The More4you Newsletter is delivered by subscription only.
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this newsletter.

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1) Good Morning... ^fname^ ^lname^!

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I also like to welcome you to the 82nd issue of the
"More4you Newsletter"!

Today is Tuesday, the 01st of April, 2003.

The current number of subscribers is: 5017

There are a whole bunch of news I would like to tell you about
this time...

First, out of respect for the readers of our newsletter, the
More4you Newsletter does not offer paid classified ads anymore.
I believe that you subscribed to this newsletter for the
valuable information included and not for the ads.

If you prefer to read the ads, just contact me and I can email
you some personally... ;)

Second, starting now I am giving away gifts for subscribing to
the More4you Newsletter. To be fair I wanted to offer them now
and here also to all current subscribers... Please download
your FREE copy of the Add2it PostIt Free software tool at:
http://www.add2it.com/go/to.pl?l=pif (558 KB)

It's a cool tool to jot down your notes, just like the yellow
paper version. Plus it has a bunch of features, that the
original version doesn't have... :) It works on Windows 95/98/
ME/NT & XP.

Additionally you can download only now "Stephen Pierces
SmartPage Tip #1" report at:
http://www.add2it.com/go/to.pl?l=SmartpageTipSPG (579 KB)

It will show you how to drive 100% relevant traffic to very
specific and targeted products and services of your own, as well
as the products and services of affiliate programs that you are
part of.

Third, starting this month there will be a monthly plus an
annual giveaway... it's too much to explain it all here, so
please check it out at:
http://www.add2it.com/giveaway.shtml or at
http://www.add2you.com/giveaway.shtml

Just so much... there will be seven prizes each month, plus
seven annual prizes for seven of the monthly winners. And the
total value of the 71 prizes is over $1,600!

Finally, during the month of March several updated scripts plus
one new script have been released:

On the 7th of March Add2it Mailman Free & Standard 1.83 have
been released. To read about the changes, please visit:
http://www.add2it.com/scripts/mailman-free-history.shtml &
http://www.add2it.com/scripts/mailman-standard-history.shtml

Then on the 10th of March a new script called Add2it ReferThem
Pro 1.00 has been released. This is an ad free version of
Add2it ReferThem Free and it additionally works closely
together with Add2it Mailman Pro. To so what other additional
features it has, please visit:
http://www.add2it.com/scripts/referthem-pro.shtml

Additionally on the 10th of March Add2it Mailman Pro 2.62 has
been released. This has basically just been a release to work
closely together with Add2it ReferThem Pro!

To read about all the other changes, please visit:
http://www.add2it.com/scripts/mailman-pro-history.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:

                          ~``
                        (o o)
+----------------------.oooO--(_)--Oooo.----------------------+
| Get the mailing list management script that every publisher |
| and webmaster needs to be successful and don't just take my |
| word for it...   read what many other say about it and |
| get your own copy of Add2it Mailman Pro today at: |
| http://www.add2it.com/go/to.pl?l=mailman-pro |
+---+

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3) First Article:

    -=-
    "How and Where to Advertise Your Small Business on the

Internet"
by Jim Daniels
-=-

This takes a lot of the mystery out of where you should be
advertising online. I've tried dozens of methods and hundreds
of resources and my results are in this tutorial.

Actually, I'm a bit of a cheapskate when it comes to marketing.
But I also realize that in order to succeed in business, you
must spend SOME money advertising.

So I've been advertising my site, www.make-a-living-online.com
all over the web lately and today I'd like to share my results
with you so you'll know exactly how and where you should get
started advertising online.

For starters, keep your wallet securely in your pocket. There
are three things you must do BEFORE spending ad bucks online.
And here they are...

1. Get a handle on how well your site does its selling.

Figuring out how good a job your site does selling is simple.
Just look at your stats and do a little math. You are after
just one number... how much a website visitor is worth to you.
Or more simply, how much you should PAY for a visitor.

To figure this out you need to first find out how many visitors
it takes you to get a sale. If you get 1000 visitors a week and
10 sales in that same week, then your visitor to sales ratio is
100-1. If you average 20 sales from those 1000 visitors, you
are closing one sale for every 50 visitors. Once you know your
own number, you will be able to determine approximately how much
a visitor is worth to you. You simply take it one step
further...

