

[More4you Newsletter](#) ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 107 - May 01, 2005

Hi,

I would like to welcome you to the 107th issue of the "More4you Newsletter"!

Today is Sunday, the 1st of May, 2005.

The current number of subscribers is: 65,459

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More4you Newsletter ... more tips, training & tutorials
                        for webmasters & entrepreneurs.
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Everything you need to make your website & business a success!
*****
                        Issue 107 - May 01, 2005
*****
                Published & edited since 1996 by Frank Bauer
                www.more4you.ws | www.frankbauer.name
                www.add2it.com | www.add2it.de | www.add2you.com
                www.jvleads.com | www.million-mall.com | www.million-mall.de
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The More4you Newsletter is delivered by subscription only.
Subscription and removal instructions are located at the end of
this newsletter.

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

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1) Editors Blurb:

The subscriber base of the More4you Newsletter is growing, no question about that, but sometimes I wonder, how many people open it and how many are actually reading it? Are you?

This issue is a little different then those you usually get. You might not even notice the difference, but it is this time an HTML email so I can see how many people actually opened this issue of the More4you Newsletter.

The technique I used even allows me to see, who opened it. Now to the next part of my question... how many read it?

Could you do me a small favor to answer this question? Please click on the following link to say "Yes, I read it! (At least to this point. ;)"

<http://add2it.com/go/to.pl?l=read&u=!IP-PDF>

Thank you for your help! :)

Next issue I will share with you the results.

Quick update on the Add2you Doubler project:

Since the 14th of November 2004, our 721 members have been paid \$10,405 in bonuses and commissions. Besides that 809,707 banners and 517,439 text ads of our members have been displayed and received thousands of clicks.

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

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

You can find the partnership details at:
<http://www.add2it.com/ref/joint-venture.shtml>

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

And last, the winners of the April 2005 giveaway! :))

Last months promotion & survey entries giveaway winners:

1st Prize: Free copy of Add2it PostIt Pro software tool (\$27 value) + Coupon for \$25* off your next Add2it.com Scripts & Services order (Total Value: \$52).

The winner is: Liz Shaw (coachliz@*****.com)

2nd Prize: Choice of the Free to Sell6 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 \$25* off your next Add2it.comorder (Value: \$32.95).

The winner is: Steve Yakim (support@*****.com)

Last months Add2it Affiliate Program and Add2you Program giveaway winners:

Prizes: Add2it affiliates & Add2you Advanced Level members get for one month a banner or text ad on all affiliates index pages + Coupon for \$25* off their next Add2it.com Scripts & Services order! (Value: \$125)

Add2you Free Level members get their choice of the Free to Sell 6 eBook collection or the Cash FlowKiller Mini Sites eBook package incl. upgrade to Add2you Advanced Level + commissions paid for their upline + Coupon for \$25* off your next Add2you.com order! (Value: \$32.95)

The winners are: Add2it - Tong Hin Fah
<http://add2it.com/ref/home/jamestong.shtml>
Add2you - Ashlyn Dumile
<http://www.add2you.com/now/ashfreelaptop.shtm>

Congratulations to all winners... :) Please contact me at for complete details on how to obtain your prize.

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

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

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

To your success,

Frank Bauer
<http://www.frankbauer.name>

Publisher & Editor of the "More4you Newsletter"
<http://www.more4you.ws>

Sponsor Of This Newsletter Issue:

Serious about YOUR Home-Business?
Serious enough to give me 7 minutes of your time?
Come inside... I just want to show you a short movie I found...
psssst!...YOUR even IN it!

<http://add2it.com/see.pl?G-D-I>

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2) First Article:

"How to Rule Google Adwords from Day 1 Even if You're up
Against 100 Ads... and Pay less then them all!"
by Anik Singal

Whether you're promoting an affiliate program or your own product, using pay per click traffic is almost necessary.

Wait, let me re-phrase that - pay per click traffic is almost necessary to TEST. Let's be frank, this form of traffic does NOT work for all niches and businesses.

Also, succeeding with pay per click traffic is not as easy as just putting up an ad and sending traffic to your main site.

There are lots of elements involved such as your ad, your competition, the landing page, and how much you're paying.

Obviously, to discuss all these elements, we'd need to write a book - however, this particular article is going to make you an expert on how to pay less than all your competition and out rank them at the same time.

