

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003**

=====  
More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs.

-----  
Everything you need to make your website & business a success!

\*\*\*\*\*

Issue 83 - May 01, 2003

\*\*\*\*\*

Published & edited by Frank Bauer

[www.add2you.com](http://www.add2you.com)

[www.add2it.com](http://www.add2it.com) & [www.add2it.de](http://www.add2it.de)

[www.million-mall.com](http://www.million-mall.com) & [www.million-mall.de](http://www.million-mall.de)

=====  
The More4you Newsletter is delivered by subscription only.  
Subscription and removal instructions are located at the end of  
this newsletter.

Table Of Content:

-----

- 1) Good Morning... !
- 2) Sponsor Of This Newsletter Issue
- 3) First Article:  
"Essential Internet Marketing Acronyms Explained"  
by Azam Corry
- 4) News & Changes At Add2it, Add2you & Million-Mall!
- 5) Second Article:  
"Quick Ways to Boost Sales in a Slow Economy"  
by Kevin Nunley
- 6) The Question & Answers Section
- 7) Recommended By The Publisher
- 8) Newsletter Notes & Policies

=====  
Please click here to download the PDF version of the newsletter:

<http://www.add2it.com/news/issues/more4you-05-03.pdf>

- =====  
1) Good Morning... !

-----

I also like to welcome you to the 83rd issue of the "More4you  
Newsletter"!

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

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003**

The current number of subscribers is: 5,272

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

First, I asked for your opinion on making this newsletter available in PDF format, and I got a lot of responses... thank you all. :)

Just adding a PDF version download link at the top of the current newsletter is what 35% of the subscribers liked or didn't mind.

24% asked for a short notice with a PDF download link, 15% asked for a short notice with a PDF attachment and 9% for an online version of the newsletter.

For those that prefer a short note with a download link or want it with an email attachment, I will give from now on the option to opt-in lists for that and to opt-out the standard list.

If you prefer to receive just a short notice with a PDF download link, or a short notice with a PDF attachment, please visit:  
<http://www.add2it.com/news/>

For those that asked for an online version, left clicking on the PDF link will open the newsletter with clickable links, like in an online version. Only right clicking gives the option to download the PDF to the desktop.

BTW: I went one step further with the PDF version of the newsletter... :)

I made it brandable! What does that mean? You can now download a small branding tool at:

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

How do you like that? :)

[More4you Newsletter](#) ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003

Second, I also wanted to ask you for your opinion in a completely different matter...

I would like to offer you with the next release (soon) of the Add2it Mailman Pro and Add2it AutoRespond Pro scripts a special bundle offer... I am just not yet sure how it should look like.

Which of these bundles would you be most interested in?

1. Marketing Bundle: Add2it Mailman Pro + Add2it AutoRespond Pro...  
Price: \$129 (\$29 off / 18% off)
2. List Builder Bundle: Add2it Mailman Pro + Add2it AutoRespond Pro + Add2it ReferThem Pro...  
Price: \$149 (\$43 off / 22% off)
3. The Complete Bundle: Add2it Mailman Pro + Add2it AutoRespond Pro + Add2it ReferThem Pro + Add2it Go-To Pro...  
Price: \$169 (\$57 off / 25% off)

Or something completely different? Please let me know. :)

Third, last month I announced the giveaway... and following are the first winners... :)

Last months promotion & survey entries giveaway winners:  
-----

1st Prize: Submission of an URL of your choice to up to 1182 search engines, link lists and multi submit sites + Coupon for \$5 off your next Add2it.com Scripts & Services order.

The winner is: Sharon Snyder

2nd & 3rd Prize: Free to Sell 6 eBook collection incl. possibility to get monthly commissions and upgrade to Add2you Advanced Level + commissions paid for your upline + Coupon for \$5 off your next Add2it.com Scripts & Services order.

The winners are: Cor Hartenberg  
Donna Sweat

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003**

Last months Add2it Affiliate Program giveaway winners:  
-----

4th & 5th Prize: For one month your banner or text ad on all  
affiliates index pages + Coupon for \$5 off  
your next Add2it.com Scripts & Services order.

The winners are: Robert Hamilton (most visitors)  
Joe Waddington (most sales)

Last months Add2you Program giveaway winners:  
-----

6th & 7th Prize: For one month your banner or text ad on all  
affiliates index pages or Free to Sell 6 eBook  
collection incl. upgrade to Add2you Advanced  
Level + commissions paid for your upline +  
Coupon for \$5 off your next Add2you.com order.

