

More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 93 - March 01, 2004

Hi,

I would like to welcome you to the 93rd issue of the "More4you Newsletter"!

Today is Monday, the 01st of March, 2004.

The current number of subscribers is: 14,241

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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!
*****
                Issue 93 - March 01, 2004
                *****
                Published & edited by Frank Bauer
                www.add2you.com
                www.add2it.com & www.add2it.de
                www.million-mall.com & www.million-mall.de
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The More4you Newsletter is delivered by subscription only.  
Subscription and removal instructions are located at the end of  
this newsletter.

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Please click her^e to download the PDF version of the
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1) Editors Blurb:

Before we get started, I have three points I would like to tell you about...

First, I wanted to let you know that the Add2it Audio Testimonial contest is still going and it still gives you a good chance to win a \$100 coupon.

Click this link to play the audio message:

<http://PlayAudio-123.com/play.asp?m=46833&f=PFOMKG&ps=7&p=1>

The winners (1 for every 50 audio testimonials) of the contest will receive a coupon over \$100 that can be redeemed for Add2it products & services of your choice.

To enter the contest, please call toll-free and leave your testimonial for one of the following:

- an Add2it product or service

OR

- the More4you Newsletter

OR

- the Add2it Affiliate Program

Please call toll-free: 1-800-609-9006 Ext. 6692

Or from outside the US: 1-678-255-2174 Ext. 6692

Thank you... I wish you best of luck.

Second, I would like to let you know that the next release of Add2it AutoRespond Pro is getting close to be released.

It will have the option to choose between single and double opt-in as well as single and double opt-out. Also the script will additionally be able to read POP3 boxes to find bounces, subscribe & unsubscribe requests. Plus there will be half a dozen other new features.

The script is right now available in English, German, Spanish

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and Dutch. I am now looking for people that could help translating 3 simple text files for this script as well as other Add2it scripts from any of the above languages into French, Norwegian, Swedish, Chinese, Japanese, Russian etc.

In exchange I will provide you with a free script license or if you prefer, pay you for your translation. If you can help me, please contact me.

Third, following are the February 2004 giveaway winners! :) )

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 winne^r is: Patricia Howitt

2nd & 3rd Prize: Choice of the FRE^E to Sell 6 eBook collection or the Cash Flow Killer Mini Sites eBook package incl. possibility to get monthly commissions and upgrade to Add2you Advanced Level + commissions paid for your upline + Coupon for \$10 off your next Add2it.com Scripts & Services order.

The winners are: Brian Lawrence  
Donald Joe Silvius

Last months Add2it Affiliate Program giveaway winners:

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1th & 2th Prize: For one month your banner or text a^d on all affiliates index pages + Coupon for \$10 off your next Add2it.com Scripts & Services order.

The winners are: Herman Drost (most sales)  
<http://add2it.com/ref/home/vision2003.shtml>  
Mark Hendricks (most visitors)  
<http://add2it.com/ref/home/hunteridge.shtml>

Last months Add2you Program giveaway winners:

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1th & 2th Prize: For one month your banner or text a^d on all members index pages or choice of the FRE^E to Sell 6 eBook collection or the Cash Flow Killer Mini Sites eBook package incl. upgrade to Add2you Advanced Level + commissions paid for your upline + Coupon for \$10 off your next Add2you.com order.

The winne^r is: Kim Him (most visitors)  
<http://www.add2you.com/now/TrafficSplash.shtm>

Congratulation^s 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!

'Whatever the mind can conceive and believe... it can achieve.'  
Napoleon Hill, Think & Grow Rich

To your success,

Frank Bauer

Publisher & Editor of the "More4you Newsletter"  
<<mailto:news@add2it.com>>

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Sponsor Of This Newsletter Issue:

Why Cough UP So Many Greenbacks for Ads?  
Try "Slam-Bam" Raw advertising talent, for your e-business.  
If you haven't TRIED our Knee-Knocker service, YOU'RE  
wasting money and time! Man your Lifeboat, baby!  
Don't be a member of the ALL-Titanic Team! TRY us.  
<http://www.successful-marketing.com/adexchange.html>

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2) First Article:

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"300% More Sales With A Simple Zero-Cost Script!"  
by S. Kumar  
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Which word in the whole world sounds the most important to you?

