

More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

Hi,

I would like to welcome you to the 98th issue of the "More4you Newsletter"!

Today is Sunday, the 1st of August, 2004.

The current number of subscribers is: 21,172

```
=====
More4you Newsletter ... more tips, training & tutorials
                                for webmasters & entrepreneurs.
-----
Everything you need to make your website & business a success!
*****
Issue 98 - August 01, 2004
*****
Published & edited by Frank Bauer
www.add2you.com
www.add2it.com & www.add2it.de
www.million-mall.com & 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) Editors Blurb
- 2) First Article:  
"Mini Site or Content-based Web Site?"  
by Herman Drost
- 3) The Question & Answers Section:  
"Website creation, building your online business and finding  
hard-working entrepreneurs"
- 4) Second Article:  
"3 Steps to Successfully Build a Team in any Program"  
by Frank Bauer
- 5) Recommended By The Publisher:  
"MyViralWebsite"
- 6) Newsletter Notes & Policies

```
=====
Please click here to download the PDF version of the
newsletter: http://www.add2it.com/news/issues/more4you-08-04.pdf
=====
```

[More4you Newsletter](#) ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

1) Editors Blurb:

Many people complain that the month of July is always kind of slow on the Internet. Last year I would have agreed, but this year I had hardly time to breath. :)

Not only has Add2it Mailman Pro 4.01 been released on the 25th of July with new MySQL support and unlimited fields per subscriber. Also Add2it MailResponder Pro 1.00 is close to be released.

All that's basically missing is just the upgrade routine, the manual and the web pages for it.

For those that don't remember from the last issue, Add2it MailResponder Pro 1.0 is a combination of Add2it Mailman Pro 4.01 and a MySQL version of Add2it AutoRespond Pro.

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

Talking of partners, Add2it.com has a brand new partner and now also offers Writing Services! Let me introduce to you... Larry Hall from Mt. View, CA / USA.

Larry is an accomplished marketing and technical writer. He can help you with all your writing needs. Please take a look at: <http://www.add2it.com/services/writing.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.

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

[More4you Newsletter](#) ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

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 winner is: Miklos Kovacs (mikloss6@\*\*\*.com)

2nd & 3rd Prize: Choice of the free 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: Jerome Pfeifer (pfeifer35@\*\*\*.com)  
Mark Hardin (gemini007\_1@\*\*\*\*\*.com)

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

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

The winners are: Russell Brunson (most sales)  
<http://add2it.com/ref/home/russbrun.shtml>  
Margaret Flanigan (most visitors)  
<http://add2it.com/ref/home/mmoconnor.shtml>

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

1th & 2th Prize: For one month your banner or text ad on all members index pages or choice of the Free 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: Luis Boaventura (most sales)  
<http://www.add2you.com/now/luis18.shtm>

More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

Tommie McNeill (most visitors)  
<http://www.add2you.com/now/tmack10.shtm>

Congratulations to all winners... :) Please contact me at  
news@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>

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>

=====

2) First Article:

-----  
"Mini Site or Content-based Web Site?"  
by Herman Drost  
-----

Are you in a dilemma whether to create a mini site or a content-based web site for your new product or service? The purpose of creating a web site should be to attract visitors and convert them to paying customers. Is a mini site with a few pages enough to do this or should you spend more time and create a content-based web site which contains many pages?

Let's look at some of the Pros and Cons:

Mini Sites

Pros

1. Easy to set up - you don't have to be a programmer these days to create a mini site. Web site templates or software allow most of the work to be done already.
2. Little time - you could create a mini site within one day if you have your entire content ready to go.
3. Laser focused on selling one product or service - a mini site can simply be one long sales page with an order button at the end.
4. No distractions - customers are distracted by other options on the web site. With no banners or links to other sites, the customer can be directed to purchase immediately.
5. Inexpensive to create - if you use a free hosting account (not recommended), you would just pay for registering a domain name. Paid hosting services for a mini site can be acquired for only \$30/year.

Cons

1. Difficult for search engines to spider - a web site containing many relevant pages of content will tend to rank higher in the search engines than a one page mini site.