The winners are: Terrence McCoy (most visitors)  
Cj Ogston (most sales)

Congratulations to all winners... :) All winners will receive  
a separate email message with details.

Please don't forget to join our monthly & annual giveaway at:  
<http://www.add2it.com/giveaway.shtml> or at  
<http://www.add2you.com/giveaway.shtml>

OK, now let's get started immediately ... have fun, relax and  
enjoy!

Frank Bauer

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

=====  
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> |  
+-----+  
=====

3) First Article:

-----  
"Essential Internet Marketing Acronyms Explained"  
by Azam Corry  
-----

If you're new to Internet marketing, the many acronyms and abbreviations often used in discussions on the subject can be confusing. To help you get up to speed quickly, here are the meanings of the most important:

ASCII - American Standard Code for Information Interchange - A universally recognized set of digital codes that represent each of the letters, punctuation marks, and other symbols you can type on your computer . What people usually mean by "plain text."

ASP - Application Service Provider - Company that offers access to software applications and related services over a network or the Internet.

B2B - Business to Business - Refers to trade between businesses rather than between businesses and consumers

B2C - Business to Consumer - Refers to businesses selling products or services to end-user consumers.

CGI - Common Gateway Interface - A way web servers pass information to and from application programs (to process forms for example). CGI programs or "scripts" can be written in

several programming languages, including C, C++, Java and Perl.

CPA - Cost Per Action - Cost to an advertiser for each visitor that takes a specific action in response to an ad, such as subscribing to an ezine, requesting a free trial, or making a purchase. Also used to describe advertising employing this model.

CPC - Cost Per Click - Cost to an advertiser for each click on a promotional link by a site visitor or newsletter reader. Also used to describe advertising employing this model.

CPL - Cost Per Lead - Advertising expenditure required to obtain each new sales lead.

CPM - Cost Per Thousand - The amount charged per thousand impressions (showings) of an ad ("M" is the Roman numeral for 1000). Whilst websites sell ad impressions in blocks of 1000, with newsletters the number of subscribers determines the final price. Also used to describe advertising employing this model.

CPS - Cost Per Sale - Advertising expenditure divided by sales generated to determine the cost to make each sale; or the commission payable for each sale generated by an affiliate.

CR - Conversion Rate/ Ratio - The percentage of respondents to an ad, or readers of a sales message that complete the action desired (usually making a purchase, but can also be subscribing to a newsletter, for example).

CRM - Customer Relationship Management - Improving interaction with customers through better understanding, with the aim of increasing customer satisfaction and loyalty (thus increasing profits).

CSS - Cascading Style Sheets - Used to globally define how elements in a Web page are displayed instead of relying on HTML code in the page. Makes designs more flexible and reduces HTML file sizes.

CTR - Click-Through Rate/ Ratio - The percentage of website visitors or newsletter readers who click on a particular link. Used to measure response to ads or sales messages.

FAQ - Frequently Asked Questions - Often used as the title of a page on websites that answers commonly asked questions about a product or service.

FFA - Free-For-All Links - Web pages that allow anyone to add a link back to their own website, usually in exchange for accepting promotional messages from the FFA page owner.

PFI - Pay For Inclusion - Paying to have web pages included in a search engine's database and regularly updated.

PPA - Pay-Per-Action - Affiliate commissions where a set amount is paid for generating a specific action, such as taking a free trial or subscribing to an ezine. PPL, PPC and PPS are usually considered as PPA.

PPI - Pay Per Impression - Where an advertiser pays for each display (impression) of their advertisement (usually a banner).

PPL - Pay-Per-Lead - Where a commission is paid for each sales lead generated by an affiliate. A "lead" is usually defined as somebody who signs up for a free trial, or requests further information, etc.

PPC - Pay Per Click - Ad sales or affiliate commissions where a set amount is paid for each click on a promotional link by a consumer.

PPCSE - Pay Per Click Search Engine - A search engine where the results are composed of advertisers who pay a fee for each click on their listing. Using a bidding system, the advertiser willing to pay the most is ranked highest.

PPS - Pay-Per-Sale - Where a commission is paid for each sale generated by an affiliate. The commission is usually a percentage of the sale, although sometimes it's a fixed amount.

ROI - Return on investment - How much profit is made after advertising and other costs have been subtracted. A measure of how successful a marketing campaign is in terms of the returns on money spent.

