

More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 103 - January 01, 2005

Hi,

I hope you had a wonderful Christmas season and also a Happy  
New Year... :)

I would like to welcome you to the 103rd issue of the "More4you  
Newsletter"!

Today is Saturday, the 1st of January, 2005.

The current number of subscribers is: 35,485

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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 103 - January 01, 2005

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Published & edited since 1996 by Frank Bauer

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**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 103 - January 01, 2005**

Please click here to download the PDF version of the  
newsletter: <http://www.add2it.com/news/issues/more4you-01-05.pdf>

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1) Editors Blurb:

Again, I hope you had a wonderful Christmas season and also a  
Happy New Year... :)

As of right now, I am in a beach resort called Montemar, 3 hours  
north of Manila, Philippines. I might even be laying in a  
lounging chair right now, holding a cocktail in one hand and  
listening to the waves on the shore.

How can I then send you this personal message when I don't even  
have my laptop with me? Easy... I scheduled this before we left  
for the resort. One of the many advantages of working with  
Add2it Mailman Pro. ;)

This issue there is no question & answers section as well as  
recommended by the publisher section, but the next issue will  
be most likely completely back to normal as I will have cable  
access and more time online in Sydney (in Manila I currently  
have only dial-up).

On the 15th of January we will continue to Sydney, Australia.  
Then it's time to find an apartment or house... and most  
important: Get high speed Internet access! ;)

BTW... out of all those tasks mentioned last issue, some are  
still to be finished and other are done.

I still need to finish the manual and web copy for Add2it  
MailResponder Pro, as well as a routine to import data from an  
Add2it AutoRespond Pro installation. This is dragging on and  
on... I know.

The advantage for you is that unless you want to upgrade from  
Add2it AutoRespond Pro to Add2it MailResponder Pro, you can  
already now use Add2it MailResponder Pro. Plus until the final  
release is ready... you will get the installation service for  
the script for free and this way save \$29.

The JV offer I mentioned ended up smaller than I hoped for. If  
you are still interested to JV with me, please check out:  
<http://www.add2it.com/movingtoaustraliasale.shtml>

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The new project I mentioned has been launched on the 14th of November under the motto:

"Your Ads that work on 3,700+ web pages plus double your investment back"

Since the 14th of November, members have already been paid \$10,398 in bonuses and commissions plus 334,219 banners and 198,950 text ads of our members have been displayed.

Check it out at: <http://www.add2you.com/doubler/>

There are still sets of the special, "Moving to Australia Sale" bundle available.

You will save you over 50%... plus there is an easy 3 month subscription plan available.

Please check out the details at:

<http://www.add2it.com/moving-to-australia-sale.shtml>

Would you like to earn \$82.58 referring others to this special sale? Simply refer them to:

<http://add2it.com/ref/track.cgi?id=add2it&pid=australia>

Just replace add2it with your Add2it affiliate ID. Not yet an affiliate? Signup for free at: <http://www.add2it.com/ref/>

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

The partnership details you can find at:

<http://www.add2it.com/ref/joint-venture.shtml>

And the contact form is located at:

<http://www.add2it.com/contact.shtml>

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

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

And last, the winners of the December 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: D. Schneider (coppix@\*\*\*.de)

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: Rafael Hindini (rh65@\*\*\*\*\*.com)  
Isabella Blake (info@\*\*\*\*\*.ws)

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: Valeriu Zarnescu (most sales)  
<http://add2it.com/ref/home/sqepteeq.shtml>  
Len Helmore (most visitors)  
<http://add2it.com/ref/home/soho.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.

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The winner is: Cheryl Bousquet (most visitors)  
<http://www.add2you.com/now/luv2sell.shtm>

And now... here are the 2004 annual winners! :)

1st Prize: Coupon for \$150\* off your next Add2it.com Scripts & Services order.

