

More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 88 - October 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 88 - October 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
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Please click here to download the PDF version of the newsletter:

<http://www.add2it.com/news/issues/more4you-10-03.pdf>

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- 1) Good Morning... !

I also like to welcome you to the 88th issue of the "More4you

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Newsletter"!

Today is Wednesday, the 01st of October, 2003.

The current number of subscribers is: 7,600

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

First, I just released a new version of Add2it Go-To Free. This version has a great new function... You can now offer live support and track visitors on any web site that you are promoting (even if it's not yours)! InstaHe!p provides you with a new, professional way to approach potential customers that otherwise never existed until now!

Note: This feature requires InstaHe!p. A 15 days free trial is available at: <http://instahelp.add2it.com>

But that's not all... the look and feel has finally been adjusted to the other Add2it.com script, plus some minor bugs have been removed.

To check out the interactive online demo, please visit:
<http://www.add2it.com/scripts/go-to-free.shtml>

BTW... a new release of Add2it Go-To Pro will follow soon... and it will not only include the above mentioned features, but also the ability to do split-testing. :))

Second, I have added a great new customer review system to all script pages. Now customers can easily add feedback to for the script products they got for all other visitors to see...

This has been implemented using a brand new service called AlphaSheep. But more about that in the "Recommended By The Publisher" section.

If you use any of our scripts, please leave your review right on the site. Write whatever comes to your mind... to good, the bad & the ugly. ;)

To leave your review, please visit <http://www.add2it.com/scripts> and click on the small "Click to post / read reviews!" link, right under the products box image.

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At the end of this week three reviews will be randomly picket and the person that submitted that review will win a 40% off coupon that can be used for your next product order. :)

Third, following are the September 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: Tina Chenery

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: Bishop James 'I Feel God' Brown
Jeremy Gislason

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: Worrell Bertrand (most visitors)

<http://www.add2it.com/ref/home/willb1two3.shtml>

Herman Drost (most sales)

<http://www.add2it.com/ref/home/vision2003.shtml>

Last months Add2you Program giveaway winners:

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6th & 7th Prize: For one month your banner or text ad on all members index pages or choice of the Free to Sell 6 eBook collection or the Cash Flow Killer Mini Sites eBook package incl. upgrade to Add2you Advanced Level + commissions paid for your upline + Coupon for \$5 off your next Add2you.com order.

The winners are: Lance Whyte (most visitors)
<http://www.add2you.com/now/kalculus.shtm>
Erin Schaffer (most sales)
<http://www.add2you.com/now/scha4ffer.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:

Marketers... Discover the quickest way to extend your market reach on the internet. Get others to endorse your product. Visit <http://www.add2it.com/go/to.pl?l=JV> and view the web's new secret to Joint Venture success.

How do super-affiliates do it? By leveraging the Resources of others, of course. Visit <http://www.add2it.com/go/to.pl?l=JV> for the web's newest secret to Joint Venture success.

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3) First Article:

"How a Live Help Support System Can Increase Your ROI
Dramatically"
by Eva Browne-Paterson

Many Internet Marketers spend a considerable amount of time and money promoting their businesses online. What percentage of those marketers do you think track their ads? Perhaps 20-40%? What percentage do you think analyze the results of their campaign and actually formulate pro-active steps to take to rectify the identified issues and hence, increase sales? Much less than 20%.

The fact is that many Internet Marketers are wasting their time, efforts and money by promoting without a plan and taking 'pot luck'. Then they wonder why their product isn't selling...

This report will bring your attention to marketing issues that should be recognized and show you how to increase your percentage of sales dramatically by using a live help support system.

Planning

It is imperative that you endeavor to formulate an advertising plan when promoting a product. It may take time to work out at first, but once it's done, you can simply add new products to the plan as you join new affiliate programs or release new products.

Now of course affiliates would have a much larger range of products to promote than the general business owner who usually focuses on their own products, with possibly several other good income generators as well. The intention of planning in the first place is to organize your marketing efforts and carry them through to the end -- which is after the sale is made and you work out the percentage of sales for your campaign.

When formulating a marketing plan, the following should be taken into consideration:

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- Ad campaign type: e.g. ezine ad, full page pop-under, banner impressions, text email campaign etc.
- Budget: Work out how much you can afford, even if you have no money (then it would be \$0).
- Run Dates: Find out the availability of the ad campaign and fill out when it needs to be submitted by and when it is due to run.
- Results: This is where you would add the click thru rates and sales numbers.
- ROI: This figure is reached by a simple calculation shown under "Do Your Maths".