RON - Run Of Network - Where ads (usually CPM banners) are shown (rotated) across the pages of the entire network of sites owned by a company, or controlled by a particular advertising network. Cheaper than only having the ad appear on selected sites.

ROS - Run Of Site - Where ads are rotated across the pages of a single site. Cheaper than only having the ad appear on selected pages.

SE - Search Engine - A searchable database of pages on the Web. Different from an Index (like Yahoo) in that pages are not reviewed by a human editor before inclusion.

SEM - Search Engine Marketing - Similar to SEO (below), and sometimes used to emphasize that generating quality targeted traffic is of greater importance than simply obtaining high rankings. Can also include PPCSEs and other search engine advertising.

SEO - Search Engine Optimization - The process of optimizing web pages to achieve high rankings in the search results of a search engine, in order to attract more visitors.

SEP - Search Engine Positioning - Getting your page listed on the search engine results page. Similar to SEO.

SERP - Search Engine Results Page - The page of listings displayed upon completion of a search at a search engine.

SSI - Server Side Include - A way for a web server to include variable values and information from an external source into a web page as it is requested by the browser. Uses include automatic display of data like the Last Modified date of the page, or storing common page elements in their own files, enabling site-wide updates by modifying a single file.

USP - Unique Selling Proposition - The reason why somebody should buy from you and not your competition. The unique benefits that your products or services offer consumers. What it is that makes you special, different.

I suggest you print this article out and keep it somewhere handy. Refer to it whenever you're not quite sure what something stands for, and before you know it you'll be an old hand!

--

(c) 2003 Azam Corry. "Do it Better. Do it Faster. Do it Right!"

Online since 1998, Azam Corry helps marketers succeed. Get Free Guides, Tools & Web Marketing Resources at:

<http://NowSell.com/?a>

Speed profits with resale rights ebooks:



**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003**

<http://eBookSaver.com/?a>

==> SPECIAL FROM AZAM:

Subscribe Now to Biz Bits eZine & get my Big info-packed eCourse  
PLUS real-value ebooks 100% FREE! Just

<mailto:BizBits@NowSell.com>

=====

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

-----

This section will keep you updated on all important news and  
updates regarding:

[www.add2you.com](http://www.add2you.com)

[www.add2it.com](http://www.add2it.com) & [www.add2it.de](http://www.add2it.de)

[www.million-mall.com](http://www.million-mall.com) & [www.million-mall.de](http://www.million-mall.de)

Below you find out about the 6 most important news & updates  
during the month of April.

-----

English / Englisch:

04/01/03 - The latest issue of the "More4you Newsletter" is  
now online available in the back issues section at:  
<http://www.add2it.com/news/issues.shtml>

04/10/03 - The X-Linking helps everybody page has been updated  
at:  
<http://www.million-mall.com/cross.shtml>

04/11/03 - A new script version has been installed for the  
recommended resources section. Now it's even easier  
to submit your favorite resources to our index at:  
<http://www.add2it.com/resources/>

04/22/03 - Form now on, all referral from Add2it affiliates and  
Add2you members are tracked for 25 years instead of  
only one year:  
<http://www.add2it.com/ref/index.shtml>  
<http://www.add2you.com/faqs.shtml>

04/25/03 - If you thought that the Add2you program description  
has been to complicated... check it out again, it's  
explains the most important part in just 3 easy  
steps at: <http://www.add2you.com>

-----

German / Deutsch:

11.04.03 - Es wurde eine neue Skript Version fr unseren  
Empfohlene Hilfsquellen Bereich installiert. Es ist  
jetzt fr Sie noch einfacher Ihre Lieblings  
Hilfsquellen in unserem Index einzutragen unter:  
<http://www.add2it.com/hilfsquellen/>

=====

5) Second Article:

-----

"Quick Ways to Boost Sales in a Slow Economy"  
by Kevin Nunley

-----

These days everyone has the same problem. With war updates  
broadcast 24/7, people are too focused on death, violence,  
political upheaval, and an uncertain future to worry about  
shopping. And that's what puts the economy in its current state.

Pam, a former customer of mine, had a thriving business selling  
vitamin supplements online. Through the events that followed  
9/11, her business continued to do well. But this spring  
everything changed. As the economy tightened and the news  
focused on war, her customers disappeared.