The winner is: Mark Myszak (admin@\*\*\*\*\*.biz)

2nd Prize: Coupon for \$100\* off your next Add2it.com Scripts & Services order.

The winner is: Robert R. Snow (osprey338@\*\*\*\*\*.com)

3rd Prize: Coupon for \$50\* off your next Add2it.com Scripts & Services order.

The winner is: Rev. Dr. John Lock (ifc@\*\*\*\*\*.net)

4th-7th Prize: Coupon for 20% off your next Add2it.com Scripts & Services order.

The winners are: George McCelland (ggjmc@\*\*\*\*\*.net)  
Jerome Pfeifer (pfeifer35@\*\*\*.com)  
Peter Maglione (stallion)  
Herman Drost (vision2003)

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,

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for webmasters & entrepreneurs. Issue 103 - January 01, 2005

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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"Top 10 Business Plan Myths of Solo Entrepreneurs - Don't let  
these stop you from having a business plan for success!"  
by Terri Zwierzynski  
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A recent study of 29,000 business startups noted that 26,000 of them failed. Of those failures, 67% had no written business plan. Think that's a coincidence?

Here's the top 10 myths Solo Entrepreneurs often have about business plans usually, the reasons why they don't have one. De-bunk the myths, and see how having a business plan for your solo business, can actually be easy and fun--and can jumpstart your success!

1. Myth: I don't need a business plan--it's just me!

Starting a business without a plan is like taking a trip in a foreign country without a map. You might have a lot of fun along the way, and meet a lot of friends, but you are likely to end up at a very different place than you originally set out for and you might have to phone home for funds for your return ticket.

Solo Entrepreneur Reality: Successful Solo Entrepreneurs know that the exercise of creating a business plan, really helps them think through all the critical aspects of running a business, make better business decisions, and get to profitability sooner.

2. Myth: I have to buy business plan software before I can start.

Business plan software comes in many shapes and sizes, and prices. Many are more geared at small and growing businesses with employees.

Solo Entrepreneur Reality: Business plan software can be helpful but it's not required. Software is more likely to help if you have a more traditional type business, like a restaurant or a typical consulting business.

3. Myth: I need to hire a consultant to write my business plan.

Consultants are an expensive way to have your business plan written.

Solo Entrepreneur Reality: Your business IS you and you need to be intimately involved with the creation of your business plan. A better strategy, if you think you need professional help, is to hire a coach or mentor someone who can guide you in what you need to do, not do it for you.

4. Myth: The business plan templates I've seen have all these complex-sounding sections to them I guess I need all those?

The only time you need to follow a specific outline is if you are looking for funding.

Solo Entrepreneur Reality: Your business plan needs to answer ten basic questions that's it! Don't make things more complicated than necessary.

5. Myth: My business plan needs to be perfect before I can start my business.

If you wait for everything to be perfectly detailed, you may never start.

Solo Entrepreneur Reality: If you have at least a first draft that answers those ten basic questions, you are ready to launch your business! Make your business plan a living, evolving document. In the startup stages, review and update your plan every 2-3 months. As you grow and stabilize, you can slow down the review cycle to every 6-12 months. All business plans should be reviewed and updated at least once a year.

6. Myth: I have to do everything I say I'm going to do in my business plan, or I'm a failure.

Many Solo Entrepreneurs never start because of this myth which leaves them feeling that the success of their future business suddenly rides on each stroke of the pen or click of the keyboard!

Solo Entrepreneur Reality: Think of your business plan as a roadmap for a trip. Expect to take some detours for road construction. Be flexible enough to take some exciting, unplanned side trips. And don't be surprised if instead of visiting Mount Rushmore, you decide to go to Yellowstone, if that turns out to meet your vacation goals better!

7. Myth: A good business plan has a nice cover, is at least 40 pages long, must be typed and double-spaced

Business plans intended for investors, such as a bank or venture capitalist, must meet certain requirements that such investors expect.