Let's say you close 1 sale in every 50 visitors and your average
profit is $50. Simple math tells you that you could pay up to a
dollar per visitor and break even. So a good goal would be to
pay LESS THAN a buck per visitor. Any ad buy that averages out
to less than a dollar per visitor should be profitable, provided
the traffic is targeted. If you aim to spend fifty cents per
visitor you can double your investment every time.

Of course there are lots of variables. Things like opt-in email
members you may receive from an ad buy and the repeat visitors
that your list generates. But you get the idea. Until you know

the above numbers for your site, you cannot spend money wisely on advertising.

Once you have a handle on how much a visitor is worth to you, the next step you must take before your first ad buy is...

2. Set up your email address capture strategy.

If your site is closing one sale for every 50 visitors, you may be satisfied. But if you are not offering a way for the other 49 visitors to 'stay in the loop' you are making a huge mistake.

And it is simple to keep them from getting away. Just offer them something of value in exchange for their contact information. An example of one way to do this is offering a free gift at your site and getting their name and email address when they request it. Your gift can be a free ebook, an email course or anything else your visitors would want.

You can get as many as 20% of your visitors to leave their contact info if you do it right. That's a lot of email addresses when you start advertising and getting lots of traffic.

But what do you do with the addresses?

You treat them like gold.

Regularly publish an email newsletter to your growing list of addresses. Contact them and offer your expertise. Give them more free, valuable information related to what they requested originally. Make them feel special and grow a community. This is how long-term profits are made online.

Once you have tackled the two items above, there is one last step before you actually spend money on advertising...

3. Make sure you have a way to measure your results once your
   advertising starts.

I do this simply by copying my main entry page and using the new URL in the ad. For example, I have started advertising at many pay per click search engines, like overture.com and FindWhat.com. Every link that is clicked through those sites is tracked automatically so I know where every visitor comes from. When I check the stats my web host emails me I can easily see

how many visitors came from each ad I placed.

Here are a few ad tracking tools you can try...

Add2it Go-To Free or Pro: http://www.add2it.com/scripts
Adminder: http://www.bizweb2000.com/adminder
The RoiBot Ad Tracker: http://www.bizweb2000.com/roibot

OK, once you have tackled the three items above, you're all set
up to do some ad buys.

(If you're not ready to spend ad dollars yet, save this issue so
you can refer to it when you are ready. You'll save lots of
time and money by starting with this list.)

I have tried many strategies online and here's the straight
scoop on what works and what doesn't. I've ranked nine online
advertising strategies as follows...

Poor: Don't waste your time.
Fair: Worth a try at least once or twice.
Good: A solid way to spend ad dollars.
Excellent: Should be a regular staple in any online marketing
budget.

OK, here they are...

1. FFA submissions (Free for all links pages)

You know, those interfaces that say 'submit to 50,000 websites'
for a few bucks. Well, save your few bucks. FFA's had their
time in the sun. They worked great when they were first
introduced. Now they are not worth a dime. Heck, even if you
can do a free submission it's probably not worth your time. The
last three tests I ran submitted my URL to nearly a half a
million sites. I got four visitors. 'Nuf said.

Rating: Poor

2. Bulk email

Most of you know my take on this. Sure, you CAN get website
traffic using bulk email. You can do it yourself or hire a
company to hide behind. But the fact is, you risk your business
reputation and you'll anger a ton of folks. Your domain will

end up blocked by many ISPs and could even get sued.
Unsolicited bulk email is not worth the trouble.

Rating: Poor

3. Safe lists

This is a twist on opt-in email marketing where you pay for the
privilege of being able to send email to a list of other
marketers who have done the same. While I have not tried this
personally I can comment on it simply because lots of my
subscribers have tried it. And I have not heard one good thing
about it other than from people reselling it. The folks that
have used it have found that while safe list 'members' have
agreed to be on the safe lists, most never actually read
messages or buy anything.

Rating: Poor

4. Banner Advertising

This is an 'old school' advertising strategy that I have been
testing again now that prices are lower. And early indications
are that there is a solid reason for the still-declining prices
of banner advertising. My own click-through rates been less
that 1% so far, with a few exceptions. But I do have some
decent size banner ad runs planned for the coming months at some
busy, targeted sites. Time will tell if I'll continue with this
strategy.