Of course, her M.I.A. customers had nothing to do with how she  
was running her business. She offered a broad range of products  
and used various successful marketing techniques to get the word  
out about her business. The drop in sales was due to external  
factors. More specifically, her customers were glued to 24-hour  
war coverage that made them feel like the world was about to  
end.

Not much there to make people want to buy.

The laws of physics say that what goes up must come down. But  
when things go down, there is no comforting law that says they  
have to come back up. However, keep in mind that they usually  
do anyway. As a business owner, you must accept certain facts,  
one of which is that a recession makes the strong stronger and  
the weak weaker. The only way to survive a recession is to get  
creative with your marketing, and your budget.

Here are a few ideas to help you boost your sales quickly, regardless of economic conditions, and get back in the game as a strong contender:

1. Do Something Extra - No matter what state the economy is in, people love to feel like they are getting great value at a low price. Try putting together a package of popular products or services for an especially low price, then send out an enthusiastic email to your list of subscribers and previous customers. If you don't have a list, arrange a solo send through someone else's newsletter.

2. Exploit Market Vulnerabilities - This is the best time to take your competitors to the mattresses. Forge partnerships and co-marketing opportunities. Find ways to steal business from competitors who are hesitating in the market or withdrawing their marketing until the economy shifts.

3. Take Advantage of New Opportunities - When one door closes, another one opens. Maybe it's harder to get people to buy during an economic downturn, but as the economy dips, so do the prices of ad space. Try buying up a lot of commercial airtime on one radio station for a Sunday. The prices are cheapest on this day, and even cheaper since the recession. You can dominate the airwaves for a day and make a strong impact on an audience you may have overlooked.

New doors in your market may have opened during this economic downturn. Find out what problems businesses similar to yours are facing. What do these changes and challenges mean for your prospects? New problems for your competitors and customers mean new opportunities for you.

4. Reinvent Your Business - There is an important lesson to be learned from Madonna. She keeps selling albums because she reinvents herself constantly to keep people's interest. Consider changing the products or services you offer. I knew a guy who switched his site selling old records to a site that sells only John Denver memorabilia. His business picked up immediately. Is there an enthusiastic segment of your customer base or audience who really want a certain kind of product or service? Maybe your business should be geared more to suit them.

You could also try giving your business or website a makeover.

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003**

Get a new logo for your website or sign. You can get great logos from gotlogos.com for just \$25. Try redesigning your website or using a new color palette for the whole site. A new look boosts excitement for old customers.

5. Spend Less, but Spend Wisely - Don't cut your marketing efforts. Resist the driving temptation to do so. Businesses who try to save money by eliminating marketing are weak, and as I said before, during an economic downturn, the weak get weaker. The strong eliminate wasteful marketing dollars, but not marketing efforts. Track your marketing results and simply cut the unproductive efforts. Find new ways to market on the cheap and keep your name out there. This is the time to establish market dominance.

To save money on goods and services you need, try bartering. Remember, the barter must be win-win for both parties, so offer something as valuable as what you'll be getting.

Make sure you know where every dollar you spend goes. When you make a purchase, always ask yourself how it will improve the company's bottom line. Will it help to improve sales, bring new leads, or improve customer retention? Think before you open your wallet.

6. Cultivate Efficiency - The more efficiently you run your business, the more money you can save and the faster you can bring money in. If you are a service provider, ask for a deposit before starting a job. This gives you operating money to survive on until the job gets done. Pay close attention to your accounts receivable and get invoices out right away. Deposit checks and cash immediately. No more procrastinating.

Review expenses from time to time. Are there things you are spending on that you once thought would turn a nice profit, but now they are no longer making you much money? Cut them!

A down economy closes a lot of doors for all business owners, but if you know where to look, and you have the right key, you can find and open a whole new world of doors. You never know-- recession may be the best thing that ever happened to your business.

--

Promote BIG with Kevin's All-Out Marketing Package. For one affordable price you get a press release with national media

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003**

distribution, your own article sent to 2,200 ezines, ezine ads,  
and a page of expert sales copy for email or your web site. We  
write it all fresh from scratch!

[http://drnunley.com/marketing\\_plan.htm](http://drnunley.com/marketing_plan.htm) Reach Kevin at  
<mailto:kevin@drnunley.com> or 801-328-9006.

=====

6) The Questions & Answers Section:

-----

Each issue, we are going to post a new question of interest for  
all marketers and the best answer(s) to the question of the  
previous issue.

The question for the next issue:

-----

This time I have some very interesting questions for all  
webmasters and entrepreneurs.