2. Lacks pages of content - mini sites often lack in-depth information about their product or service.
3. Difficult to increase link popularity - getting links from other web sites increases your link popularity. Webmasters from other sites want to link to a web site which contains valuable information that expands their visitors experience.

4. Less traffic - less pages means fewer chances for people to find your site in the search engines, thereby limiting the amount of traffic your web site receives.

#### Content-based web sites

##### Pros

1. Search engine friendly - creating a content-based page for every targeted keyword will enable visitors to enter from numerous points within your site.
2. Easy to acquire links from other sites - webmasters want to link to web sites that will expand their visitors experience by providing more information (ie articles) or simplify their tasks (ie software).
3. Become an authority on your product or service - adding pages of content related to your product, helps people to make an informative decision before purchasing.
4. Lots of traffic - creating lots of keyword focused pages and acquiring incoming and outgoing links to and from other sites generates lots of free traffic.

##### Cons

1. Too many options - customers can become indecisive if their are too many options to choose from.
2. Too many links to other web sites - this may take visitors away from your site and not return. Ideally you want to keep them at your site.
3. Can be expensive to build - content-based sites can cost thousands of dollars to develop if you take into account the cost of graphics and/or hiring someone to build it for you.
4. Takes a lot of time to develop the web site - building content-based pages takes time. It may take several years to create hundreds of content-based pages.
5. Attracts "tire kickers" - visitors want to look around to glean free information but may never buy.

##### Conclusion:

Before you decide on what type of web site to develop, first think of the purpose of your site. If you just need a sales page and want to drive targeted traffic to your site using paid advertising (ie paid per click search engines, ezine ads) then a mini site could be sufficient.

If you plan on becoming an authority on your product or service

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004**

and want to attract lots of free search engine traffic, then a content-based web site will serve you better.

Alternatively, you may create a combination of the two ie begin with a mini site, leaving room to expand it to a larger content-based web site in the future.

--

Herman Drost is the Certified Internet Webmaster (CIW) owner and author of <http://www.iSiteBuild.com> Affordable Web Site Design and Web Hosting. 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>

-----

How did you like the content of the first article?

- Good: <http://add2it.com/go/to.pl?l=C1-Good>  
(Last issue: 41.67%)
- Ok: <http://add2it.com/go/to.pl?l=C1-Ok>  
(Last issue: 33.33%)
- Bad: <http://add2it.com/go/to.pl?l=C1-Bad>  
(Last issue: 25.00%)

Last issue:

"How To Build a Successful Reputation Online"  
by Herman Drost

=====

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 setting up and using autoresponders, finding merchant accounts and shopping carts and sources for graphics 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 website creation, building your online business and finding hard-working entrepreneurs.

The results of the survey:

-----

1. My biggest problem now is building the website, the WYSIWYG technique just doesn't seem to be exactly what I want. None of the templates that are offered are what I want. I do not want to get into learning all the tekky stuff. I really would like to build it myself, and not have it built by someone else. Isn't there a happy medium, that won't cost a lot?

(Question submitted by: Jean Liebl)

Mark Hendricks <mark@hunteridge.com> :

"Every aspiring internet business owner will want to learn

[More4you Newsletter](#) ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

basic HTML skills, even if it's using the WYSIWYG programs and being able to edit the HTML code just a little bit.

This will save you enormous amounts of time and money.

We you need something special done, then hire a web designer or web script writer to do the special assignment.

Do not get dependent on your webmaster to take care of things.

You will be frustrated time and time again.

Go to the major search engines and type in - learn html free.

Spend a 1/2 hour each day doing the lessons you'll find, and you're own your way."

Colin Mitchell < talking@tpg.com.au > :

"No. You have to learn what html code applies to each of the 'building blocks.' The only way to build your own 'front page' is to download other people's pages and pull them apart until only the section you want is on the screen. Then look at the code that applies to the effect you are wanting."

Larry Hall < rianun04@yahoo.com > :

"I have experienced the same thing. Ultimately, I think the two basic choices are 1) learning HTML fairly well 2) hiring someone at a fair price to build it. When I say 'fair', though, I don't mean inexpensive."