If you DO want to try banner advertising, ask the site you plan
to advertise at what the average click-through rates are and
what banners perform best. That may get you up to two or three
percent. If that will take you into profit, give it a whirl.
But most small and home businesses may be better served using
one of the four advertising methods remaining.

Rating: Fair

5. Opt-in list rental

There are plenty of companies that will rent you email addresses
that have opted in to receive commercial email. And if the
recipients are not being paid to read the messages, that is they
are genuinely interested in the offers they signed up to

receive, this strategy can be profitable. The problem is you'll pay from ten to twenty cents per address and mailing to a list large enough to get results from can be quite expensive. But if your budget can handle it, you can generate some great targeted traffic.

Rating: Good

6. Paid Search Engines Submissions

While I highly suggest submitting to all the major search engines that are still free (AltaVista, Lycos, Google, HotBot, DMOZ and Direct Hit) today's tip is about paying for advertising. And there are two paid search engine services I have had very good luck with...

Inktomi's Search/Submit at $30 a year, which gets your URL into AOL, iWon, MSN and the Looksmart directory within 48 hours. <http://ink.ineedhits.com/>

Yahoo! Business Express and sponsored site listings. The business express service <http://help.yahoo.com/help/bizex/> costs $299 for non-adult sites, and gets you Yahoo! consideration. I got my www.make-a-living-online.com site in within a week by simply following the detailed directions at my companion site. While $299 is a little pricey for some small business owners, a good listing at Yahoo! brings quite a bit of extra traffic. Once you are listed, consider taking advantage of the 'sponsored site' offering for an additional monthly fee. I am sampling this currently and it paid for itself within the first few weeks. My results may decline as more sites are added into the sponsored sites area but I'll keep an eye on things.

Rating: Good

7. Pay per click search engines

This advertising model offers a way for you to bid on search terms and pay only when someone clicks through to your site. I've been advertising with www.overture.com and findwhat.com using this method and have had decent results. It's easy to control costs and your visitors are targeted precisely.

If you are not in a super-competitive keyword arena you can do well with pay per click engines. For example, if you sell web hosting, good luck getting traffic for less than a few bucks a

click. But if you have a smaller niche, this strategy
represents a great opportunity and is worth trying.

And if you DO find that this model works well for you, more than
75 additional 'Pay per Click' search engines can be found at
Alan Gardyne's super-duper directory...
http://www.payperclicksearchengines.com

Rating: Good

8. Ezine Advertising

Still the one. Some people think I recommend ezine advertising
because I have an ezine and I'm trying to sell my own ad space.
On the contrary, I've been trying NOT to sell my ad space for
the last few years. That's why my own rates are so high! I can
run my own offers or affiliate offers and make much more than I
can selling the ad space. Many other ezine editors are finding
the same thing. While this has resulted in rising ezine ad
costs over the last few years, one fact remains... ezine
advertising is still one of the most effective ways to get
targeted traffic -- cheap. Just visit an ezine directory and
search for ezines in your niche market. Subscribe to a bunch
and start reading them. Look for larger circulation ezines that
have a good following. If you like the content then the
thousands of other readers probably do too. Place an ad and
you'll make a profit, nearly every time. Top sponsorships work
best if you can swing it.

Rating: Excellent

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Interested in more? I have done lots of ad buys lately and have
many more planned. I'll be uploading the exact results soon.
Where is all this fresh info going? Into my companion site for
my 'Make a Living Online' members. And this stuff is about 1%
of what's there.

Members go to:
http://www.make-a-living-online.com/private/ezineads.htm

Non-members can join at:
http://www.make-a-living-online.com/page5.shtml

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4) News & Changes At Add2it, Add2you & Million-Mall:

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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 March.

   -=-

English / Englisch:

03/01/03 - The latest issue of the "More4you Newsletter" is
           now online available in the back issues section at:
           http://www.add2it.com/news/issues.shtml

03/07/03 - Add2it Mailman Free & Standard V1.83 have been
           released. For complete lists of new functions,
           please visit:
           http://www.add2it.com/scripts/mailman-free.shtml
           http://www.add2it.com/scripts/mailman-standard.shtml

03/10/03 - Add2it Mailman Pro V2.62 has been released. For
           a complete list of new functions, please visit:
           http://www.add2it.com/scripts/mailman-pro.shtml