Please be so kind and answer a short survey in regard to  
downline-building groups, CGI scripts and newsletter campaigns  
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>

-----

The question of the last issue:

-----

Last issue I asked you to answer a short survey in regard to  
advertising places, ezine growth & publishers approach.

The results of the survey:

-----

1. Where are inexpensive advertising places that pull results?  
(Question submitted by: Dionne Flewelling)

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003**

Mary Jane Brenner:

"I haven't found many. AFA ads is one.  
<http://www.afasoloadcoop.com/>"

Douglas Davis:

"None that I can personally recommend. I placed a \$45.00 ad in Resource-A-Day.com's ezine and although I had 176 hits I didn't get any sales. I paid for a bottom ad."

Eric McArdle <HighInTheSkyy966@aol.com>:

"Look for free ezines that offer free solo ads when subscribing. I was looking for some and somehow signed up with this little program and every 2 days they send you a free ezine to subscribe to which will provide you a free solo ad. I got tons of exposure from this.

Forget classified ads. That is not targeted traffic.

Forget Safelists. Again whats the use when they're deleting your email and your deleting theirs without even considering.

GPTRE programs are good. I bought a 5000 click thru ad from allyousubmitters.com with my earnings and I gained 300 prospects. Great addition.

Theres also a traffic plan that I was introduced to in which you promote all forms of advertising (click thru, autosurf, startpage xchange, classifies ads, viral, and banners) on one website. Also a great way to get maximum exposure. Email me at ejm996@yahoo.com and I will give you more info on this.

I have gotten plenty exposure from free advertising.  
I will not spend a dime!  
Many Ezines offer Free ad swaps. Something to consider."

Warren Contreras:

"My all time favorite is SoloAds at:  
<http://wetrack.it/soloads/af.cgi?1475>

I get paid 5 cents to read a few solo-ads and when I have \$2 I can send my own out. They have been very responsive for me."

Jason Hillard:

"A lot of discussion can be made on this topic.

The greatest advice I can offer to someone who is wanting to

advertise is NOT to...

'Gurus' like to tout ezines as a form of advertising, and even for paid solo ads.

Quite frankly, you could end up spending more money than you actually make.

The absolute best way to market is to market YOURSELF.

How?

Write Articles.

Make your WORDS sell.

Ok, it's like this...

You read an ezine...you scroll through a whole bunch of ads that you don't want to read. Your eye is caught by an INTERESTING article which can offer some benefit to you on \*whatever\* subject.

Once that ezine & article goes into circulation, you get MORE exposure for YOU than you do for your business. This drives visitors to your site to see what else you have, apart from the content of the article...

Before you submit your article to publishers, find out their submission guidelines.

Then, the next step is to write your article and have 2 versions...a long and a short version.

Make both versions available via your autoresponder.

Put BOTH versions on your website, complete with metatags and keywords for search engines to pick up.

I had a number of hits to my site last week purely from search engines.

To enable you to write articles AND get traffic, please go to this site and grab yourself a copy of this book -  
<http://www.cashcreations.com/wordsintotraffic>"

W. Karl Heim:

"Good Question. Especially in todays economic environment. Over the last 3 yrs. Adland has maintained a relatively steady bottom line, for me anyway ( free or pro )  
<http://www.adlandpro.com/adland.asp?ref=19187>"

Timothy Valentine:

"I like using pay per click sites that are partners with the 'minor or secondary' search engines. These sites can provide click throughs for as low as a few cents per click. Much cheaper than the big boys."

Sharon Snyder:

"Massive passive advertising machine  
<http://10000hits.net/default.aspx?UserID=280699>  
The set up of this program takes some time but provides a centralized group of advertising areas. It has saved me alot of time that I used to spend jumping all over the web for advertising spots. AND you are paid \$5.00 for joining."

Comments: Thanks for your input... even if many submitted their reseller links, I understand that in this area 99% of the business have an affiliate program.

If you are trying any of those services where there is an affiliate link above, just read that pages and decide if this is something you would like to do.

My personal favorite for an inexpensive advertising place is Google AdWords at:  
<https://adwords.google.com> (notice -> no affiliate link) ;)

Compared to other advertising methods, I know that the visitors is really interested in the keyword phrase that Ibed for. Just make sure that you don't bed on very general keyword phrases.

Of course before using any paid advertising source, you need to carefully calculate, how much you can spend and STILL be in profit...