Undoubtedly, it's your name!

The moment you see it or hear it any where, your antenna is up. Naturally and instinctively you notice your name wondering "what caused" it to pop up!

And you already know that personalizing your email messages is critical for your subscribers to respond. But can we take this same personalization a step further and extend it to even on our WebPages?

Is it possible to call our subscribers by their name from the web page itself and stand out from the rest of the marketing crowd?

You can very effectively use this "psychological trigger" on your web page and directly address your subscribers by their name when they hit on the links in your email messages or autoresponder messages.

For e.g. Just replace the "YourName" from the below URL with your name and see how you are personally addressed on the Web page:

<http://www.learnhomebusiness.com/HomeBiz.htm?YourName>

You do not have to be a techie to use this. My sales have tripled after incorporating this simple script to my important pages.

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Here is the Magic Script

Please download the Webpage/Sales Page personalization script from here:

[http://www.learnhomebusiness.com/web\\_page\\_personalization.htm](http://www.learnhomebusiness.com/web_page_personalization.htm)

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4 Applications With The Web Personalization Script

Once you download the script, you can apply it to get triple results in various ways. 4 such suggestions are given below.

\*#1. Ezine Campaigns: Before you start the campaign, just request the Ezine owner to place HIS personalization tag to YOUR url.  
e.g. [www.your-campagin-url.com?Personalizationtag](http://www.your-campagin-url.com?Personalizationtag)

Each visitor will be pleasantly surprised and will be inclined to take closer look at your proposition.

\*#2. Your Newsletters: Whenever you are sending a special or an issue, make sure that your pages are ready for personalization and insert the personalization tag in the emails. Your subscribers will be knocked out of their socks.

\*#3. Tell-A-Friend Page: Just imagine the feeling of the first time visitor to your site on advice and he finds he is being personally addressed. More often than not, he will want to stay and explore your site.

\*#4. Autoresponder Sequences: Use the same principle on every email in the autoresponder. Each time when the reader hits on a link in the email, he is addressed personally by his name.

The sweetest word in anyone's personal dictionary is his own name. Why not address someone with what he likes most and in the process triple your sales too.

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Copyright 2004: S. Kumar,  
<http://www.learnhomebusiness.com>

Author of eBook: "Become A Global HomeBiz Pro..."  
Direct-Download Here For Zero-Cost. Grab It Now :-  
<http://www.learnhomebusiness.com/HomeBiz.htm>

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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: 100%)

Ok: <http://add2it.com/go/to.pl?l=C1-Ok>  
(Last issue: 0%)

Bad: <http://add2it.com/go/to.pl?l=C1-Bad>  
(Last issue: 0%)

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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 encrypting web pages, getting subscribers and increasing your marketing skills 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 ezine advertising campaign sources, PHP scripts and HTML autoresponders.

The results of the survey:

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1. Ezine advertising seems to have lost some of it's appeal due to filters. If you were to consider an ezine advertising campaign, what would tip the scales to favor one source over another?

(Question submitted by: Phillip Fuller)

Donna Sweat <donna@sosbbs.com>:

"I would personally ask the publisher how many bounces they get for their subscriber base and watch the use of select spam words in my ad."

Justin Horth <justin@acewebhits.com>:

"Number of subscribers, and if it's either text or HTML."

David Thomas <internetbiz@yahoo.com>:

"Two main things would tip the scales for me:

1. If the ezine publisher took the time to spam-check the ezine (with all ads included) before sending it out to modify it as needed to get a low-enough spam score on the filters.
2. How targeted the subscriber base is to my target market."

Den Logue:

"Content and usefulness of the ezine.  
Quality of ads accepted."

Robert A. Kearse:

"Size of subscriber base.  
Responsiveness of subscriber list.  
Cost per list member."

Kristin Wilson:

"Content of the newsletter. If the content isn't good the readers are only there for the free ads. I want people to be reading the newsletter because they get something out of it besides free ads."

Lewis Leake <lleake@emailcash.com>:

"I would want a list of recent advertisers. I would contact these advertisers to see what their experiences were with the ezine ads."