Ad Tracking

It is a well recognized fact that if you want to gauge how well an ad campaign performs, you must track your ads. It is essential that you have a quality ad tracking manager that makes the tracking process quick and simple with statistics that are easy to understand and translate.

I highly recommend Add2it Go-To as a robust system that is easy to install. You can see the full list of features and download a free trial from here: <http://www.add2it.com/go/to.pl?l=Go-To>

Plug the statistics from your ad campaign taken from your ad tracking service into your plan after the campaign has been given sufficient time to run.

Do Your Maths

Do your mathematics for each advertising campaign. Calculate the cost-per-visitor, cost-per-sale and return-on-investment ratios.

For example: If a website charges you \$20 per thousand impressions (\$20/CPM), and you get a 2.0% click-through (20 visitors), your cost-per-visitor is \$1.00 ($\$20 / 20$ visitors).

And if 1 in every 10 visitors buys your product, your cost-per-sale is \$10.00 ($\$20 / 2$ sales).

So if each sale of your product produces a gross profit of \$15,

then your net profit per-sale will be \$5.00 (\$15 gross profit - \$10 cost-per-sale).

Your return-on-investment (ROI), before non-marketing expenses, is 50.0% (\$10.00 total net profits / \$20 investment). This campaign is profitable!

Try advertising on different sites to find the winning combination(s) that can yield the highest ROI. Comparing Deal A which yields an ROI of 20% to Deal B that yields 60%, your advertising dollars work three times harder (and profitable) with Deal B!

Correlations & Analysis

It is important that you make the most of the statistics accessible through your tracking service and figure out why you received that particular percentage of sales. You should always aim to increase that percentage as it just makes good business sense. Try to look at your site from a customer's point of view and make the required adjustments.

Issues

There is a need to be able to identify the issues that are making people leave your web site before purchasing the product. But how do we do that? Wouldn't it be great to be able to stand at the doorway to your web site and ask each person this question as they left your site? "Excuse me. Would you mind telling me why you didn't buy my product?"

Now some people actually do that on their web sites by utilizing an exit popup window with questions and a feedback form. What an excellent idea. I wonder what percentage of people fill them out? Possibly 30-50% I would imagine? It would depend how serious the person was about considering your product as to whether they would provide feedback.

Some of the issues that we could expect to be included in feedback from prospective customers would be:

- Too expensive...
- Couldn't find the product I was looking for...

- Doesn't have all the features I thought it would...
- Doesn't have a particular feature that I was after...
- Not sure if I should buy it or not... I can't decide...
- Not sure if it does everything that I want it to do...
- Does it really do all that it says it will? I want to speak to someone who's used it...
- The web site was too bright with tiny text that hurt my eyes!
- The purchase link didn't work... It displayed an error page.
- I don't have a PayPal account. Can I use an alternative payment method?

Once you know more about what your prospective customers are thinking, you are in a better position to make the necessary adjustments to your web site to rectify the issues.

Support

The situation for the prospective customer as they visit your web site could be something like this:

They are looking over your web site, possibly thinking some of the comments above and trying to find answers... They will look around your site for the answers and possibly send you an email or visit your FAQ page if you have one. But if they don't find the answer they need -- you know what they will do don't you? Yes, they will just click away in an instant... Probably unsatisfied too.

Are your prospective customers getting the answers they need from your web site, right then and there instantly when they are open and susceptible to purchasing your product? If you said "No", then you should seriously consider adding the power of a Live Support System to your web site.

You can download a fully functioning free trial here:

<http://www.add2it.com/go/to.pl?l=InstaHelp>

Consider what happens when you're shopping in a regular offline store and you're looking for something that you can't quite seem to find. What do you do? You find a sales assistant and say, "Excuse me. I'm looking for a pink and green spotted blouse but I can't find one anywhere! You only seem to have pink and white spotted blouses... Do you know where I can find one please?"

Why not give your online customers the very same courtesy and assistance in real-time? Did you know that you can, even if you don't have your own web site? Sometimes it is just a matter of directing the customer to the right place so they can make their purchase.

InstaHe!p

InstaHe!p is a state-of-the-art live support system that you can plug into all of your web sites and monitor from one control panel. Your prospective customers can see that you are online by the graphic that is prominently displayed on your web site and they know they can click on it when they need assistance.