Sidney E. Dean < sedean@teammultimedia.com > :

"Jean -- WYSIWYG is usually translated as 'What You See Is What You Get'.

Unfortunately, WYSIWYG can also be translated as 'What You Spend Is What You Get'.

You infer that you want an individualized, sophisticated web presence, not a 'cookie-cutter' website that looks like thousands of other 'just add the text' websites.

Fact is, the free and low-cost solutions are cheap simply because the people who offer them re-cycle their work. Developing an individualized website takes a lot of effort -- and that is after the developer has put a lot of time,

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004**

effort, and often money into learning his craft.

If you are serious about developing a one-of-a-kind web presence, you will have to invest: either by hiring the services of a developer, or by purchasing a quality program such as Adobe GoLive and then learning how to use it."

Mike Dixon :

"Learning HTML so you can do it yourself is not nearly as hard as a lot of people think it is.

A search for html tutorial on Google yields 11,000,000 pages that deal with it.

I can tell you from my own experience that I was able to built my first page the same day I learned how to spell 'html'. ;-]

A couple sites I have used, and highly recommend are:

<http://www.w3schools.com/html/default.asp>  
<http://www.wdvl.com/>

Those two will probably help you as much, or more, than the other 10,999,998."

Gerry Humphrey <ghumphrey@marketfrontsoar.com> :

"FrontPage 2002 is much different than previous versions. You can go all WYSIWYG or HTML or a combo of the two. I often will grab an existing page or template and then run it thru the editor changing what I want or need. If you are running a Windows Based PC, I suggest that you look at a trial version."

Donna Sweat <donna@sosbbs.com> :

"Try NoteTab. It's free and yes, it is easy once you learn to do it. <http://www.notetab.com>"

Robert Nelson <nelson.robert@comcast.net> :

"Try 'Web Dummy'. <http://www.dummysoftware.com>  
15 day free trail, \$18.00 to purchase."

Ron Verbeek <verbeekron@netscape.net> :

"Take a look of this site <http://www.coffeecup.com/> and find what you need for building a site."

Sandra Nelson <webmaster@lactobacillusgg.com> :

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004**

"Try Cool Page. Easy WYSIWYG, quick learning curve, acceptable html results, not overly expensive, does what you need it to."

Steve Yakim <yakim1@comcast.net> :

"Learning HTML is not tekky stuff. It is not hard and can be learned in 4 to six weeks. If your going to build a business based on HTML, then you should learn the language.

You would not start a business in Japan, Spain, or France if you did not know the language. Your business would fail because you would not be able to communicate.

The same is true on the Internet. Invest in your business and yourself by learning at least learning enough HTML so you can edit and change your web pages."

Jerome Pfeifer Sr :

"I myself don't mind learning how to do things, even if there is some programs that are designed to help people out, some people are in a hurry to get going and will use cut and paste programs or programs that don't require you to know HTML, I use the HTMLKIT to build my own web site. It may take a little time to learn all there is to know, but the reward is greater with the knowledge learned. I use this:

<http://www.chami.com/html-kit> and <http://www.bizeasyguide.com> to create my website here: <http://jerpfeifer.com/home.html>

I am working on my links page and putting together the whole site on my computer and than putting the finished site up. Yes, it is a slow process, but I only started working on a computer a year ago. I knew nothing at the start. AND I DO MEAN NOTHING."

Vernon Williams :

"I have found that you can use Ace HTML 5 Freeware as an editor this allows you to put any type of website or template up. Using the WS\_Ftp seems to be one of the better ways to transfer up to the net."

Deborah Folsom <dfolsom@jetsbasictraining.com> :

"I used Yahoo site builder for my first one. I have had it about a year. I find the program easy to use. I will be adding a Powerpoint presentation and a way to enter a secure place to receive online training in my program."

Bill Bates <bill@billsplace.net> :

"If you have the Office 2000 Small Business Edition you can

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004**

use Publisher, which is included. I have build 6 websites with it and they are all doing fairly well, traffic wise.

There are a few extra things you must do to the finished product that Publisher produces but for starters it is great and virtually no learning curve required.

Once you start using it, you will learn how to improve upon anything you make."