Jim Carney <slopok8225@msn.com>:

"I stopped believing in free ezine advertising a long time ago! When all the people who subscribe to them are 'FREE Members' it tends to be all ads and no reading by those people. You place adverts. In them but you don't read any one else's ads. Or maybe 1 or 2 at most. So if that is happening thru-out all the free ezines you can imagine that 90% of the time spent writing them was wasted. Paid ezines have advertisers and subscribers that all are interested in



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what is in those ezines and a much higher percentage of them read the entire thing. Giving you that much more chance to have people see your ad. Remember only one ad can be first! After that you may not even be seen. Text is an absolute but you can also use auto responders that send both types to all subscribers so they can read the message the way the wish.

BTW: Remember if you use Free ezines to advertise, you need to read them for yourself too. Don't just submit ads and never read the others. They won't work without people reading each others ads."

Ken Burgess <ken.burgess@win.co.nz>:

"A lot of the ezines have sorted themselves out and therefore they should not be affected by filters.

To tip the scales would be the content of the ezines. The one with good solid material would win hands down every time. Those that are 75 to 80% full of advertisements wouldn't be in the hunt."

Comments: Great comments... thanks everybody! :)

Here is my top-4 list of what I look out for...

1. I have to like and look forward to the newsletters content.
2. The newsletter shouldn't offer free ads for new subscribers.
3. The lesser ads are in the newsletter, the better. Not more than 3 ads per issue (top, middle & bottom sponsor ad).
4. I prefer text newsletters of HTML or online. The best would be text email plus online issue.

2. How do I install PHP scripts step by step creating the database etc. simple and straight to the point for the newbie to follow?

(Question submitted by: George DaSilva)

Justin Horth <justin@acewebhits.com>:

"Follow the readme file and use cPanel / phpmyadmin as your

hosting admin of choice."

David Thomas <internetbiz@yahoo.com>:

"I'm not sure I understand this question. There are lots of free guides/tutorials online regarding how to install PHP scripts and setup MySQL databases, etc."

Comments: Here are some good online resources that you should check out...

1. Instructions on how to install PHP scripts:  
[http://www.php-scripts.com/php\\_diary/030301.php3](http://www.php-scripts.com/php_diary/030301.php3)
2. Connecting to a mySQL database using PHP:  
[http://www.php-scripts.com/php\\_diary/070700.php3](http://www.php-scripts.com/php_diary/070700.php3)
3. How to install and configure PostgreSQL and use with PHP:  
[http://www.php-scripts.com/php\\_diary/011503.php3](http://www.php-scripts.com/php_diary/011503.php3)

If you are looking for a good beginners books, I can recommend the following ones...

1. PHP and MySQL for Dummies with CDROM:  
<http://www.add2it.com/isbn.pl?0764516507>
2. Sams Teach Yourself PHP, MySQL and Apache in 24 Hours:  
<http://www.add2it.com/isbn.pl?0764516507>
3. PHP 4: A Beginner's Guide:  
<http://www.add2it.com/isbn.pl?0764516507>

3. How important is it to have HTML autoresponder?  
(Question submitted by: Beverly Youngs)

Donna Sweat <donna@sosbbs.com>:

"Not important, text works just as well."

Justin Horth <justin@acewebhits.com>:

"Not really / more filters and chance of blacklisting."

David Thomas <internetbiz@yahoo.com>:

"I think it's more important than ever since people are used to seeing 'high-end' graphical-looking emails from larger

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companies like Pepsi, etc. I think HTML email is the future if people want to keep a leg-up on their competition. It also allows for better tracking than plain-text email."

Den Logue:

"An autoresponder is vital, but I don't know how important HTML is to the autoresponder."

Robert A. Kearse:

"Very important. Further you want an autoresponder that has the capacity to send out BOTH text and HTML at the same time and delivers HTML if the recipients email program can accept it or delivers text if it can't accept HTML.

Messages in HTML will get read at a far higher rate than plain text messages.

Also, when you use HTML, go easy on the graphics, but be liberal with the use of SIZE and/or COLOR for emphasis."

Kristin Wilson:

"I'm honestly not sure about this one. It's been debated for a while and I've found no concrete study results to favor HTML or text yet."