Google has a unique system of ranking their ads that allows you to be on the top even if you're paying the least per click.

How?

Just make sure you have the highest click-through rate on your ad...

There are two main things you need to do to make sure you can get to the top while paying the least.

1. Have a killer start - don't be cheap, spend the most in the beginning.
2. Consistently test your ads to improve your click through rate.

#1 - Killer Start

One of the biggest mistakes people make when they launch a PPC campaign is that they get cheap in the beginning and try to start slow.

That's all wrong.

You need to spend the most in the beginning. Go in with a bang... here are two reasons why.

1. If the strategy just isn't going to work, find out early and get out - don't waste precious time.
2. More importantly, spend the most on PER click in the beginning. Why?

If you spend the most on "per click" in the beginning, that's the only way you can convince Google to put you on the top. You have no click through record, so you have to make up for that by spending more.

By spending the most in the beginning, you'll get your ad on the front page and get quick exposure.

This way you'll quickly build up your click-through record and can immediately start decreasing your "cost per click" without losing your spot.

Now, if you had started with a low cost per click, you'd end up on some page far down, never really get any exposure and could potentially take weeks/months before you build up any kind of click through rate.

So, first lesson, start fast - go in with a higher "per-click" budget. Get in strong and you'll see the best results.

#2 - Test, Test!

The next best way to increase your ad rankings and decrease your "per-click" costs is to always test new ads.

Google allows you to run two ads at the same time for the same keywords, they will automatically rotate your ads, one after the other.

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This way you can slowly tweak the headlines, the ad, the domain name - everything and find what works best.

Always do this and you'll slowly see your click through rates increase - as your click through rises, you can decrease your "cost per click" without losing your spot in the ad.

So, bottom line, even if you're in a niche with a lot of competition - you can still dominate.

Go in strong, try to get your ad some quick exposure to build a clickthrough rate fast. Then, quickly start decreasing your per click costs.

Just a quick word of caution, if you use this strategy, make sure to actively monitor your adwords account. ALSO, make sure you set your daily limit to something you can afford losing.

You'd be surprised how quickly Google can eat up your money!

Alright, now you're equipped with some advanced tips on how to quickly take over a niche in Google.

If you have any further questions, please contact Anik Singal at Support@AffiliateClassroom.com.

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Get step by step coaching on how to succeed in adwords.

We're looking for a few dedicated students who we can coach step by step on how to make \$100,000+ a year in affiliate marketing.

For More information: <http://add2it.com/see.pl?AC>

How did you like the content of the first article?

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

(Last issue: 85.7%)

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

(Last issue: 14.3%)

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

(Last issue: 0.0%)

Last issue:

"Getting More Work DONE In Your Online Business"
by Willie Crawford

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3) 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 how to get past the "I don't have any money right now" complaints, how do I resell domain names and reliable and cheap bulk mailer programs 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 how to get good advice, how to reach a target audience and the divide between the USA & the UK.

The results of the survey:

1. How can I bring targeted traffic to mini sites, which aren't too heavy with content and don't score well on SE's? With the home biz arena choc filled with websites, and most bigger companies having SE top spots for major keywords... how do we

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bring in targeted traffic to our website? (I am talking about general sites, list building sites, and not niche sites)

(Question submitted by: Saumil Patel)

Steve Yakim <support@ezasmagic.com> :

"Everything I do is focused on list building. I have contests, giveaways, surveys, Joint Ventures, and I try to make everything viral. I plan for the long haul. Every time I want to drive traffic to one of my sites, I send an email to my list. Email marketing is the foundation of my business."

Liz Shaw <coachliz@wingstosoaroverstorms.com> :

"Pay per click advertising."

Ley :

"Using link exchanges and Rss or Blogs."

Lola Vanslette <lvanslette@affordablemarketingtools.com> :

"Besides building the 'mini-sites' under your own Registered Domain name, you need to somehow make the site into a 'Niche' site, perhaps by creating a doorway page that doesn't look like copycat sites. We post ads in our signature file to as many Forum Posts, email replies, Classified ads. And use the Google Adwords generator to find relatively unique keywords that aren't being 'over-used' but still have a good-sized search audience. (ie) instead of one word that has 2,333,898,989,098 searches, try for a "key-phrase" that is searched by 10,789, that equals the playing field some."

