it.com/see.pl?LinkCapture>

If you have more time than money and don't mind  
doing certain tasks manually, I recommend to check out  
Super Affiliate Locator at:  
<http://add2it.com/see.pl?gotpaidagain>

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How did you like the content of the recommended section?

- Good: <http://add2it.com/go/to.pl?l=C5-Good>  
(Last issue: 71.43%)  
Ok: <http://add2it.com/go/to.pl?l=C5-Ok>  
(Last issue: 14.29%)  
Bad: <http://add2it.com/go/to.pl?l=C5-Bad>  
(Last issue: 14.28%)

Last issue:

MyViralWebsite - <http://add2it.com/see.pl?MVW>

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6) Newsletter Notes & Policies:

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- 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://add2it.com/see.pl?brander>  
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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- e) To unsubscribe from this free newsletter please click here:  
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(Replace ^email^ with your email address)  
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any claims made by third-party advertisers.
  
- h) If you would like to be the sponsor of next month's issue,  
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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>](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.  
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