But InstaHe!p has eleven EXTRA features that no other support system offers right now.

- Pro-Active Invitation: Unobtrusively invite your customer to chat in real-time. The chat windows slowly slides down the side of the screen with the invitation.
- Pro-Active Message System: Send a real-time message to your site visitors. ["Hello, Did you know we have a sale on at the moment?"]
- Visitor History: Identify if your visitor has been to your site before with Repeat Visitor Identification History. ["Hello, Welcome back!"]
- Enhance your visitor's Live Chat experience with emoticons.
- Chat Transcript: Customer has the option to have the transcript forwarded to them via email.
- Email Transcripts: Improve quality levels by viewing email transcripts to check that the required level of customer support is being provided to your customers.
- Visitor Info: Country the visitor resides in and the screen resolution they are using. ["How is the weather in Australia today?"]

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- Call Center: Live chat between operators with emoticons.
- Chat Transcripts Storage: Basic search transcripts by keywords, start date, end date, start time, end time and visitors IP address. ["When you were here last, you purchased the mailman script. How has that been working for you?"]
- Visitor's chat window is fully customizable.
- Ability to save HTML files.
- Windows based software less than 1 MB in size.
- HTTPS support for secure web sites.
- Monitor up to 5 external URL addresses. Ideal for affiliates without their own web site. This enables affiliates to be able to provide support to their customers as well and answer any questions that they might have and hence, close more sales.
- Information Center: Includes customizable autoresponder field. ["If you click on the autoresponder link in the bottom frame, you will receive all the details straight away via email and you can think about it..."]
- Professional Version without InstaHe!p logos available.
- Affiliate Program: Refer your friends and make a monthly residual income. Referral ID included on "Powered By InstaHe!p" image.

To see the full list of features, please download the free trial here: <http://www.add2it.com/go/to.pl?l=InstaHelp>

Results

So what kind of results can you expect as a business owner or webmaster when you install a live support system on your web

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sites? Or if you are an affiliate without your own web site and you use InstaHe!p? Now that InstaHe!p is bundled with Add2it Go-To, that means that it is available in both products which is even better and adds more value for affiliates without a web site.

Simply put, you can expect the results to be dramatic. How do you know? By working out the new percentage of sales in your ad campaigns of course.

If you are online a good deal of the time, and your status is set to online, you will be notified by an audible alarm when someone is visiting any of your web sites and you can watch as they browse from page to page on your site. You can pro-actively engage them in conversation and answer any questions that they might have prior to purchasing -- and usually they do. That is the crux of the matter. Solving those unanswered questions that made people leave your site before.

But that's all in the past now. You have two terrific power tools to download and try out for yourself.

Download a InstaHe!p here:

<http://www.add2it.com/go/to.pl?l=InstaHelp>

Download Add2it Go-To here:

<http://www.add2it.com/go/to.pl?l=Go-To>

Once you try these power tools, you won't be able to function properly without them. See how they increase your percentage of sales in the future and don't forget to let us know all about it. Add2it Go-To and InstaHe!p would love to include your testimonial on our web page.

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About the Author: Eva Browne-Paterson publishes EvieB's New-Z and lives in Australia. She has been marketing online for over ten years and provides her subscribers with free and low cost marketing solutions. <http://www.evieb.com> Eva uses InstaHe!p on all her web sites and believes in the product that much, that she became a partner in the Company. "I knew from experience before that online help is an excellent sales tool. People were always contacting me from my sales page and asking what the next available ad date was. I would often make a sale after chatting with them and frequently give them a discount to boot! So you never know what will happen when you ask an operator for

assistance. Using InstaHelp has only enhanced that experience completely for me AND my customers."

[Editors note: The exit pop-up window system that Eva mentioned and that actually "asks" your visitor, why he or she is leaving, will be part of a soon to be released script called: Add2it WebForms Pro It will allow you to setup the exact same system you can currently see when you leave many of the web pages at Add2it.com]

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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 8 most important news & updates during the month of September.