Sheri Stuart <badpenny13@sbcglobal.net> :

"There are several great free html editors available, but the best I've found is HTML Kit, distributed at <http://www.chami.com/>. This editor is simple to use, allows you to make great pages without as lot of Techy know how, and has several free plugins available for other platforms as well as special projects."

Comments: I agree that if you don't want to hire somebody else to build your web site for you, that you have to learn to use a good WYSIWYG HTML Editor and / or learn to program in plain HTML code yourself.

When I got started back in 1996 I used Netscape Communicator and believed it was the best tool in the world... well, at least until I discovered Macromedia Dreamweaver. :)

I firmly believe that Dreamweaver is one of the best, if not the best tools available. It allows you to program with a WYSIWYG surface, a plain HTML code surface... or both together, what I always use as I like to get some things done fast via WYSIWYG and then if necessary fine tune the HTML code itself.

I know that Dreamweaver is one of the most expensive tools around, but it is simply great. That's why I would recommend to by a used copy at [www.ebay.com](http://www.ebay.com).

It doesn't have to be the newest version, even an older version will serve you greatly.

If you are absolutely sure that WYSIWYG is not what you like, then I also recommend NoteTab Pro. I use it several years already for HTML, Perl and all kinds of other tasks.

The best FTP software is in my opinion CuteFTP Pro.  
I even use it for HTML and Perl programming as it has  
a really cool code highlighting feature.

2. What's the most important part of building your online  
business if you have zilch money?  
(Question submitted by: Anne Lattimore)

Mark Hendricks <mark@hunteridge.com> :

"Determining what your niche market already wants to buy."

Mark Myszak :

"Education and money management skills. My first website was  
built on no money and About.com offered me \$250k after 4  
years of work."

Larry Hall <rianun04@yahoo.com> :

"Spending your time, but in an organized way. Picking a very  
small number of products or 'programs' to promote, and then  
promoting them consistently. More specifically, building the  
'list' to which you can sell to repeatedly. But building the  
list is where time and organization come in."

Sidney E. Dean <sedean@teammultimedia.com> :

"Anne -- Easy to answer, hard to implement. Marketing is the  
most vital part of your business. You can have the best  
product in the world, if you can't market effectively, you  
have nothing.

I don't know your line of business, so I can't be more  
precise than to say: figure out (a) what potential markets  
for your product are; (b) how these markets can be approached  
via e-mail marketing, search-engine optimized web-sites,  
affiliate programs, third-party-vendors, or word-of-mouth  
marketing."

Lewis Leake <lleake@emailcash.com> :

"I'm assuming that you already have a business product or  
service set up on the web. If that is the case then you need  
targeted traffic so that hopefully you can make some sales.

If you don't have any money then you are going to have to  
rely on free search engine traffic, start exchanges, click  
thru ads, free ezine ads, etc."

[More4you Newsletter](#) ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

Mike Dixon :

"Don't look for products to sell. Look for a market. Find a need and then fill it.

Visit forums and read what people are talking about. Identify trends and problems and find a way to capitalize on it.

Think 'Niche!'"

Gerry Humphrey <ghumphrey@marketfrontsoar.com> :

"Networking.

I suggest focusing on building your email list by using a few techniques that will take time, but virtually no money.

- 1) TrafficSwarm - make it your home page and get a few people coming to your site via that method. Cheap traffic. Doesn't convert as well as targeted traffic, but you can use it to build traffic at no cost.
- 2) Opt In List on your site. Get the people that are stopping by to join your site.
- 3) Forums - If you cannot afford Russell Brunson's ForumFortunes (it isn't THAT expensive) at least visit the forums and get involved. Do not try for the hard sell, just be yourself, have a nice signature file with a link to your site. Become the expert.

All 3 of these work together to help you build your list which is worth its number in gold!"

Donna Sweat <donna@sosbbs.com> :

"Mentors! Find a few good mentors to help you grow!"

Robert Nelson <nelson.robert@comcast.net> :

"Getting eyeballs (Translation = getting people to view your site) Since you have 'Zilch' money this will involve using keywords to target your niche."

