More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 95 – May 01, 2004

Hi,

I would like to welcome you to the 95th issue of the "More4you
Newsletter"!

Today is Saturday, the 1st of May, 2004.

The current number of subscribers is: 18,088

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    More4you Newsletter ... more tips, training & tutorials
                         for webmasters & entrepreneurs.
    -=-
 Everything you need to make your website & business a success!
           ****
               Issue 95 - May 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 instruction^s are located at the end of
this newsletter.

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Please click her^e to download the PDF version of the
newsletter: http://www.add2it.com/news/issues/more4you-05-04.pdf
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1) Editors Blurb:

Another month went by fast... as usual. :)

On the 16th of April version 2.00 of Add2it AutoRespond Pro has
finally been ready for release.

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

Please check out:
http://www.add2it.com/scripts/autorespond-pro-history.shtml

Besides, the search for Add2it.com partners has been
successful...

The new partners are:

- Anghel Zoitanu (French, Romanian)
- Aviva Shalem (Hebrew)
- Charly Krudtuglen (Danish, Norwegian)
- Dave Malam (Russian, Chinese)
- George Bogolepoff (Portugese - Brazil)
- Josefine Liftig (Swedish)
- Leszek Cyfer (Polish)
- Lic Hugo O Sadofschi (Spanish - Argentina)
- Michael Mögling (Dutch)

Additionally a translator joined forced with me:

- Marc Leon Deruelle (Spanish - Continental)

If you are interested to partner with me or get a free script
copy for a translation for any language not listed above (except
German and English), please contact me.

The partnership details you can find at:
http://www.add2it.com/ref/joint-venture.shtml

And the contact form is located at:
http://www.add2it.com/contact.shtml

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

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

The next point is a bit personal, but just wanted to let you
know the current status.

As some already know, I am planing to move together with my
wife and son to northern Sydney, Australia.

In April we received notice from the Australian immigrations
office, asking for a third set of information. It's looking
very good and they now asked for medical plus police records,
the most likely last step in our now almost 2 year process in
our immigration application that we started back in May 2002.

Boy, they really want to make sure that we are 100% confident
about our decision. :) And we are ready to say: "Bye Germany!"

And last, the winners of the April 2004 giveaway! :)

Last months promotion & survey entries giveaway winners:

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: Barbara Osborne (osborneba@********.net)

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: Robin Arrington (daperdoo1@*****.com)
                  Donna Maher (bizinlim@**.com)

Last months Add2it Affiliate Program giveaway winners:

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
                   Josefine Liftig (most visitors)
                   http://add2it.com/ref/home/joslif.shtml

Last months Add2you Program giveaway winners:

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 winners are: Monique Fordyce (most sales)
                   http://www.add2you.com/now/ChurchStyle.shtm
                   Peter Maglione (most visitors)
                   http://www.add2you.com/now/stallion.shtm

Congratulation^s to all winners... :) Please contact me at
more4you@add2it.com for complete details on how to obtain your
price.

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

   -=-

Sponsor Of This Newsletter Issue:

IS IT REALLY POSSIBLE TO MAKE $500 A DAY, EVEN $1,000 A DAY,
ON THE INTERNET? In a word, ABSOLUTELY! But, it's NOT automatic.
You MUST have the essential tools, the training,the support, the
continuing education AND, most importantly, a Company that CARES
about you and your success. Register for FREE LIVE WEBCAST at
http://www.netprofitsite.com/webcast

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2) First Article:

    -=-
    "Spice Up Your Web Site With Rotating Images"
     by Herman Drost
    -=-

Normally I don't like moving objects when I arrive at a web
site. It distracts visitors from getting to the content.
However, many web sites could enhance their visitor's experience
by creating rotating images on the home page. Here's a good
example:

http://www.omelettechef.com

Let's look at some of the benefits of rotating images:

1. Visitors don't need to drill down to the internal pages of
   your web site to find your images. All your images can be
   placed on the home page for easy viewing.

2. "Pictures are worth a thousand words" - If the rotating
   images are high quality and provide an overview of your best
   products, they give your visitor a better impression than
   trying to say it with words.

3. Timing of rotations, can be adjusted - with this script, you
   can speed up or slow down the viewing sequence of your
   images.