English / Englisch:

09/02/03 - The latest issue of the "More4you Newsletter" is now online available in the back issues section at:
<http://www.add2it.com/news/issues.shtml>

09/05/03 - New content at the lists of "Free Things On The Internet" pages at:
<http://www.million-mall.com/free.shtml>

09/23/03 - The promotion service resources page got updated at:
<http://www.add2it.com/services/promotion.shtml>

09/26/03 - A brand new review system has been added to all script pages at:
<http://www.add2it.com/scripts/>

09/26/03 - The "X-Linking helps everybody" page has been updated at:

<http://www.million-mall.com/cross.shtml>

09/28/03 - New order form for lower price Beta scripts added at:
<http://www.add2it.com/scripts/order-beta.shtml>

German / Deutsch:

26.09.03 - Ein brand-neues Berichtssystem wurde zu allen Skript-
seiten hinzugefugt unter:
<http://www.add2it.com/skripte/>

28.09.03 - Neues Bestellformular fr vergnstigte Beta Skripte
unter:
<http://www.add2it.com/scripts/bestellung-beta.shtml>

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5) Second Article:

"What Are You Bringing To The Table?"
by Phil Basten & Jane Mark

No, we are not having a dinner party here. This is a discussion
on Joint Ventures

We realized this week, after we introduced JV alert to people
last week, that there is a vast lack of knowlege out there about
joint ventures.

We thought we'd better better pop in here and give everyone the
benefit of our experience both in the bricks and mortor world
for 35 years where Jane was the General Partner for many limited
partnerships and on the net where JPE Advertising does joint
ventures with people all the time.

WHAT IS A JOINT VENTURE?

Simple. It's two people, or two business entities or groups of
people or groups of business entities coming together for their
mutual benefit. It means that, when the parties join up
together, they have a common goal that they want to accomplish
and that they believe they can do it better as a unit then they
could alone.

For example:

Let's say I want to sell all of Grandmas antique dressers. (Grandma has a lot of antique dressers). Let's say I don't know beans about antiques but I have a flare for the dramatic so... I get my trusty yellow pages out and I find an antique dealer, preferably one that I like. I tell him about Grandmas antique dressers and he says great, I have a lot of contacts and I can sell them for you and all you have to do is give me a cut of the action. (sounds pretty much like an affiliate program so far doesn't it?)

I say great- but hold on a second, I think we can do much better if I dress up in Grandma's antique dresses and provide great gourmet food and we make public announcements and make the selling of Grandmas dressers the event of the year. You'll make a higher commission that way and I will get a better price for Grandmas dressers (Grandma would like that) and we will both have a hell of a time doing it. Now that's a joint venture.

The anitque dealer is bringing his expertise and his contacts to the table. I am bringing the goods, the gourmet food and the flare. What do we have-probably flaming dressers- and we will both benefit more if we go this route than if we go it alone or I simply hand over the goods to him for a fee.

JOINT VENTURING ON THE NET.

An affiliate program is not a Joint Venture. I know it may sound as if it is sometimes, but it not. An affiliate program is one where there is an owner of the program. You work for him selling his stuff and he pays you a commission for doing that. That's all well and good but it is not a joint venture.

When you joint venture with someone, you need to bring something to the table other then just a program that they can join and become an affiliate of. Anyone can do that and it is a fine way to do business, but it is not a Joint Venture.

You need to ask yourself, before you approach anyone with a joint venture propositon this question: What is it that I am bringing to the table?

You need to determine in your own mind what your goal is first.

Do you want someone to market for you?

Do you want someone to help you grow your list
Do you want to leverage your time and your capital?
Do you want recognition?
Do you want training?

Before you approach someone with a joint venture proposition, know what it is you want from them at the end of the day and make sure you spell it out clearly to yourself so you can be clear with your joint venture partner or partners.

The next step is to determine what you have to offer in to get to the goal you have set.

Can you create a website?
Are you a great copywriter?
Do you have valuable contacts?
Are you a research freak and can gather info and facts?
Are you a tech whiz or a programmer?
Do you have access to capital?
Are you a great communicator?

Write down a list of your talents and don't say none. We don't want to hear that. If you have none, then what are doing here on the net?

Everyone has talents, find out what yours are and then you will know what you can bring to the table.

Here is an example of a Joint venture that Phil and I put together. It is called GEN (Global Ezine Directory)

It started with an idea. We have lists. We wanted to grow our lists fast. How could we do that? Find other like minded people with lists who also wanted to grow them and put a deal together.

We knew we could bring certain things to the table: Our existing lists which were quite sizable, Phil's ability to create websites almost instantly, our access to programmers and other marketers. Our communication skills. Our experience on the net.

We were looking for other people with ezines who wanted to increase their subscriptions but really didn't have the time to do what Phil does nor the ability or both and we were looking for a situation where we could control what happens to the

ezines, what deals the partnership entered, who entered the partnership etc.