Sandra Nelson <webmaster@lactobacillusgg.com> :

"Finding a product you really believe in that you can match with a fair sized niche market. So many products are junk and you want your debut to be something you won't mind having associated with your name for years to come as your business builds. Everything else after that will fall in line with a

bit of work."

Steve Yakim <yakim1@comcast.net> :

"The most important part about building an Internet business whether you have money or not is to build online relationships. Two of the best ways to do this is to start your own newsletter and do joint ventures.

These are two of the greatest ways to build relationships.

Another important strategy to start immediately is linking. It does not cost much and is very easy to learn. It is just a methodical thing you can do 1 hour a day for a couple of months to dramatically increase your search engine ranks."

Bill Bates <bill@billsplace.net> :

"Building traffic. I used all the traffic exchange programs I could to get people to the site. If the site is interesting and get the visitors attention within the first 5 seconds, you stand a chance to have the visitor pause the browser and take a look at your site."

Sheri Stuart <badpenny13@sbcglobal.net> :

"First of all, you have to have a good website. A simple page with very few flashy graphics is most desired since the pages will load faster, and won't distract your visitors from your business. You don't have to spent a lot of money doing this. There are several good hosting companies out there. Many are free, the best of which in my opinion being freewebs.com and iPowerhosts.com. Neither utilize the popups that most free hosting companies provide, and have all the page building features of a paid host. If you wish to go the extra mile and spend a little, WWKiosk.com provides good value for the money you spend, as it provides the tools to promote your site in the hosting package. And a free domain name can be obtained at [www.dot.tk.com](http://www.dot.tk.com).

You have to get the word out. This needs to be done both online and offline.

There are thousands of free classified sites online, and you can submit your website to most of the major search engines for free. They will in turn 'spider your site', which means they will search for mention of it on the web. So join a few forums, put a signature file (a short little ad) for your site in each one, and post to a topic, or reply to one. These entries get massive FREE exposure to your website.

[More4you Newsletter](#) ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

Safelists are good resources as well, but remember that most of us delete the messages immediately, although a good headline will prompt me to open a message. Also, Credit based safelists give you credits in each message, so those messages are more likely to be read, since you have to replace your credits somehow.

I'm a little ambivalent about traffic exchanges, as so many have become auto exchanges, and a new one pops up everyday. Start by using the well known ones, such as webmasterquest and topsurfer, as they actually give you good exposure to a large base of users.

By all means, utilize offline promotions, as well. Post an ad on the bulletin board at your local supermarket or laundromat, post signs in a high traffic area, tell your friends and co-workers, place a classified ad in your neighborhood shopping newspaper. Most have a low-cost or free ad day.

When building your website, be sure your meta tags include a good description as well as several keywords and their variations, as this will allow search engines to detect your site even if you haven't submitted to them.

One note of importance. You will need at least 4 email addresses for your site, one for customer feedback, one for return mail from posting ads and site submissions, one for customer support functions, and one for business maintenance concerns. A large mailbox is best. Use Yahoo for customer usage, but for your other business needs, use another service such as moomia.com, since Yahoo is banned from a lot of the safelist and site submission databases.

The most important thing to remember is that if nobody knows about you, no one will see your products. So even if you spend little or no money, you will have to put in a fair amount of time promoting your business to make money with it. There are probably several things I have forgotten, but a little research will provide you with more tips."

Comments: Great feedback everybody! I can't add much more than to give a resource list that contains many promotion tools... some that cost money, but most that are free at:

<http://add2it.com/ref/go.pl?l=recommended.shtml>

3. Where do you find entrepreneurs who are willing to put in some "sweat equity"? Too many are looking for "get rich quick" and when you offer them an opportunity to really make money they would rather chase after a scam instead because it sounds easier and more money is being offered. My company BeautifulCustomHomes.com is expanding nationwide and our biggest problem is finding people to recruit realtors. No one pays as well as we do but we simply can't find the right people. Any ideas?

(Question submitted by: Storm)

Mark Hendricks <mark@hunteridge.com> :

"Take out classified ads in local area newspapers (of the area you are targeting) on Sunday for sales position:

\$50K to \$250K for sales professional wanting to accept the challenge. Local sales, no travel. Call 1-800-555-5555 now."