If e.g. you make one the average 1 sale for every 200 visitors to your site and each sale gives you \$40 in profit (after expenses), then you should stay well below \$0.20 per click to your site.



2. What's the greatest way to grow my opt-in eZine fast with quality readers?

(Question submitted by: Codrut Turcanu)

Mary Jane Brenner:

"Offer a really good freebie for subscription."

Douglas Davis:

"Swap or pay for ads in other popular ezines. Don't give away freebies for subs - no quality there."

Eric McArdle <HighInTheSkyy966@aol.com>:

"PERMISSION BASED EMAIL MARKETING. Look on Classified ad boards, see someone that posted an oppurtunity pertaining to yours, email them about your opp and how you found them and than at the end put:

P.S Please feel free to send your biz opp to me

Good things:

1. Another email to add onto your list and promote to (don't spam)
2. You will be receiving offers from them that will be useful to you, beleive me, their not on your list for nothing!

BTW: Permission based email marketing. Awesome tactic. I went through hundreds of different ad places and asked permission to exchange biz opps with one another. I added 200 people to my list with this technique.

Ezines = Targeted Traffic... People don't subscribe to ezines for no reason, they want INFORMATION! Publishing your own ezines also give you the oppurtunity by making money for selling advertising (only if you have a good amount of subscribers)."

Warren Contreras:

"Get a few thousand others to help build a list to offer it to. <http://opportunity.com/r/wiifm>

BTW: I included referral links here because I truly feel the answers are correct and helpful. Someone should get credit for the referrals."

Jason Hillard:

"Depends on your target audience..."

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003**

Try this for starters -

<http://www.subscriptionrocket.com/cgi-bin/r.cgi?r=2805>

Sign up for free and put their javascript into your most visited pages.

Secondly, make your ezine available to an ad-swapping network, such as -

<http://www.mywizardads.com/cgi-bin/ra.cgi?adminid=253&id=2239>

Thirdly, swap ads with other publishers that directly \*compete\* with your newsletter. Why? So you get similar \*targeted\* readers.

Fourthly, make sure it is easy to subscribe on your website and prominently displayed. Side bar AND at the top and bottom of ALL your pages.

Fifthly, use pop-up subscriber attractors.

2 forms -

1) java alert subscriber box

2) entry and/or exit pop-up for visitors, BUT make sure you add something of \*value\* to the subscribers..."

Timothy Valentine:

"One way to grow an opt-in list is through promotions - Free advertising and the like. Quality readers? There your dealing with percenages in my opinion."

Comments: You might have noticed, that I try a completely different approach to build a list of quality readers like you are (hey, you are reading this point, so I know you are a quality reader) :)

First, I don't offer free ads or solos for people to subscribe, but I offer a quality software product... Add2it PostIt Free.

Second, I try to make the newsletter as interesting as possible for the readers (e.g. giveaway, articles, only one sponsor ad, question & answers, recommendations, PDF version etc.).

I personally prefer 1,000 quality readers than 10,000 people that delete the newsletter full of ads as soon as it arrives.

3. What is the best way to approach ezine publishers who don't post their article submission guidelines?  
(Question submitted by: Virginia Reeves)

Mary Jane Brenner:

"Be straightforward. Email them and ask!"

Douglas Davis:

"Send an email and ask for their guidelines. Remind them to include the link in their ezines and web page."

Eric McArdle <HighInTheSkyy966@aol.com>:

"Personally contact them and ask them. Tell them about your article and your experience and the reason why you want the article published. If you have a good reason, and its helpful and free, than almost 99% of ezine publishers will publish it for you. It's more exposure to them, right? If your article will give the ezine a good name, they will publish it for the sake of boosting their subscribers."

Warren Contreras:

"Send them an email asking what to do with your resume included."

Timothy Valentine:

"As a newsletter publisher, I would enjoy getting a simple email. I can not speak for others."

Mal Robertson:

"Don't! If they don't publish guidelines leave them alone and use those that do."

Comments: I also believe that a short, straight to the point email to the publisher is fine. As long as they didn't say, that they DON'T accept articles, most likely they just didn't think of posting their article guidelines yet.

If your email is short and to the point AND does not contain 95% ads, you don't risk anything. :)

4. Are you a subscriber of the More4you newsletter?

Yes - 90.91%  
No - 0.00%

Don't know - 9.09%

=====

7) Recommended By The Publisher:

-----

Whenever we find a great product or service and tested it inside out, this will be the place where you will hear about it.