Lewis Leake <lleake@emailcash.com>:

"Not very in my opinion. At this time at least."

Jim Carney <slopok8225@msn.com>:

"It is imperative to have auto responders. But not necessarily HTML. Text can be read by anyone and HTML can't. So if half of your list can not receive HTML emails than you have waisted a lot of precious time."

Ken Burgess <ken.burgess@win.co.nz>:

"I don't this it is very important because a lot of people don't like HTML advertisements.

Furthermore, some email clients won't show all HTML ads so your message would get consigned to the deleted message bin."

Comments: This is a very controversial subject. This is how I see it...

Using HTML messages to track the opening rate of an

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email campaign can be useful. By adding a 1 by 1 invisible graphic file to it you can easily determine how many out of times somebody opened the email message.

Of course this doesn't show you accurately what percentage opened your email... to do that you would need to only count every subscriber opening the message once... hmmm, I just got an idea on what function to add to Add2it Mailman Pro. :)

When I send out HTML messages, I make sure that the message otherwise looks like a regular text email.

Why? Because out of my own experience I know that my "delete finger" is much faster when I see an HTML email that "looks like" an web page, simply because 99% of those messages are not messages that I asked to receive in the first place.

Customers, friends, family or business partners wouldn't send me an email that looks like a web page.

4. Are you a subscriber of the More4you newsletter?

Yes - 92.31%  
No - 0.00%  
Don't know - 7.69%

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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: 100%)  
Ok: <http://add2it.com/go/to.pl?l=C4-Ok>  
(Last issue: 0%)  
Bad: <http://add2it.com/go/to.pl?l=C4-Bad>  
(Last issue: 0%)

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4) Second Article:

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"Add Extra Value to Your Product and Sell More"

by Valerian Dinca

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Have you wondered why people spend money buying things? From my point of view they expect to get back something more valuable than the amount of money they spend.

By consequence, they won't buy from you until they will see an extra value in your offer. How can you add this extra value in your sales letter ? Let's see...

1. Explain the reason why youre making this offer.

For example you're doing it because you are tired of seeing people scammed on the Internet and want to provide them with solid info they can use for immediate profit.

2. Explain why your product is important.

Any customer only care about how he can personally benefit by using your product/service. So, try to explain in details how your product fits his needs and how his life will be improved. Show your potential customers their problem; agitate it by telling them how troublesome it is, then offer your product as the solution.

3. Explain the product value.

Prospects won't buy from you unless they know exactly the value of what you're offering them. Then, tell them what they want to know about your product and why it's worth the price

4. Explain that they can start using its benefits very fast.

If they want your product, they want it on the spot. The faster you can deliver your product or service the more sales you'll get. An overnight delivery is very efficient, the customers are eager to pay some extra money for that.

5. Explain that there is no risk involved.

An unconditional, money back guarantee will produce the most sales because it completely eliminates all of the customer's risk. This nothing to risk guarantee shows your confidence in your own product. Then offer the most liberal guarantee you can afford and state it clear in all details.

Copyright 2004

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Valerian Dinca has been around long enough to know what works and what doesn't. Visit <http://www.valerianplanet.com> a site devoted to providing news and information of interest to online marketers.

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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: 100%)  
Ok: <http://add2it.com/go/to.pl?l=C3-Ok>  
(Last issue: 0%)  
Bad: <http://add2it.com/go/to.pl?l=C3-Bad>  
(Last issue: 0%)

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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:

[<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.

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This issues recommended product: Madison Dynamics, Inc.  
<http://add2it.com/see.pl?MadisonDynamics>

If you are into Internet marketing, then you've probably already heard about Madison Dynamics, Inc. or MDI as many people are

calling it.

I mean, you've probably already seen advertisements for MDI all over the place already.

MDI is headed up by none other than Simon Grabowski, creator of GetResponse, WebsiteWizard, HyperTracker and many other first-class products and by Fred P. Stege, co-founder of TrafficOasis, Inc. Which is another reason you are hearing so much about it.