4. Show many images - you can insert as many images as you need,
   although I would suggest showing only the best ones, because
   Internet Users tend to be impatient and won't spend more than
   a few seconds on your web page.

5. Automatic rotation - when someone visits your site, the
   images will rotate automatically like a slide show, thus
   adding to the interactivity of your web site.

How to install the image rotation script

1. Copy the image rotation script from:
   http://simplythebest.net/info/dhtmlscript66.html and paste it
   into the head and body tags of your web page.

2. Set up the viewing order of your images and number them
   accordingly i.e. i.e. 1.gif, 2.gif, 3.gif etc. (Give each

image a number, not a name like danish.gif... it will only
produce errors).

3. Optimize your images - reduce the resolution of each of your
   images to 72ppi to make them suitable for the web. Large
   images will slow down the loading of your web page.

4. Change the time interval between rotations - I set mine to 3
   seconds instead of the 5 seconds provided by the script.
   This allows the images to be seen quickly enough to keep your
   visitor's attention.

5. Insert the first image of your slide show on the page and
   place a link to the URL of your web page.

6. Save and upload the images and web page to your server (web
   host).

7. Check your script - view your web page online to confirm that
   everything is working correctly.

Optimize Your Web Page for the Search Engines.

This script places a lot of javascript code in the header tags
of your web page, thus pushing your text further down the page.
Search engines tend to first spider the top portion of the code
in your web page. Therefore it is imperative to reduce the
amount of code on the page, especially in the header tags.

Here is how to do this:

1. Place the javascript code in an external file - copy and
   paste the code (remove the beginning and end script tags) in
   a text file, name it something like my.js and save it. This
   will reduce the code to just one line.

2. Insert the external file between the header tags of your web
   page i.e.

```
<header>
<script language="JavaScript" src="home.js"></script>
</header>
```

3. Upload your my.js file and web page to the server.

That's it!

Web Copy Tip

Search engines will only spider text (not images) near the top
of your web page, therefore create an optimized paragraph of
text before the rotating images. Place your most highly
targeted keywords in this paragraph and also include these
keywords in the title and description tags of your meta tags.
This will increase your chances of getting good rankings in the
main search engines, thus attracting free traffic to your web
site.

Resources

Image Rotation Scripts

http://simplythebest.net/scripts/DHTML_scripts/dhtml_images.html
http://javascript.internet.com/miscellaneous/random-image-
rotator.html

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Herman Drost is the Certified Internet Webmaster (CIW)
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Subscribe to his "Marketing Tips" newsletter for more original
articles. mailto:subscribe@isitebuild.com. You can read more
of his in-depth articles at: http://www.isitebuild.com/articles

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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: 56.56%)
Ok: http://add2it.com/go/to.pl?l=C1-Ok
      (Last issue: 22.22%)
Bad: http://add2it.com/go/to.pl?l=C1-Bad
      (Last issue: 22.22%)

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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:

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 joint
ventures, traffic generation and CANSPAM.
and your biggest question 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:

Last issue I asked you to answer a short survey in regard to
low cost merchant accounts and separating subscribers into text
& HTML.

The results of the survey:
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1. Are there any banks or other institutions that offer low cost
   merchant accounts for non-profit organizations? I host about
   a dozen websites and need a low-cost way for event
   registrations and contributions.
   (Question submitted by: Cindy Albright)

Barbara Uchman :
  "You can use Cache Card international. You do not have to pay
   any fees except the transactions fees (and one time debit
   card fee if you want to have one.
   http://cachecard.net/accounts/BU3901710.html"

CacheCard...

Signup Fee: Free

Funding Fees:
  Direct Bank transfer $0.45
  Money Order, Wire transfer Free
  Credit Card   6.6% + $0.45

Withdraw Fees:
  Direct Bank transfer $0.45
  To CacheCard Debit card   Free
  Check by mail $3.00
  Money order $3.00 + MO cost

Send / Receive fees:
  Send money anywhere   Free
  Receive money   2.6% + $0.35
  Receive by Credit Card   6.6% + $0.45

Rev. Dr. John Lock <ifc@churchsociety.net> :
  "Most banks in the U.K., have special accounts for charities.
   I can't speak for banks outside of the U.K., although a
   personal visit might help."

Gary R Moore <garym@ipa.net> :
  "Yes, freecreditcardgateway.com."

FreeCreditCardGateway...