Mark Myszak :

"Maybe you could ask a realtor what type of business person they normally interact with. Contact some of those and make a pitch that your offer would enhance their income with little effort.

Perhaps Title companies, Independent Insurance agents, Home Inspection Guys and the like."

Mike Dixon <webmaster@insaneinternetincome.com> :

"As the late Marlon Brando said in 'The Godfather', make them an offer they can't refuse.

Everyone says it, so it must be true; stress the benefits they will receive by becoming an associate and not the features of the Beautiful Custom Homes.

Your first sentence tells how happy you are I'm visiting you. Who cares. Make ME happy to be visiting you. It's all about me, not you. I mean this in the kindest way. Think 'you' (meaning 'me') and not 'me' (meaning 'you') in your copy. You would be surprise at how many people will click away after reading that first sentence."

[More4you Newsletter](#) ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

Gerry Humphrey <ghumphrey@marketfrontsoar.com> :

"First off, I could not visit the site so I am not sure of what exactly is being offered. From the image that I could see of the homepage, it didn't look very professional (on the level of a Realtor.com or other major realty company.) Also, it has only been registered since April 2004 so it looks like the company doesn't have a lot of experience.

You need to SELL your site properly to find those people who want to get on board. Since I have a site that caters to realtors, I would be a good target. I might want to either place a link on my site or when I speak with realtors also mention about your program.

You competitors are probably your biggest asset in a joint venture."

Robert Nelson <nelson.robert@comcast.net> :

"Why try to recruit realtors? Use affiliates."

Sandra Nelson <webmaster@lactobacillusgg.com> :

"Have you tried listing your affiliate program with the big affiliate houses like CJ? Have you applied the same techniques to your recruitment blurb as you do to your advertising? That is, do you promote the benefits of being associated with your company to the prospective affiliates and appeal to their needs and desires instead of your own?"

Steve Yakim <yakim1@comcast.net> :

"I think I would start contacting online realtors to see if they would joint venture with you. Most online realtors probably have brick and mortar businesses also.

You may find realtors in the locations you need.

Go to your list and ask for people interested in working with you as a recruiting manager. You could give them the leads or you could have them do the searches. They would make the commissions."

Sheri Stuart <badpenny13@sbcglobal.net> :

"Not knowing what methods you are currently using, I can only say that you could advertise on the many job banks on the web, such as hot jobs, monster, and careerbuilder. I myself am baffled by the 'scam' chasers, so I can't for the life of me understand how a serious entrepreneur would rather join a 'randomizer' or some such than a legitimate business

opportunity. Have you tried advertising in Marketplace ads in your local shopping newspapers? You could also draft a special page especially for opportunity seekers and circulate it in some of the better traffic exchanges, such as TrafficSwarm or Adlandpro, as they have category based surfing, so you could target your campaign to a specific group. Since you have a specialized business, you would want targeted promotion to get the most effective exposure."

Comments: One additional advice I would like to give is to not hide behind your web site.

I noticed on your site that you don't provide an address, phone number, fax number or chat ID that you could be contacted at.

Somebody that is serious about building a n income with your business will surely want to know as much as possible about the business, before making an educated decision.

So... don't hide, be open. And also don't use just "Storm" in your communication! :)

4. Are you a subscriber of the More4you newsletter?

Yes - 76.0%  
No - 12.0%  
Don't know - 12.0%

-----

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

Good: <http://add2it.com/go/to.pl?l=C4-Good>  
(Last issue: 50.0%)  
Ok: <http://add2it.com/go/to.pl?l=C4-Ok>  
(Last issue: 25.0%)  
Bad: <http://add2it.com/go/to.pl?l=C4-Bad>  
(Last issue: 25.0%)

Last issue:

"What products to sell, getting people to your website and web hosts"

=====  
4) Second Article:

-----  
"3 Steps to Successfully Build a Team in any Program"  
by Frank Bauer  
-----

Any x by y matrix plan has one big risk... but also one big advantage.

The biggest risk: People in your downline might think they don't have to promote and just wait for your spillover.