03/29/03 - Starting this month there will be a monthly plus an
           annual giveaway... there will be seven prices each
           month, plus seven annual prices for seven of the
           monthly winners. The total value of the 71 prices is
           over $1,600! Please check it out at:
           http://www.add2it.com/giveaway.shtml or at
           http://www.add2you.com/giveaway.shtml

03/31/03 - iDownline, a brand new, highly recommendable (see:
           Recommended By The Publisher) downline building group
           has started and been added to the "Business Tools
           Mall" section at:
           http://www.million-mall.com/business-tools.shtml

   -=-

German / Deutsch:

07.03.03 - Add2it Mailman Free & Standard V1.83 wurden
          ver ntlicht. Um die kompletten Listen der neuen
          Funktionen zu sehen, besuchen Sie bitte:
          http://www.add2it.com/skripte/mailman-free.shtml
          http://www.add2it.com/skripte/mailman-standard.shtml

10.03.03 - Add2it Mailman Pro V2.62 wurde ver ntlicht. Um
          die komplette Liste der neuen Funktionen zu sehen,
          besuchen Sie bitte:
          http://www.add2it.com/scripts/mailman-pro.shtml

31.03.03 - iDownline, eine brand neue, absolut zu empfehlendes
          (siehe: Recommended By The Publisher) Downline
          Building Gruppe hat den Betrieb aufgenommen und wurde
          zum "Business Tools Center" hinzugefgt:
          http://www.million-mall.com/business-tools-d.shtml

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5) Second Article:

    -=-
    "How to Audit-Proof Your Business"
     by Collin Almeida
    -=-

Police and auditors have one thing in common: they make even the
most honest, law-abiding citizens nervous. After all, who
hasn't felt their heart jump at the sound of a police siren
close behind them even if they are obeying all traffic rules?
Generally, the same feeling comes over people when the topic of
an IRS audit arises.

Most taxpayers fear an audit because they don't know if they are
adequately prepared. You may ask yourself: Did I save the right
documentation? Are all my deductions legal? Can I answer all
of the IRS's questions? For the home-based business owner,
however, these questions are even more pressing, so waiting for
an audit to test their preparation is not the best option. By
following some easy guidelines, they can take the guesswork out
of keeping records.

Obviously, every deduction claimed needs to be documented, but
many taxpayers aren't clear on what is adequate proof. The IRS
does require more than just a few jottings in a notebook, but
not much more. First, each deduction must be recorded with a
copy of an invoice or bill. For example, if you are claiming
your utilities expenses as a deduction, you need to keep a copy

of each month's bill. In addition to proving the expenses were incurred, you must also prove they were paid. So along with that utilities bill, you may want to staple the canceled check or credit card statement that covered the charges. Receipts, bank statements, and even invoices stamped "paid" also count as evidence that the expenses were have been taken care of.

Along with documenting business expenses, all deposits must also be adequately documented to prove that you are reporting your profit correctly. If the funds are from payment for a service or product rendered by your company, you should attach a copy of the payment to the invoice it covers. Not only will this serve as documentation for the IRS, it will also help you keep track of paid and outstanding invoices from customers. Loans and other sources of company income must also be accompanied by all related paperwork.

Additional documentation is also required when a home-based business owner keeps his or her children, spouse, or other relatives on staff in order to claim their wages as a tax-deductible company expense. For the record, always pay every staff member by check and have each person keep a written record of their work, including total number of hours, date of work, and type of activity accomplished. In addition, you should also request a written estimate from a professional for the same services. For instance, if your spouse maintains your company's web site, you need to find what a professional Webmaster charges in order to substantiate your spouse's salary.

Besides keeping track of expenses, income, and wages, you must also have proof that your company intended to produce a profit. A business plan can serve as evidence that you are serious about generating revenue with your company. The plan will also provide written documentation of the expenses you plan to incur and will help keep you organized.

Overall, the best way to ease your concern over an audit is through preparation. By keeping records and documentation on everything, you'll have nothing to fear if you are one of the .5% of taxpayers selected for an audit.

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Discover little known but highly lucrative tax advantages you can legally claim as a home based business owner by visiting http://www.homebusinesstaxsecrets.com Get the FREE REPORT: "5 Hidden Tax Dangers..." that shows you how to save $1000's in taxes and avoid costly audits.

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6) 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
advertising places, ezine growth & publishers approach 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
ad types, click through's, opens, roi and affiliate program
url's.