Signup Fee: Free

Receive fees:
  Receive money   2.29% + $0.30

Merchant support and monthly statement Fee $10.00
Monthly Minimum $25.00
Annual Renewal fee $99.00

Annette Taylor <augirl@mail2me.com.au> :
  "I use Mals shopping cart which is free or you can pay $6.00
   a month and use third party payment services if you can't
   find one low cost merchant this might be beneficial."

Donna Maher <bizunlim@go.com> :
  "Hi, Cindy... the best with the most to offer you is here, and

I hope it will fit your needs.
http://www.charge.com/?bizun705
Most are such 'fee hogs' and this one doesn't seem to do that
to a person. (Thankfully!) Good luck with all your
endeavors.

Oh, the other thing you might use is PayPal, they are secure,
accept credit cards, you can set up a shopping cart, and
nicest part? No fee to join & have relatively small % of
your incoming sales that they keep to pay for their very cool
service."

Charge...

Signup Fee: Free

Receive fees:
  Receive money   2.39% + $0.25

Merchant support and monthly statement Fee $10.00
Monthly Minimum $29.95

Saumil Patel <sam_ezines@yahoo.co.in> :
  "Well, I guess you can use paypal. Its free and ready to accept
   credit card payments."

PayPal...

Signup Fee: Free

Funding Fees: Free

Withdraw Fees:
  Direct Bank transfer   Free (US & Germany)

Send / Receive fees:
  Send money anywhere   Free
  Receive money   Free for promotional period
  Receive by Credit Card   2.2-2.9% + $0.30

Comments: If it comes to low costs, my favorites are...

            1. If you don't mind that your customers have to be a
               free member first and come only from certain
               countries: PayPal

http://add2it.com/see.pl?PayPal

2. Or if you want to accept credit cards from people
all over the world without them having to signup
anywhere: 2Checkout
http://add2it.com/see.pl?2checkout

2Checkout makes especially then sense over your own
merchant account, when you are just starting out and
don't take in a certain amount to cover monthly fees.

If you on the other hand only need to accept payments
from customers in the 38 countries that PayPal
accepts, then PayPal is a good choice.

2Checkout...

Signup Fee: $49 (one-time)

Receive fees:
  Receive money   5.5% + $0.45

Merchant support and monthly statement Fee Free
Monthly Minimum   Free

2. How do you separate subscribers into text and HTML and do you
   need to publish 2 newsletters? Or is software like
   incredi-mail better.
   (Question submitted by: Charles Miesel)

Robert A. Kearse :
  "Use an autoresponder that can send BOTH plain text and HTML
   simultaneously. No need to separate subscribers in the data
   base."

Donald Younglove :
  "Send emails in text with a link to same newsletter in HTML
   they can click on to get it in other version."

Rev. Dr. John Lock <ifc@churchsociety.net> :
  "Most people use HTML/web based emails now so this shouldn't
   be a problem. One newsletter should suffice."

Gary R Moore <garym@ipa.net> :
  "Software is better."

Mel Waxman <LoseWeightNow@adelphia.net> :
  "I have been using IncrediMail for a number of years and love
  it. It is easy to use and will download email from different
  servers."

Shirley Grant <webmaster@shirleysmoneymachine.com> :
  "I use a script called ListMail Pro. The script is installed
  on your own website and it can tell whether a subscriber is
  able to receive html. If they are not, it will send a text
  version of your message."

Steve Yakim <yakim1@comcast.net> :
  "I have always published an HTML newsletter, but when I sent
  a test email to my own email address and my autoresponder
  said the email was sent without error and I never received
  it, I discovered my own ISP was filtering my email without my
  knowledge.

  I now send a newsletter in text format and put an HTML
  version on the Internet. This way my subscribers can read
  the text version in the email or the HTML version on the
  Internet.

  I use an HTML template of my newsletter and copy paste the
  text version into the template. This way I only have to make
  simple changes to the HTML copy before uploading to the
  Internet.

  The HTML newsletter was so much easier for me to format
  compared to the text emails. I am still learning to get
  everything right the first time."

Donna Maher <bizunlim@go.com> :
  "Hello, Charles, the easiest way is to find an autoresponder
  service that will allow the client to CHOOSE which they
  prefer. I usually publish two newsletters to accomplish
this,
  and would love to know if there's an easier way. Of course
  if the FTC gets their way April 20, none of us except the
  happy little sp'am'mers will be in business anymore via email
  anyway... *sigh* Good luck to you."