Right now MDI two out of three products are available and both are REALLY good products. The products are:

- iCONcommunicator: Their flagship product that lets users talk, type, browse, and interact online. It has been voted the most reliable online communication device because of its unsurpassed quality. I tried it and found even additional use for it besides the obvious one of being the most effective way to conference... you can even use it to save on long distance charges, staying in touch with your friends, family, up- and downlines, business partners etc. :)
- iPROBuilder: This is a user-friendly sitebuilder that is ideal for web newbies and everybody that wants a great looking web site fast. Unlike other sitebuilders, the product enables the average person to build a superb, professional-looking web site. Using this cool tool you can create profit-pulling web sites in 24 hours or less, with no technical or design experience.
- iPROTalk (not yet available): As most online marketers already know, online audio is a very powerful eMarketing tool. When you break the silence of your eMarketing campaigns, you instantly add pulling power to your web site's autoresponders, e-mails, pop-ups, shopping carts, and any other online tools you use. And audio postcards let you reach out to your best customers and prospects with a spoken greeting on holidays, birthdays, or other events.

I personally joined MDI as a "Premium" member because I am looking forward to this third product, iPROTalk, that is not yet available. As you can see from my description above, it's a competitive product of AudioGenerator, which I currently use for my site and emails. The only difference, this one is going to cost me \$10 less every month.

And then YES, they do have a truly amazing compensation plan...

but that isn't even the most important fact as you can see by the products they offer. :)

So... if you do nothing else today, at least click the link below to sign up for MDI's free tour:  
<http://add2it.com/see.pl?MadisonDynamics>

Well, I wouldn't get involved if I didn't think it was worth my time. And I upgraded to Premium the same day I joining MDI... and I am glad I did... it's awesome. :)

Summary - I highly recommend to check out Madison Dynamics, Inc. at: <http://add2it.com/see.pl?MadisonDynamics>

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Here are updates on others I am currently evaluating:

1. If you joined MasteryTV like me at the very beginning, you know they went to a lot of growing pains. Now they seem to slowly getting through them. Their product is great and I can that already recommend it to everybody, but their affiliate system is not yet 100% ready.

My first commission check is still on the way and I now have 145 paid members in my downline. I will keep you updated and recommend to check out their product at:  
<http://add2it.com/see.pl?MTV>

2. Still no news on IMBlaze's all-in-one chat instant messenger client software with the build in viral marketing aspect.

A very promissing project that slowly but surely developed into a very sad story.

Well, at least I learned something out of it. If I hear the name "Josh Bochner" or JB Marketing Consultants, LLC at any time in the future, I know now that I need to run as fast as possible into the opposite direction. ;)

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How did you like the content of the recommended section?

Good: <http://add2it.com/go/to.pl?l=C5-Good>



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(Last issue: 100%)

Ok: <http://add2it.com/go/to.pl?l=C5-Ok>

(Last issue: 0%)

Bad: <http://add2it.com/go/to.pl?l=C5-Bad>

(Last issue: 0%)

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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!

- 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:  
<http://www.add2it.com/news/>  
or send an email to: [<mailto:subscribe-m4u@add2it.com>](mailto:subscribe-m4u@add2it.com)
- d) When you subscribed you supplied the following data:  
First name:  
Last name:  
Email address:  
To edit your name, please visit:  
<http://www.add2it.com/mmp/ed.cgi?m4u=^email^>  
(Replace ^email^ with your email address)
- e) To unsubscribe from this free newsletter please click here:  
<http://www.add2it.com/mmp/unsub.cgi?m4u=^email^>  
(Replace ^email^ with your email address)  
or send an email to: [<mailto:unsubscribe-m4u@add2it.com>](mailto:unsubscribe-m4u@add2it.com)

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- 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.
- 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>>.  
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>>.  
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>>
- 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>>
- l) 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://add2it.com/see.pl?m4u-crosslink>

=====  
More4you Newsletter <http://www.add2it.com/news/>  
Publisher & Editor: <mailto:news@add2it.com>

Mailing Address: August-Sievers-Ring 15, 24148 Kiel, Germany  
Voice+Fax: +1-413-403-2654 Voice: +49-431-723536 ICQ: 8036878  
More contact information at: <http://www.add2it.com/contact.shtml>

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Does your website need more traffic? Get your website submitted to up to 1,000+ search engines, directories and to 500,000+ link

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