The biggest advantage: Still, it's a great way to build a deep team quick... if you and the people in your team understand that they shouldn't just sit and wait for it to happen.

The following 3 steps you need to follow and teach to build a successful team:

1. Find 2 people... It doesn't really matter if it's e.g. a 2x15 forced matrix or wider. If the matrix is wider than 2, or even unlimited wide, I recommend to start with 2 and then go wider when your team has been fully build at least 4 levels deep.
2. Next build a relationship with them, teach them this 3 easy steps and motivate them until they find 2 people on their own.
3. Then motivate your 2 people to motivate their 2 people to also find 2 people ... etc.

I believe this is a much better way to build a successful team. And not to mass promote and hope that a few in the masses you sponsor build a team on their own... but instead motivate to motivate to build the team... all the way down.

If you mass promote... you might be able to initially build a big downline... but since there will be no relationship, it will fall apart fast as well.

If you or somebody in your team has a big list of people to email to, then you or those people could send a message to all, telling them that you are looking for 2 leaders only. Ask them to email you back and tell you "why" you should choose them.

Then pick the 2 best ones... and move one with step 2 above.

Also if a downline member is struggling... and no matter how hard he or she tries, he or she is not able to find two on their own... e.g. due to lack of people he or she knows... then you could do such a mailing on their behalf.

The primary approach that works best is to talk via chat first with the people you know already. Those, that we already have a relationship with.

If that doesn't generate your 2 leaders... then you could use the mailing approach looking for two leaders as I described before.

But what should you tell people during the chat or in the email message you write to find your two leaders?

This is the point where you need to do your homework. Look very closely at the program for which you want to build a successful team for. Answer yourself the following questions:

1. What is the product or service that this program sells?
2. What main benefits does the product or service provide the customer with?
3. What makes the product or service better than those offered by the competition?
4. How much does the product or service cost?
5. How does the products compensation plan work?
6. What is necessary to break even and get into profit?

You noticed that I mentioned everything related to money at the end? Yes, I did order the above list by priority on purpose.

When you answer yourself those questions, keep always in mind to answer to most elementary question everybody has... which is:

What is in it for me? Also often called WIIFM. Once you learn to answer that question, you will be easily able to find your two leaders.

BTW... there is a shortcut to your homework assignment. :)

Ask your sponsor to answer the six questions above... then check and confirm those answers are accurate and match your own opinion about the program. This can save you time and strengthen the relationship with your own sponsor as you work with him together

to answer them.

Tip: There are millions of programs out there on the net and many people, including me, fall easily prey to start joining too many at once. The grass always seems to look greener on the other side. ;)

I live now by the following rule... Earn with two programs (meaning: be in profit) before you even consider to join one new one. And I recommend that you too do that.

--

Frank Bauer is the owner of Add2it.com - Scripts & Services for your Web Business and the publisher of the More4you Newsletter. To see how he can help you, visit: <http://add2it.com/about.shtml>

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

--

Frank Bauer is the owner of Add2it.com - Scripts & Services for your Web Business and the publisher of the More4you Newsletter. To see how he can help you, visit: <http://add2it.com/about.shtml>

Reprint rights to this article are granted, as long as it is not modified and the resources plus signature remain unchanged. Add2it.com affiliates may use their own affiliate links.

-----

How did you like the content of the second article?

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

(Last issue: 36.36%)

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

(Last issue: 27.28%)

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

(Last issue: 36.36%)

Last issue:

"10 Killer Ways To Multiply Your Sales"  
by Frank Bauer

=====

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

Mike Filsaime has created a great viral tool that I personally like to use and feel very good about recommending to you.

He has taken the BEST viral marketing tools currently available and put them all together into one mega tool.

You can use this tool to promote "2 sites" with "1 link" and build an opt-in email list while protecting your affiliate commissions from being "stolen" at the same time.

Some of the points to consider are...