What would we gain, access to enormous numbers of subscribers which could be leveraged to do bigger deals with big marketers when the occasion presented itself.

What would our joint venture partners gain? Actually the same thing as we would except for the lack of control over the partnership which we retained. We are the managing and coordinating partners. We brought the idea and some talent to the table and they brought their members.

How did GEN go?

Well to give you some idea. We started out with our own list of 65,000 and in less than six weeks GEN has grown to embrace 48 ezine owners with a total membership reach of 800,000 subscribers. Not bad huh?

Our JV partners have gotten the benefit of additional subscribers and so have we and that's just the beginning. We are actively seeking out businesses with whom we can make deals where our considerable numbers will have some clout in what we can get out of the deals. Our JV partners will all benefit from the deals we make and that is the way a JV should work.

There are many other types of joint venture which are really JVs. Here are a few:

You have an ebook. You want to market it. You don't have the time or the know how. Your usual commission that you pay out is 50%. You go to a big marketer and say HELP!. I will pay you a 65 or 70 percent commission if you market this for me. That's a JV. You are bringing something extra to the table because someone with more marketing talent is helping you out and if he can sell your ebook for you and you don't have to spend the time and money to do it, then this is a win/win proposition for everyone.

THE POINT IS:

When you have an idea and you want to make it happen, you need to approach your potential partners with something they need and either don't have or don't have time to pursue and you do. Bring something to the table before you approach a potential partner. Make them an offer they can't refuse and you will find

that you will be able to make deals all over the net. Win/win are the words to keep in mind. If all parties get what they want out of the deal, you have a JV that works.

Now, if any of you feel you are in a position to do real JV's, then we are again going to recommend this site, JV Alert as one of the best sites we have seen on the net. You have the creme-de la creme (as one of our readers so elegantly put it) who are members and they will talk to you if you speak their lingo.

<http://www.add2it.com/go/to.pl?l=JV>

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This article is an excerpt from a Soon-to-be-released Ebook, Titled "Success In a Nutshell" by Phil Basten & Jane Mark of JPE Advertising

<http://jpeadvertising.com>

<http://damnsmartads.com>

Co-Editors of: WebPro Times Ezine

<http://webprotimes.com>

Authors of: Joe? Yes, Mable? Are We Rich Yet?

<http://jpeadvertising.com/jandm/>

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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 finding customers, finding a paying program and how to get your message across at:

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

The result will be published in the next issue.

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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 free upload places, the secret of traffic ranking and high search engine ranks.

The results of the survey:

1. I would like to know some "free" places where I can upload some reports and ebooks for my customers to download.
(Question submitted by: Jo Graeber

Eva Browne-Paterson:

"<http://www.freeservers.com/>

Freeservers is one of the oldest FREE Web hosts still offering FREE Web space and a solid hosting platform. Get a FREE Web site. Description: 20 MB. An advanced service for experienced HTML users.

For more web sites, conduct a search on free web space..."

Jeremy Gislason <Jeremy1@isoregister.com>:

"You could always go the joint venture route with website owners. Work out something so that they benefit by having their visitors download your reports & ebooks. Also, this is not a free site, but you may want to check it out.

www.uploads.com"

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

"There is a simple logical answer to your question. You want free resources for downloads when common logic should tell you that the high bandwidth and servers to provide you with such a service are NOT free. The only reason someone would provide you with such a service is to fulfill their own agenda by using you, but I am sure you don't want additional advertising tagged onto your efforts either. So here is a place you can EARN your bandwidth by advertising for yourself and teaching others to do the same.

<http://hostat.1mlmwebhosting.biz>"

Mal Robertson:

"Yahoo (geocities) at: <http://geocities.yahoo.com>"

Comments: Another resource pages you can check are at:

<http://www.million-mall.com/fwsoti.shtml>

<http://www.million-mall.com/free-web-hosting.shtml>

<http://www.freewebspace.net/>

http://www.thefreesite.com/Free_Web_Space/

2. I want to know the *secret* to these marketers who 'suddenly' have high PR on Google and under 20,000 traffic ranking with brand new pages (or even their old ones) and they have no links listed on their pages or on their advertisement/sales pages. It just blows my mind! I work SO hard every week with recip. linking & other strategies & can't seem to get under 200K and still have no PR after MONTHS of effort & I'm baffled. Thanks for your input!
(Question submitted by: Donna Maher)

Jeremy Gislason <Jeremy1@isoregister.com>:

"By using affiliate programs, beta testing with partners, and building up pre launches so that lots of ads go out at once all over the internet from dozens or hundreds of affiliate links. Most of the businesses that are in the top 10,000 have affiliate programs with thousands of affiliates promoting their products or programs or they are so big & famous (like yahoo.com) that everyone knows and uses them. My company is currently under 9,000 and we have never submitted to a search engine nor do we do link exchanges. We have a 6-tier affiliate program and loyal affiliates who promote it like crazy."