Comments: I like the PPC / Google Adwords tips. Another obvious answer to that question is:

Create topic related content pages!

I understand that this can be a lot of work if done manually, but that's where technology comes to the rescue.

Two tools that I personally use are Traffic Equalizer in combination with RSS Equalizer and Article Equalizer.

I have to admit that the first time I tried Traffic Equalizer it didn't get me any traffic at all. As

I learned much later through Anik Singal's Dominate the Search Engines course, I had done it all wrong.

I then followed his tips and advice and was able to generate a huge amount of traffic for my sites using Traffic Equalizer in combination with RSS Equalizer.

You can get Anik Singal's Dominate the Search Engines course at: <http://add2it.com/see.pl?DSE>

That course also includes copies of Traffic Equalizer and RSS Equalizer.

Of course you can get those also separately at...

Traffic Equalizer:

<http://add2it.com/see.pl?TrafficEqualizer>

RSS Equalizer:

<http://add2it.com/see.pl?RSSEqualizer>

Another smart tool from the same developer, Jeff Alderson, is Article Equalizer. I can also highly recommend that software. You can find it at:
<http://add2it.com/see.pl?ArticleEqualizer>

2. My biggest problem is in developing a list. I am afraid to use bought lists. Are there any other ways to develop a large opt in list?

(Question submitted by: Mel Waxman)

Steve Yakim <support@ezasmagic.com> :

"I started out by purchasing only a 1,000 member list. I did not plan on this list to be very responsive at first. But it allowed me to instant start an ezine that I could do ad swaps with. This is very important, I did not do product ad swaps. I would advertise an ecourse or a special report I was giving away, which built my list. An example of one of my reports can be found at... <http://www.EZasMagic.com/mistake.htm>"

Liz Shaw <coachliz@wingstosoaroverstorms.com> :

"Joint ventures and advertising with other list owners. Be sure you are offering their readers a freebie that is truly useful, and they will be happy to mention you in their newsletter. The more unique your freebie is, the more interest you will attract."

Ley :

"Yes offering something free, or joining programs like, niche give a way, or ebooks give away. Other is joining the Circle of ezines, they will help you to build your own subscribers."

Lola Vanslette <lvanslette@affordablemarketingtools.com> :

"Join discussion groups targeting people with interests relating to your product, and, if permitted (check first), place a link or two on the board, preferably in the signature. People really do click on them."

Comments: Besides the tips already given above, there are several list building programs that can help you building your list. It will not happen over night, but it is possible to build big opt-in lists.

I started e.g this newsletter back in July 1996. Of course this not my only list as I started to build other lists over time... like lists of affiliates, members, customers, web site visitors etc.

A general rule of thumb... whatever you do, try to find a way to capture at least a first name and email address.

One of the best list building programs is TheListMachine at:

<http://add2it.com/see.pl?TheListMachine>

This free program allows you to advertise via email to twice as many people as you and your downline members have referred to this program.

The unique twist in this list building program is that it builds a second reverse matrix for you of people you couldn't contact otherwise. This way your possible exposure is increased easily.

Other list building tools are...

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

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

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

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

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

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

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

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

3. What was your most successful way of making money online?
Can you describe in a few sentences how others can generate similar success?
(Question submitted by: Frank Bauer)

Steve Yakim <support@ezasmagic.com> :

"I use Joint Ventures to mostly build my list so I can advertise to the list and give them quality content any time I want. Some times the Joint venture will be with a new product I create but mostly to build my list."

Jackie Ford :

"After 3 years losing most my money I came across a great program. You have to find the right program that has been thought out thoroughly and has a very quick and responsive webmaster and there must also be a Forum (makes people comfortable to chat to other members when there are the occasional downs)."

Liz Shaw <coachliz@wingstosoaroverstorms.com> :

"Drop shipping was profitable for me, but only October, November, and December when everyone is buying. The rest of the year was hit or miss."

Ley :

1. Promoting affiliate membership programs.
2. Selling your own products.

To make this easier you can use resources like Lost Files, this is a good program that match both of them, monthly residual plus information to create your own products."

Lola Vanslette <lvanslette@affordablemarketingtools.com> :

"Submitting to hundreds of search engines, FFA and classified sites, Message Boards. Also via offline ads placed in

classified's promoting the site, postcard mailings."