If you know about a great product or service that you have already tested inside out, please let me know about it. Also if you own a great product or service, send a sample and a detailed description what makes it so great to:

[<mailto:news@add2it.com>](mailto:news@add2it.com)

Again... only if we believe after testing it inside out that this product or service is really of a great value, it can be mentioned right here.

-----

This issues recommended product: Under Oath  
<http://underoath.add2it.com>

When I bought Stephen A. Pierce's ebook "Under Oath - The Truth THE WHOLE TRUTH and Nothing But The Truth About INTERNET MARKETING" on the 12th of March, I didn't even read the ebook right away...

As you might remember, I had been very busy releasing updates for several of my scripts at that time. It took me about a week until I started reading the 206 pages PDF ebook.

It contains a huge amount of valuable information for online business owners, but also for those that want to earn a could income through affiliate program like I offer them at Add2it.com and Add2you.com.

Let me tell you about my own experience with just one small part of the ebook. What I read from page 124 to page 150 helped me to get the number 1 spot for four keyword phrases on [www.msn.com](http://www.msn.com), [www.hotbot.com](http://www.hotbot.com), [www.about.com](http://www.about.com), [www.looksmart.com](http://www.looksmart.com), [www.overture.com](http://www.overture.com) etc. within 72 hours!

Unbelievable, but true... check it out:

- automatic followup script
- automatic follow up script
- followup script
- newsletter publishing script

How is that possible you ask? Simply by following the step by step instructions on that 26 pages of the ebook and by submitting my pages to Inktomi.

I am sure you have heard about this amazing ebook already before, but if you haven't bought it yet, I can 100% recommend you to do it... you are missing big time.

By the way... I didn't build my pages following the guidelines in the book manually, but used a smart little software tool to do it... I actually tried two different tools.

1. SP Generator from Armand Morin, available at:  
<http://www.add2it.com/go/to.pl?l=spg>
2. SP Creator from Carlos Martinho, available at:  
<http://www.add2it.com/go/to.pl?l=spc>

First I bought the product recommended by Stephen A. Pierce, SP Generator... I tried it and it was easy to use and absolutely did what it is supposed to.

Why did I buy the second product, SP Creator? Well, I first download the free trial version. When I tried it, I noticed that it had a couple of neat features, that SP Generator doesn't have.

But the reasons, why I recommend it to you now are simply these:

- a) Most important: I got a better result with the created pages... let me give you an example in a minute.
- b) Plus it costs 60% less!

When I first submitted one of my pages that I generated with the SP Generator to Inktomi for the keyword phrase "mailing list script", this page got ranked 16 out of 747,388 pages. Not bad, but I was wondering if I could improve that.

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003**

So I tried creating that page with SP Creator, and 48 hours later that page got ranked 7 out of 747,388. Much better, isn't it?

BTW: Just these tools alone won't make you understand everything the Under Oath ebook explains, but it will save you tons of work on implementing one of the ideas that you learn through the ebook.

Summary - I highly recommend to check out Under Oath ebook at:  
<http://underoath.add2it.com>

-----

A quick update on last issues recommendation - iDownline:

Currently I have a downline of 206 members and earned \$317.55... and all that after only 40 days... I still highly recommend to check out iDownline at: <http://idownline.add2it.com>

=====

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.

BTW: I made the PDF version of this newsletter brandable! What does that mean? You can now download a small branding tool at:  
<http://www.add2it.com/go/to.pl?l=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)
- By standard you will receive a plain text email newsletter with a PDF version download link in it.
- If you prefer to receive just a short notice with a PDF download link or a short notice with a PDF attachment, please visit: <http://www.add2it.com/news/>
- 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)
- 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>](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

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 83 - May 01, 2003**

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>

=====  
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>  
-----  
Does your website need more traffic? Get your website submitted  
to up to 1182 search engines & directories! Guaranteed!  
Visit: <http://www.add2it.com/go/to.pl?l=m4u-moretraffic>  
-----  
Are you still searching for... ? Amazing lists of resources and  
the best sites to shop. The best of & about network marketing  
and other resources. How to build your traffic & your business.  
You will find all this and more at: <http://www.million-mall.com>  
-----  
Do YOU want YOUR choice of a FREE laptop? <http://www.add2you.com>  
-----  
Scripts & Service for Webmasters <http://www.add2it.com>  
-----

(C)2003 by Frank Bauer (except as noted)

=====