Shu Ikeda <paradigm@InfoGeneratorPRO.com>:

"To get higher PR on Google, use metatag and mirror site in your website."

Mal Robertson:

"Paid for or sponsored results?"

Comments: Not an easy question... but I believe that Jeremy is giving some correct hints about it.

So, this pages that are suddenly shooting up in Google PR and / or Alexa ranking are most likely by marketers that have tons of affiliates ready to promote their

site... so it's not really a overnight success.

Another problem is... those that might have an exact technique to do what Donna has noticed will most likely not share "exactly" how to duplicate their success.

3. How can I get high ranks in the search engines?
(Question submitted by: Eric McArdle)

Jeremy Gislason <Jeremyl@isoregister.com>:

"You can use pay per click bids and outbit everyone, have an affiliate program with thousands of affiliates promoting your program, or buy lots of traffic."

Charlie Pilgrim <charlie.pilgrim@profits4ya.com>:

"Here is a free ebook that should help. Its by Chuck McCullough:
<http://www.searchengineprimer.com/c.pl/profitsfya>"

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

"First be sure the key words you focus on are something someone would search for, then chose a domain name that fits your key words, use all the common strategies like meta tags and good descriptions, exchange links with others, post on forums with your link in your sig, then study all you can about how to improve your position.

BTW: The search engine questions here are the subject of hundreds of dollars worth of ebooks and private websites, but think about the fact that nobody likes being sold and you are trying to sell them something so why do you think they would enter key words into a search engine to find you? Create something you can give them free that will lead them to you and you will have something they may search for."

Lenise Page:

"Use Google Ad Words."

Comments: My favorite methods to get high ranks in the search engines are pay per click search engine and the techniques I recommended in the More4you Newsletter Issue #83 - May 2003 under "Recommended By The Publisher".

You can find the back issue at:
<http://www.add2it.com/news/issues.shtml>

4. Are you a subscriber of the More4you newsletter?

| | | |
|------------|---|---------|
| Yes | - | 100.00% |
| No | - | 0.00% |
| Don't know | - | 0.00% |

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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: AlphaSheep
<http://alphasheep.add2it.com>

If you are like me selling any kind of product or service online and you want to sell more of it than you do now... then I think you should try out a new service I found just recently.

The service is called AlphaSheep and it lets you accept and manage reviews on your website. Lots of good thing can be said about accepting reviews - it increases your perceived credibility a lot, builds community and it gives you a real feeling for your customers. Running a site without accepting reviews is like not listening to your customers at all. :)

When you subscribe to the service you get access to the web

based administration tool. The administration site basically lets you perform two main functions:

- customize the look and behavior of a set of review pages and images down to minute detail
- manage the flow of incoming reviews and reports

You can set up a lot of cool features like mail notifications and automatic stop-words. The features are very well described on the AlphaSheep website.

The service is really easy to set up - you just insert a single image with a link in your HTML and you're done!

The trick lies in that image. It is generated in real time by the AlphaSheep service, depending on the reviews that product has received at that instant - sort of like a hit-counter. The image then links to a set of pages for reading and adding reviews.

You can upload your own images to use as "stars", and you can set background colors, fonts etc. for the dynamic image until it melts into your website. Its actually a very simple and effective method of "faking" web-services.

So you can certainly alter the look to match your site exactly if you want, but if you just want to try it out you should be up and running in a matter of minutes, and adding another product is a easy as changing the link. You can set up as many products as you want by the way.

And this is really cool: If you subscribe to the full version you can give away - "sponsor" - as many copies as you want. You can brand the sponsored version with a banner, and the only "cost" is an HTML link on the review pages.

If you like to test a sponsored version, just send me an email with a username and password of your choice, and I will set it up for you. :)

Summary - I highly recommend to check out AlphaSheep at:
<http://alphasheep.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.

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