Solo Entrepreneur Reality: As a Solo Entrepreneur, your business plan need only satisfy YOU. It might be scribbled on a napkin, on sticky notes on your wall, or consist of a collage of pictures and captions. It might be all in one document or scattered among several mediums. As long as you know it in your head and heart without having to look at it, and it is easily accessible to you when you have doubts, that's all that is necessary.

8. Myth: I don't need a loan so I don't need a business plan.

YOU are the investor in your business and would you invest in the stock of some company without seeing a prospectus?

Solo Entrepreneur Reality: Seeing your plan in black and white (or color, if you prefer!), can give a whole new view on the financial viability of your business. If "doing the numbers" seems overwhelming, remember you don't need fancy spreadsheets. Just lay out a budget that shows where all the money is coming from (and going), and have an accountant review it for additional perspective.

9. Myth: My business plan is in my head that's good enough.

I don't know about you, but I sometimes can't remember what I planned yesterday to do tomorrow, if I don't write it down!

Solo Entrepreneur Reality: There is a real power in writing down your plans. Some schools of thought advocate that the act of

writing a plan down triggers our subconscious to start working on how to manifest that plan. And, of course, it's a lot easier to remember when you have it in front of you. And a lot easier to share and get feedback from your non-mind reading supporters.

10. Myth: Friends and family are the best sources of feedback and advice on my business plan.

If your brother is an accountant and your best friend is a market research expert, then this might be true.

Solo Entrepreneur Reality: As well meaning as our friends and family can often be, they just aren't the best way to get honest, objective guidance. Instead, seek out folks that have specific knowledge that will help you, are willing to be candid with you, and that have a genuine interest in helping you succeed. A business coach is one resource to consider!

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Find more articles like this at [www.Solo-E.com](http://www.Solo-E.com) Keeping Solo Entrepreneurs Juiced in Business and in Life. Our team of Solo Entrepreneurs are comprised of small business experts who support others in finding business success with the flexibility and freedom to have a life, too. Network with other freelancers, self-employed and Solo Entrepreneurs in our forums, enjoy our articles and newsletter, and find other online training opportunities.

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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: 33.34%)

Ok: <http://add2it.com/go/to.pl?l=C1-Ok>

(Last issue: 33.33%)

Bad: <http://add2it.com/go/to.pl?l=C1-Bad>

(Last issue: 33.33%)

Last issue:

"Time and Money Around The World"  
by Jim Edwards

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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 how newbies can make JV's with guru's, how to get public attention & interest and answers to getting started questions at:

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

The result will be published in the February 2005 issue.

February 2005? Yes, you you heard right... this time you will have some more time to submit your survey answer simply because of our move to Australia.

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

Good: <http://add2it.com/go/to.pl?l=C4-Good>

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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: 33.33%)

Last issue:

"Easily start a business in a competitive online market, effective FREE and low cost advertising and how to ensure email gets read and not deleted"

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4) Second Article:

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"The 10 Most Amazing Ways To Jump Start Your Sales"  
by Frank Bauer  
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Anybody that want's to earn a living online needs to sell something. Either your own product or service or somebody else's as an affiliate.

In either case at some point you will need to find a way to jump start your sales to be able to live from your online business. The following 10 amazing ways will give you some great ideas to get started...

1. Brand your name and business. You can easily do this by just writing articles and submitting them to e-zines or web sites for republishing.

Another way to brand yourself is by always advertising your own domain name instead of that of an product or service that you sell as an affiliate. This can be easily done using a software script like Add2it Go-To Free or Pro.

2. Find a strategic business partner. Look for ones that have the same objective. You can trade leads, share marketing info, sell package deals, etc.
3. Remember to take a little time out of your day or week to brainstorm. New ideas are usually the difference between success and failure.

Brainstorm with your strategic business partners! Form a mastermind group and you will get even greater results.