Comments: I am surprised! When I originally added this question, I was worried that everybody would just send me their members URL of whatever program they earned most with. That's why I added the second part of the question.

Not one single person now send me any kind of URL in their answer... wow! Does that mean everybody has been polite about it or that nobody had a success that was worth mentioning?

I for myself noticed that I can have financial success with anything online, that I personally like even without the money making part attached.

Like my main income source... Add2it.com. I love to program and create practical tools that save me and others time by automating online business tasks.

Or AudioGenerator... I think it's a very cool tool and the monthly checks I get from them are just the sweet icing.

Also GDI is a program that I love for their product. Of course I also enjoy their regular monthly checks that I receive from them as well... but my www.more4you.ws domain name itself is even more important to me. :)

If you like, I invite you to check out AudioGenerator and GDI for yourself... I am sure you will like them as much as I do...

AudioGenerator: <http://audiogenerator.add2it.com>

GDI: <http://www.frankbauer.name/#Favorites>

4. Are you a subscriber of the More4you newsletter?

Yes	-	100.0%
No	-	0.0%
Don't know	-	0.0%

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

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

(Last issue: 20.0%)

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(Last issue: 20.0%)

Last issue:

"How to get good advice, how to reach a target audience and
the divide between the USA & the UK"

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4) Second Article:

"8 Tips to be Successful with your own JV offer"
by Frank Bauer

Most likely you have already heard other people getting all excited about JV's and how they can help you build your online business.

Or maybe you belong to that group of people who are not familiar with JV offers, which is short for joint venture offers... also known as business proposals.

Either way... you can benefit tremendously from the following 8 tips to be successful with your own JV offer.

Let's get started...

1. A JV offer doesn't require a JV partner to buy your products or services to become a JV partner.

Asking you potential JV partner to buy the product or service would be considered a sales offer and not a JV offer. A JV partner is usually offered a free review copy of your product or service.

Doing that drastically increases your chances to gain a JV partner as this makes him or her feel obligated to return the favor by doing his part of the partnership and e.g. promoting your product or service to their lists.

Why am I mentioning this? Yes, you guessed it right... I had people contact me to do a JV with them and when I asked for a review copy to check first the value of the product... I was referred to their sales page!

2. A JV offer has to be a win/win or better a WIN/win. :)

A JV offer has to provide your JV partner with one or more additional benefits for becoming your partner... his WIN. Your win will e.g. be to be able to tap into your JV partners list and gaining extra sales.

A JV offer that offers a win/win could e.g. be:

"I am looking for JV partners that can promote my product or service to their list of contacts.

In return for you are recommending my product or service to your list, I will not only provide you with a free review copy of my product or service, but also pay you a 10% higher commission than regular affiliates."

Another example... a JV offer for a service you provide could e.g. offer this:

"I am looking for a JV partner who needs a small to medium sized software product developed in Visual Basic. I can offer to do that for you free of charge in return of 10% of the profits you generate selling that software for the first year starting at your first sale and 5% for the time after the first year."

Again, a win-win situation... the JV partner has a product without out of pocket expense that he can sell exclusively to his lists, his WIN. And you can earn royalties for live without your own list.

3. Don't make the initial JV proposals too lengthy.

Especially when you propose to a well know marketer, this can be the JV kill. Those people often have very limited time and will not even read your message all the way to the end if it's pages long.

It is better to send a short teaser email first and then follow up once they reply with all details.

4. Make your potential JV partner feel like you're a peer and not a salesperson.

Do your research before you send your first email to a potential JV partner.

Make the style of your JV offer personal, mention details about their business and how the JV offer can help them in what they want to achieve.

5. Don't let your JV partner do all the work, participating in the JV should very as little work as possible for them.

Be prepared and offer them to provide marketing material for your JV partner. This can be solo-ad copy, banner and text ads

and other materials your JV partner can use to share the word about your product or service.

The less work it is for them, the more likely they will become your JV partner. It is that simple.

6. Don't just go only for the big player.

Overlooking smaller publishers that have a very loyal and responsive list can be another mistake. Besides, those will be much more likely interested in your JV offer as they are not flooded with them (yet).

7. Show them how you can help their clients and customers.

Give an example how your product or service compliments your potential JV partners own products or services. This way you help them to provide an even better service to their clients and customers.

This will also build trust that doing a JV with you will not only earn you and them money, but show that you are interested in helping them to look good in front of their own clients and customers.