Saumil Patel <sam_ezines@yahoo.co.in> :
  "Most autoresponders have the feature built into them. You
  have to draft 2 different copies for each of the mails, and
  the autoresponder will then take care about sending the
  correct one to the subscribers. (i.e. as per their needs)"

Comments: There are two ways to solve this problem and both
            have advantages and disadvantages.

            1. You could use a software / script like Add2it
               Mailman Pro or ListMail Pro to send out both
               message types (plain and HTML) together in one
               MIME message.

               A little note in between... IncrediMail might
               be an incredible piece of software, but it is
               not a mailing list management software. It is
               a product to replace MS Outlook or Outlook
               Express. Ok, that said, back to the subject...

               Then those receivers that have viewing HTML
               messages disabled would automatically see the
               plain text version of your message instead.

               The advantage of this method would of course be
               that you don't need to manage two lists.

               But there are several disadvantages with this
               approach...

               a) The email size would be bigger, which in turn
                  takes longer to send out, gives the filters
                  more material to "complain" about and also
                  costs you more due to higher bandwidth usage.

               b) Those people that can't read HTML email due to
                  the use of ancient browser types are also most
                  likely not able to work properly with MIME
                  messages that contain a plain text plus a HTML
                  version of the message.

            2. You could setup two lists within Add2it Mailman
               Free, Standard or Pro and then let subscribers
               choose between plain text version and HTML version
               via a dropdown menu or radio buttons.

               The advantage with this method would be that...

               a) Your subscribers could choose plain text if
                  they prefer, even if their browser is able to
                  display HTML messages.

b) Also the message size send would be smaller as
   not all subscribers get everything (less
   bandwidth usage / cost).

c) Next there is less that can get caught in the
   filters and those messages can be send faster.

The only disadvantage with this method that I can
think of is that you would have to send each
message type to each list separately.

3. Are you a subscriber of the More4you newsletter?

Yes   - 100%
No   -   0%
Don't know -   0%

   -=-

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

Good: http://add2it.com/go/to.pl?l=C4-Good
      (Last issue: 55.56%)
Ok: http://add2it.com/go/to.pl?l=C4-Ok
      (Last issue: 22.22%)
Bad: http://add2it.com/go/to.pl?l=C4-Bad
      (Last issue: 22.22%)

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4) Second Article:

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-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-=-
"Internet News Services Explode Online"
 by Jim Edwards
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It seems no matter how much information comes available online,
people thirst for more.

To illustrate this point, just take a look at all the online
news services sprouting up on the web like garden weeds.

With the click of a mouse you can instantly search thousands of
news sources for specific and timely information on virtually
any topic you choose.

Heck, if you're a real news "junky," you can even get
up-to-the-minute news emailed straight to your in-box!

Now, I'm the first one to say that nothing beats a good
old-fashioned newspaper you hold in your hands.

Few things rate as relaxing as a cup of coffee, a quiet morning,
and today's newspaper ready for my inspection. In fact, my day
doesn't officially start until I walk to the end of my driveway
to retrieve the paper (occasionally from under a bush).

But as much as I love the paper, it rarely contains stories on
highly-specialized subjects such as the latest email marketing
laws, html parsing, and search engine promotion.

Of course, it doesn't make sense for virtually any local
newspaper to carry news about email marketing laws (other than
how they affect consumers), because the market demand simply
doesn't exist on that level.

However, around the world, thousands of people just like me want
to know the instant a news story breaks on the latest "Can Spam"
legislation, and that's where online news services come into
play.

Log on to http://news.google.com, http://news.yahoo.com and
www.news.com to search thousands of different news sources from
around the world.

On these sites you can dig up information on anything from

current world events and your favorite Spanish soccer team, to cattle tagging regulations in Argentina (no kidding) and the exploding online auction markets in mainland China.

News from around the world on virtually any subject waits literally just a few keystrokes and a mouse-click away.

An incredibly useful feature offered by many of these sites includes email notification based on your keyword search criteria.

So instead of paying a "clipping" service to find articles and send them to you, these websites will do it free.

Now how could you use this type of news notification service?

Well, imagine you own stock in a specific company.