- It's a 100% free service
- You use 1 link to promote 2 sites
- It allows you to double even triple your affiliate sales and commissions
- It's very fast to setup, it took me only a couple of minutes
- Not only do you prevent using ugly affiliate URLs to promote, but you cloak those links and protect your commission at the same time

[More4you Newsletter](#) ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

- You can promote several additional affiliate programs of your choice while promoting your main program
- You build an opt-in membership that you can mail to for free
- You do not have to change one thing about the way you market your sites. You can simply use your cloaked links that people want to click on instead
- You don't have to have a website, you can use this even if you only promote other peoples programs

What I like a lot is that this tool makes it so much easier to promote multiple programs at once. These are already build in:

- Don't Touch My Ads
- My Viral Ads
- Site-By-Design
- AffiliatePowerAds

Plus, as a free member you can add 2 additional programs of your choice, can cloak 2 links and build an email downline 5 levels deep that you can email once per week.

Additionally to the free membership, MyViralWebsite offers optionally two paid membership types for a one-time payment...

For a one-time fee of \$47 you get:

- You get 8 individual link cloakers
- You can add your choice of 5 affiliate links
- You build an email downline 10 level deep
- You can email your downline 2 times a week
- Your Clickbank affiliate ID will be added to all Clickbank links in the Online Marketplace

And for a one-time fee of \$97 (I got this package) you get:

- You get 25 individual link cloakers (you actually get 26)

More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

- You can add your choice of 10 affiliate links
- You build an email downline 20 level deep
- You can email your downline 3 times a week
- Your Clickbank affiliate ID will be added to all Clickbank links in the Online Marketplace

So, if you aren't already at least a free member you should definitely check this out right away. Even the free membership has a great value!

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

-----

How did you like the content of the recommended section?

- Good: <http://add2it.com/go/to.pl?l=C5-Good>  
(Last issue: 55.56%)  
Ok: <http://add2it.com/go/to.pl?l=C5-Ok>  
(Last issue: 22.22%)  
Bad: <http://add2it.com/go/to.pl?l=C5-Bad>  
(Last issue: 22.22%)

Last issue:

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

=====

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004**

6) 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://add2it.com/see.pl?brander> and use it to customize many of the links to Add2it.com & Add2you.com within the PDF version of the newsletter with YOUR OWN Add2it Affiliate ID and / or Add2you Members ID.

When you pass it now around as a freebie or gift to other people... you can earn commissions!

- b) Privacy statement: Your name and email address will never be traded or sold with any third party.
- c) To subscribe to the "More4you Newsletter" visit:  
<http://www.add2it.com/news/>  
or send an email to: [<mailto:subscribe@add2it.com>](mailto:subscribe@add2it.com)
- d) When you subscribed you supplied the following data:  
First name:  
Last name:  
Email address:  
To edit your name, please visit:  
<http://www.add2it.com/mmp/ed.cgi?m4u=email>  
(Replace email with your email address)
- e) To unsubscribe from this free newsletter please click here:  
<http://www.add2it.com/mmp/unsub.cgi?m4u=email>  
(Replace email with your email address)  
or send an email to: [<mailto:unsubscribe@add2it.com>](mailto:unsubscribe@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.

**More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004**

- 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 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>](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>](mailto:franks-choice@add2it.com)
- l) If you would like to cross link your web-page to "Frank Bauer's Million-\$-Mall" @ <http://www.million-mall.com> to increase our Web-Traffic please read the instructions on my web page at: <http://add2it.com/see.pl?m4u-crosslink>

=====  
More4you Newsletter <http://www.add2it.com/news/>  
Publisher & Editor: [<mailto:news@add2it.com>](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 1,000+ search engines, directories and to 500,000+ link pages... Guaranteed! <http://add2it.com/see.pl?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://add2you.com>

More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 98 - August 01, 2004

=====  
Scripts & Service for Your Web Business <http://www.add2it.com>  
=====

(C)2004 by Frank Bauer (except as noted)

=====  
Information is power. Subscribe FREE now to the net's most  
sought after marketing, business and general information ezines.

Receive 5 powerful MUST HAVE bonuses!

<http://www.webprotimes.com/gengroup/index.php>

Do You Want or Need TARGETED Traffic To Your Site?

Do you want a proven system that's being used by  
over 160,000 people for two years? Do you want the  
process to be automated, viral and best of all,  
FREE! If yes to any of the above, please go to:

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