The results of the survey:
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1. What type of ads are you most likely to read?
   (Question submitted by: Charles Miesel)

Wayne Sloan:
  "Solo ads, but only if the headline catches my eye.  I
   subscribe to alot of ezines.  I also publish one.  But I have
   seen 'Dying Millionaire whispers..' so may times I could
   quote it by heart.  I look for new opportunities.  So I scan
   through the urls at the bottom.  If something new catches my
```

eye, I stop for a closer look.

BTW: People need to get original with their advertising.
     Most people these days just cut and paste an ad written
     by someone else, hoping someone will click on their ad.
     Most people have become desensitized to all of the power
     words and professional copy, that it is no wonder the
     response rates have gone down for most of those ads. We
     need to put a little of our own effort into writing our
     own ads. I think we will get a better response. jmho"

Joe Rouse:
  "PC educational. How to use the Web for making money, etc."

Dennis K Howard:
  "Ads which come up in response to a query or search I have
   initiated. I pay very little attention to pop ups or pop
   unders. In fact, I have used several shareware products that
   claim to stop such ads. I haven't found one yet that does
   what I want without some other problems. When I find one, I
   will use it."

David Miller:
  "Small on top right hand corner."

Marsha Hirschhorn:
  "The types of ads people are most likely to read are Health
   and wellness for there well being. Business opportunitys to
   have a second income."

Mark Sordahl:
  "Low key ads that don't use garish stuff."

Asesh Datta:
  "Developments to individual, family, society, nation, global
   and universal, in this orders."

Connie Robertson:
  "I personally enjoy reading ads pertaining to promoting my
   programs. There have been times when I get tired of surfing
   and just go and read ezine ads... Sometimes there is
   something new I like to investigate."

Warren Contreras, warren@wii-fm.com:
  "Very few. I would be more interested in a trusted source
   making personal recommendations ot me."

Hanne Andersen:

"I am more inclined to read an ad that is original, not the
same ones over and over. These are given as a guideline more
or less, but do put your thoughts into an ad to make it
different. As for content, I prefer to read ads that offer
me something that is going to be making my online business
run more efficient, faster, better automation."

Mal Robertson:
  "Those received from people or groups or companies that I have
   requested info from.
   Those that have my name in the subject line.
   Those that are from an email address rather than a 'safelist'
   or similar."

Bernard:
  "No ads. Just my own recommendation. It works much better!"

Joel C. Penco:
  "I will be more influenced to read a advertisement if it shows
   some sort of incentive in the subject line or a free great
   opportunity."

James M. Booth:
  "Short ones."

Douglas Nelson:
  "Short and to the point. No gloss, no hype and no
   'unbelievable' promises. Though I like HTML ads many just
   waste my time because the 'sender' is uneducated on this
   topic."

CHIN C.H.:
  "Opportuniy ads that give fast profits!"

Comments: This is one of the questions where you will get 5
           opinions, if you just ask 3 people. :)

           I personally would read only ads, that:

           a) don't look like ads,
           b) address a need that I have,
           c) are believable and not exaggerated and
           d) don't look like I have read them already.

2. What percentage of click throughs, opens, and roi are you
   running? How many addresses are on the list that this
   applies to and where do you obtain your list?

(Question submitted by: Emilie Boyles)

Dennis K Howard:
  "My advertising is almost 100% click throughs."

Asesh Datta:
  "Question not understood, particularly 'roi'. Anyway the
  percentage, as understood by me is 5%. Address list is
  purely collected personally either through personal
  interactions, newspapers,television programs, magazines and
  books etc."

Warren Contreras, warren@wii-fm.com:
  "My last email campaign was to 6,800 personal contacts
  resulting in 292 clickthroughs and 7 sales. The investment
  was nothing so the ROI was infinite. Hardly meaningful data
  without the full story. My list is with FREEnetleads.

  BTW: You should publish a contact link of some kind so other
       subscribers could ask more questions about our
       responses."

Hanne Andersen:
  "I'm running at approx. 8% right now, with a list of 1200+ of
  which I obtained personally over time as an opt-in to 3
  different autoresponders that I target to specifically with
  different products/services. I also have an FFA site that I
  send to only once when they submit an ad, of which I do
  receive some opens... but not much, as most are deleted
  before they are read."

Joel C. Penco:
  "The percentage rate will be around 35%, the list are about
  over 100 people and I get my contacts from safelist
  programs."

Bernard:
  "On a 15.000 opt-in list, I get almos 15% of 'opens'.
  I have obtained my list from my own site and with pop-unders
  on the most 5-10 visited pages."

Comments: ROI stands for "Return Of Investment" and shows the
           revenue returned on a business investment. For
           business Web sites, ROI is a common metric for
           determining whether it is a money loser, it pays for
           itself, or it is generating a profit.

Warren, I agree with you and also added now an additional field to the survey form so everybody can decide if he/she wants his/her email address listed.

Thanks for the feedback. :)

3. How to make people buy from my affiliate program url?
   (Question submitted by: Codrut Turcanu)

Dennis K Howard:
  "That is a tough question. First you have to establish a
  quality reputation so that your affiliates will recommend
  your site with confidence."
David Miller:
  "Add an incentive."

Asesh Datta:
  "Leave it to the customers. Only show them that you have
   these products and which are upgraded continuously."

Connie Robertson:
  "PROMOTE PROMOTE PROMOTE... Everywhere!"

Warren Contreras, warren@wii-fm.com:
  "Pay them to."

Hanne Andersen:
  "My suggestion would be to target your ad to certain groups of
   people, find a niche market. When you find a niche market,
   by finding out what their needs are, filling that need
   through your offer, making your offer better than anyone
   elses' by showing the benefits... not all the goodies you
   have to offer, but how your goodies will benefit them when
   they purchase from you. It all really begins from that all
   important opt-in list and building trust with your list over
   time. If they trust you, they will buy from you more so than
   the next person.

   BTW: In my many years online, I too followed the same path as
        do all new people to the Internet... using the same ads,
        advertising like crazy anywhere and everywhere I could.
        But eventually, if you don't give up, you learn that it
        truly is important to have a list of your own...over
        time you will make money. There are no get-rich-quick
        businesses, unless you're a scamster... patience wins
        over all."

Mal Robertson:
   "How long is a piece of string?

   Target your advertising! You must make your product/service
   irresistable, convince your audience that this is for them.
   Promote your site honestly, don't make outrageous claims or
   try to appear as something you are not."

Bernard:
   "Be personal and sincere.
   Buy the product (get it free ;-)!) before recommending it."

Mr. Billz:
   "Only after establishing a good honest relationship through my
   e-zine or e-mail connection."

Joel C. Penco:
   "The most I could say on this is the way the subject line is
   written, to really capture the audiences attention and also
   the type of affiliate program you are promoting. Some
   affiliate programs offer low incentives and their products
   are a waste of time."

James M. Booth:
   "Oh, how I would love to know the answer to this question!
   No, I believe you need to check wind speed and direction,
   phase of the moon... be genuine, aware of holidays and
   religious observances, time of day for your reader's
   location, target your ad best you can, share a worry that
   will strike a chord... and when you are done with all that,
   be creative, include your contact info, and pray for rain."

Douglas Nelson:
   "You can't make them buy. You can only set the tone for them
   to be responsive to your offer. There is much about
   'freebies' to offer and sometimes some of them will take the
   'bribe'. If your message is personalized i.e. what YOU got
   from the program (besides the info on HOW TO market it) it
   will make others more responsive.

   BTW: There is so much on the Net about marketing and making
        money. It is rather like the Bible, you must seek the
        'nuggets of gold' to gather the message. One cannot
        incorporate all that is there or one will overload. I
        know! Find the right program to become affiliated with
        and FOCUS on that one thing. Once you have it working
        move on to another."

Comments: Thanks for all this great answers. .. :)

            I also believe the best way is to first get the
            product yourself, use it, test it and then... if you
            like it, write your own ad text / web site to
            recommend it to others.

            And don't just give them the affiliate link,
            especially if the link looks like an affiliate link!

            Better send them first to your site... or use a link
            forwarding tool like Add2it Go-To Free / Pro to hide
            the affiliate link.

4. Are you a subscriber of the More4you newsletter?

Yes   - 94.55%
No   - 5.56%
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>

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 service: iDownline
                                  http://idownline.add2it.com

Bruce Gibson invited me on the 23rd of March to take a closer

look at iDownline... he did it a smart way that caught my