8. Test your web copy and conversion rates and provide details.

By letting them know your conversion rate, they will know that sending traffic to your is not a bottomless pit. They can estimate how much they will be able to earn by doing a JV with you.

If you know e.g. that you will generate 1 sale out of every 70 targeted visitors your sales page gets, then let them know that you have a 1.4% conversion rate on targeted visitors.

Knowing all of the above, your next question might be... where do I find JV partners to contact?

Here is a list of resources in alphabetical order that will help you getting started:

- Anthony Blake Online - Entrepreneurial Success Forum:
<http://www.ablake.net/forum/>
- JV-Network: Free membership site to become a JV partner of

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top marketing experts or to post your own JV offers for a fee.
<http://add2it.com/see.pl?JVnetwork>

- jvAlert: Paid membership site to become a JV partner of top marketing experts, post your own JV offers and search their offers database.
<http://add2it.com/see.pl?jvAlert>
- jvAlert Member Forums:
<http://www.jvalert.com/forums/>
- JV Money Makers Forum:
<http://jvmoneymakers.com/forum/>
- Mark Hendricks's Inner Circle Marketing Forum: Free section to post and find JV offers
<http://www.hunteridge.com/forum/members/>
- Mark Hendricks's JVdeal maker Players Club Forum: Free section to post and find JV offers
<http://www.jvdeal maker.com/members/>
- Michael Green's "How To" Internet Marketing Forum:
<http://www.howtocorp.com/forum/>
- MikeFilsaime's Marketing Forum: Free section to post and find JV offers
<http://www.1sitemanager.com/forum/>
- Profit Messaging: Free membership site to find online contacts and post / find JV offers in their Public Channel.
<http://add2it.com/see.pl?PM>
- The Warrior Forum: Free section to post and find JV offers (Note: Before posting, first post helpful feedback in other sections of the forum)
<http://www.warriorforum.com/forum/>
- Warrior Discussion Forum: Free section to post and find JV offers (Note: Before posting, first post helpful feedback in other sections of the forum)
<http://www.warriordiscussion.com/forum/>

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

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

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

Reprint rights to this article are granted, as long as it is not modified and the resources plus signature remain unchanged.

How did you like the content of the second article?

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

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(Last issue: 33.3%)

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

(Last issue: 0.0%)

Last issue:

"How to pick free advertising methods that produce results"
by Frank Bauer

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5) Recommended By The Publisher:

Whenever I 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 using this contact form:
<http://www.add2it.com/contact.shtml>

Again... only if I 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: [Affiliate Classroom](http://add2it.com/see.pl?AC)
<http://add2it.com/see.pl?AC>

When I became an Affiliate Classroom member back in December 2004, I was curious if this could help my Add2it affiliates to earn even more for themselves and this way also for me.

After closely watching over the last weeks and months I believe that I found what I was looking for.

This 21 year old "kid", Anik Singal, has developed what may be the most amazing training program on the internet today...

Anik has his own system that he used to earn over \$10,466 in just 60 days of working about 1-2 hours a day. The best part is that he's now willing to give away the amazing information for free.

That's right, you can learn what he did for free!

Additionally, he has a STEP by STEP training program. He literally takes you by the hand and walks you through until you're making money.

He's just re-opened the program, and is actively looking for students. But, the best part is that the cost to join his training program is only \$1.00!

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Obviously, this is a limited time offer and I don't know how long this offer will be available, so I recommend visiting the site immediately.

After you sign-up to get his free course, read the immediate message he gives you, then he'll send you to the page that lets you join his STEP by STEP coaching program for only \$1.00.

If there is one program you want to join this year, it tops any coaching program on the net today.

Summary - I highly recommend to check out Affiliate Classroom at: <http://add2it.com/see.pl?AC>

This are the other products / services I am currently looking at in alphabetical order...

- 3x7: VoIP Audio/Video Conference System
<http://add2it.com/see.pl?3x7>
- 5PayChecks: Build 5 residual income checks with a one-time effort
<http://add2it.com/see.pl?5PayChecks>
- Ad Word Analyzer: Keyword Research Software Tool
<http://add2it.com/see.pl?AWA>
- Home-Income-Team: Multiple Program Promotion Tools
<http://add2it.com/see.pl?HIT>
- HotConference: VoIP Audio Conference System
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