If you are living far apart from you're your partners, the best way to do that is to meet with them in an online conference room. You can see the conference room I use at:  
<http://www.frankbauer.name/conference/>

4. Start an auction on your web site. The type of auction could be related to the theme of your site. You'll draw traffic from auctioneers and bidders.
5. Model other successful business or people. I'm not saying out right copy them, but practice some of the same habits that have made them succeed.

Every successful online marketer builds e.g. his own mailing list. That's one of the habits you should definitely copy.

6. Include emotional words in your advertisements. Use ones like love, security, relief, freedom, happy, satisfaction, fun, etc.
7. Take risks to improve your business. Sometimes businesses don't want to advertise unless it's free, sometimes you have to spend money to get results.

A very good example for this are Google Adwords.

8. Ask people online to review your web site. You can use the comments you get to improve your web site or you may turn the reviewer into a customer.
9. Combine a product and service together in a package deal. It could increase your sales. If you're selling a book, offer an hour of consulting with it.

If you are selling software products, create a bundle of Programs that compliment each other.

10. Out source part of your workload. You'll save on most employee costs. You could out source your secretarial work, accounting, marketing, etc.

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Frank Bauer is the owner of Add2it.com - Scripts & Services for your Web Business at <http://www.add2it.com> and the publisher of

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the More4you Newsletter at: <http://www.more4you.ws>

To see how he can help you, visit: <http://www.frankbauer.name>

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How did you like the content of the second article?

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Ok: <http://add2it.com/go/to.pl?l=C3-Ok>

(Last issue: 50.00%)

Bad: <http://add2it.com/go/to.pl?l=C3-Bad>

(Last issue: 0.00%)

Last issue:

"Differentiation Smart Marketing Strategies  
for the Solo Entrepreneur"  
by Terri Zwierzynski

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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:

Since I want to completely test any product or service recommended here, I will skip this section during the moving time.

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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: 50.00%)
- Ok: <http://add2it.com/go/to.pl?l=C5-Ok>  
(Last issue: 0.00%)
- Bad: <http://add2it.com/go/to.pl?l=C5-Bad>  
(Last issue: 50.00%)

Last issue:

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

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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 & 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!

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or send an email to: [<mailto:unsubscribe@add2it.com>](mailto:unsubscribe@add2it.com)
- f) To receive a back issue of the "More4you Newsletter", please download it from the newsletter section at:  
<http://www.add2it.com/news/issues.shtml>
- g) Disclaimer: While I believe that the sponsors ezine advertisement is ethical, I cannot be held responsible for any claims made by third-party advertisers.

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- h) If you would like to be the sponsor of next month's issue, please send an email to the autoresponder at [<mailto:news-sg@add2it.com>](mailto:news-sg@add2it.com). You will receive the "Sponsorship Guidelines" by email. Or simply visit: <http://www.add2it.com/news/order.shtml>
- i) If you'd like to write an article with tips, a training article or a tutorial for webmasters or entrepreneurs, please send an email to the autoresponder at [<mailto:news-ag@add2it.com>](mailto:news-ag@add2it.com). You will receive the "Author's Guidelines" by email. Or simply visit: <http://www.add2it.com/news/news-faq.shtml>
- j) I welcome all comments, questions, tips, news, topic suggestions and other material related to tips, training and tutorials for webmasters and entrepreneurs. Please submit your material for publication to: [<mailto:news@add2it.com?Subject=Publication>](mailto:news@add2it.com?Subject=Publication)
- k) To review "Frank Bauer's Choice", which just may be the right company for you, send an email to my autoresponder at: [<mailto:franks-choice@add2it.com>](mailto:franks-choice@add2it.com)
- l) If you would like to cross link your web-page to "Frank Bauer's Million-\$-Mall" @ <http://www.million-mall.com> to increase our Web-Traffic please read the instructions on my web page at: <http://add2it.com/see.pl?m4u-crosslink>

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sought after marketing, business and general information ezines.  
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