You could subscribe to a number of different news services and have them send you breaking stories about the company, CEO, affiliated companies, and anything else you choose.

All you do is enter in the names, companies and keywords you want them to bird dog, and they'll send you an email every time they find a new story for you.

For example: Let's say you want to know the instant someone publishes a story about "ebay" or "online auctions"... it's as simple as logging on to one of the news services, putting in the keyword phrase, and giving them your email address.

You can even specify to have them send you the updates as they happen or only once a day (probably a good idea for more active topics).

Another example: Let's say you deal in a very specific industry, such as real estate investment publishing.

You could sign up to get notified any time a news story gets published about changing regulations, interest rates, or other factors affecting your business.

All this online news certainly does not rate a substitute for morning coffee, local and national news, and an important ritual to start the day, but it has a place, especially for extremely specialized areas of interest, hobbies, or business news.

Watch for many new services, software, and opportunities to
arise from this growing and dynamic area of online publishing.

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Jim Edwards is a syndicated newspaper columnist
(http://www.TheNetReporter.com) and is the author of several
best-selling ebooks, information products and software programs.

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Need MORE TRAFFIC to your website or affiliate links?
"Turn Words Into Traffic" reveals the secrets for driving
Thousands of NEW visitors to your website or affiliate
links... without spending a dime on advertising!
Click Here> http://www.TurnWordsIntoTraffic.com

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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: 42.86%)
Ok: http://add2it.com/go/to.pl?l=C3-Ok
      (Last issue: 28.57%)
Bad: http://add2it.com/go/to.pl?l=C3-Bad
      (Last issue: 28.57%)

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5) 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: 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: 1CellNet
                                  http://add2it.com/see.pl?1CN

1CellNet offers a highly consumable product which is Internet
telephony from your cell / mobile phone. The great thing about
1CellNet is that you can generate calls even without an Internet
connection. Yes, you can make an Internet phone call from the
middle of the road.

I personally started using and testing 1CellNet on the 23rd of
January.

Their rates are in many countries around the globe truly lower
than normal mobile rates. The calling method is quiet simple as
well.

The 1CellNet website itself does a pretty poor job in telling
potential customers on how easy it is to make calls. At first
I lost interest when I saw it saying that you have to SMS with
"C destination number". I couldn't figure out how you can
quickly make calls without having to type the actual number in.

Then I was told by a friend who has been a member for a while
that once you signed up, you have your own web page and access
to a members area in which you can create shortcuts, e.g. I have
my brothers's number as ANDI=494342xxxxxx.

Then when you SMS the gateway you just put in the msg part as
"C ANDI" and way it goes. What happens next is the gateway will

call you, once you receive the call you will hear the
destination phone ring. It's so simple to use!

It's also not a simple reseller program. Many reseller programs
force people to buy cosmetic or health product... These are not
our essential daily needs. But the phone calls are made daily
by us.

Since I joined, I personally sponsored three affiliates and one
customer into 1CellNet, not much as I didn't promote it much.

Still, I have now already a 1CellNet team of 10 consultant's and
over 40 affiliate's and a bunch of customers. So, I can say
that their system did work very well for me. :)

As you can see, the beauty of the 1CellNet binary compensation
plan is that it's highly viral. Once you get the ball rolling
things move very fast.

New affiliates get $130 of phone-to-phone credit plus $20 of
PC-to-phone credit for a one-time payment of $199. And if
that's more than you would want to invest, they offer also to
start as an Consultant for a one-time payment of $99 including
$50 worth of talk time.

So, the opportunity to virtually have your own mobile calls
reseller business at practically no cost is pretty awesome.

But even without consider to make money, it can save you money
on your bill. The question is why not? If you can make money
from it, it is great. If not, you still save on your bill.

And for those that are not interested to earn an income, they
offer customer account for a one-time fee of $70 including $50
worth of talk time.

Summary - I highly recommend to check out 1CellNet at:
        http://add2it.com/see.pl?1CN

  -=-

Here is an update on other one I am currently evaluating:

I finally received my first MasteryTV commission check over
$113.68, pretty good for a start. :) Ok, that's about it
with the good news for now... the amount of commissions I earned

last month dropped a lot and I want to make sure it's affiliate
program is also worth it... the product itself is it.

I recommend to check out their excellent product & free demo at:
http://add2it.com/see.pl?MTV

   -=-

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