attention:

He thanked me for the script he received and mentioned another
program that I am involved it... very smart.   :)

When I checked out iDownline I noticed right away that they
offer a lot of products for all members (up to $1,300 value).

What they are trying to archive is to build a 100,000+ members.

At the same day I signed up as a free member to take a closer
look at the members area. Their members area is impressive...

Besides the usual option to edit your profile, you can find a
detailed stats & commissions area, several downline tools to
communicate with your downline and sample texts, ads, banners
etc., a news section and an area to access the membership
products. And more features are being added.

The membership products area gives access to...

FREE members receive:

- AutoSubmission System for building your downline
- Ebook Download Area with resale rights
- 100 meg Website and Page Builder for building a website
- Follow Up Autoresponder System for marketing anything
- Online Replicating Website and Members Area with tracking
- Advertising Money: $10 to advertise your offer to members
- Paid Offers Area to earn Cash Daily

Additionally GOLD members receive:

- Ad Tracking and Rotation System for tracking anything
- 500 meg. Website Domain Hosting Account for your own domain
- Advertising Money: $50 to advertise your offer to members

Additionally PLATINUM members receive:

- AutoSubmission System for any website *5 URLS
- 100 meg Website and Page Builder* for building a website
  *Unlimited Accounts
- Follow Up Autoresponder System* for marketing anything
  *Unlimited Accounts
- Ad Tracking and Rotation System for tracking anything
  *Unlimited Accounts

- 500 meg. Website Domain Hosting Account for your own domain
  *2 Accounts
- Software Package includes a Windows IP Messenger Blaster!
- Advertising Money: $100 to advertise your offer to members

Additionally VIP members receive:

- AutoSubmission System* for any website Info *10 URLS
- 500 meg. Website Domain Hosting Account for your own domain
  *10 Accounts
- Advertising Money: $500 to advertise your offer to members

Please note that iDownline is still in pre-launch, not
all is available yet, but I noticed that they are adding
products & features almost daily.

Next I took a closer look at the commissions they pay:

- Free Members get paid commissions on 5 levels for
  referred Gold, Platinum & VIP members, plus a bonus
  for personally referred members

- Gold Members get paid commissions on 8 levels for
  referred Gold, Platinum & VIP members, plus a bonus
  for personally referred members

- Platinum Members get paid commissions on 12 levels for
  referred Gold, Platinum & VIP members, plus a bonus
  for personally referred members

- VIP Members get paid commissions on 20 levels for
  referred Free, Gold, Platinum & VIP members, plus a
  bonus for personally referred members

Once I saw that VIP members get paid even for referring other
Free members, I right away upgraded (still the same day) to an
VIP membership.

BTW: I noticed that they handle email request fast and
efficiently. I had a small problem after upgrading and they
fixed everything very fast to my satisfaction.

Another great benefit is how they handle their sign-in form
data...

If you visit them at http://idownline.add2it.com you will see
right away a check that asks for your name and email address.

Those names and email addresses will be send right away to the
member of that page! I am sure you understand the potential
of this for every member... members can follow up on their own
and build their own mailing list this way. :)

What I do is to thank them for checking out iDownline, ask them
to let me know if they have any questions... plus let them know
that I will keep them updated through my monthly newsletter...
it's brilliant. :)

Now let me show you what happened after I joined iDownline as a
VIP member on the 23rd of March...

The next morning, I had 8 people in my downline... (I didn't
start to promote it yet!).

On the 25th I had 19 in my downline, on the 28th the total
downline size had grown to 72 (Commission Earned: $75.55).

On the 29th I reached $107.10 in commissions and requested the
first time a pay-out... it arrived in less than 24 hours in my
StormPay account.

Currently I have a downline of 90 members and earned $115.25...
and all that after only 9 days...

Summary - I highly recommend to check out iDownline at:
        http://idownline.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.

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>

d) When you subscribed you supplied the following data:
   First name: ^fname^
   Last name: ^lname^
   Email address: ^email^
   To edit your name, please visit:
   http://www.add2it.com/mmp/ed.cgi?m4u=^email^

e) To unsubscribe from this free newsletter please click here:
   http://www.add2it.com/mmp/unsub.cgi?m4u=^email^
   or send an email to: <mailto:unsubscribe-m4u@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.

h) If you would like to be the sponsor of next months 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://www.add2it.com/go/to.pl?l=m4u-crosslink