

More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 110 - August 01, 2005

Hi,

I would like to welcome you to the 110th issue of the "More4you Newsletter"!

Today is Monday, the 1st of August, 2005.

The current number of subscribers is: 60,557

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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 110 - August 01, 2005
*****
Published & edited since 1996 by Frank Bauer
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www.add2you.com | www.jvleads.com | www.million-mall.com
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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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1) Editors Blurb:

During the last couple of months there have been times when I noticed that some customers either never received my replies to their support emails or I didn't receive their support request emails in the first place.

Now I have a solution in place that helps me to provide support independent from email deliverability... the Add2it Helpdesk.

If you ever had a problem reaching me, check out the new Add2it Helpdesk at: <http://add2it.com/helpdesk/>

At the above URL you can also see where I am heading towards with the way Add2it.com is setup. Away from the one huge site design and towards a separate mini-site for each product.

How do you like it? What do you like better in the new setup and what with the old one? While you are at the Helpdesk I would love to hear your feedback. :)

On another subject, are you fluent in a second language besides English? If you are also fluent in Chinese, Japanese, Spanish, French, Korean, Italian, Portuguese or Dutch and you are interested to partner with me or get a free software script copy for a translation, please contact me:

<http://www.add2it.com/contact.shtml>

Quick update on the Add2you Doubler project:

Since the 14th of November 2004, our 790 members have been paid \$10,405 in bonuses and commissions. Besides that 1,055,249 banners and 685,848 text ads of our members have been displayed and received thousands of clicks.

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

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

Last months promotion & survey entries giveaway winners:  
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1st Prize: Free copy of Add2it PostIt Pro software tool (\$27

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value) + Coupon for \$25\* off your next Add2it.com  
Scripts & Services order (Total Value: \$52).

The winner is: Karen Crosiar (karwerkz@\*\*\*\*\*.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: Liz Shaw (coachliz@\*\*\*\*\*.com)

Last months Add2it & Add2you giveaway winners:  
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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 - Yeoh Cheu Lee  
<http://add2it.com/ref/home/reneyeoh.shtml>  
Add2you - Bendang Inba  
<http://www.add2you.com/now/Bend05.shtm>

Congratulations to all winners... :) Please leave a ticket at  
<http://add2it.com/helpdesk/> for complete details on how to  
obtain your prize.

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.'

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Napoleon Hill, Think & Grow Rich

To your success,

Frank Bauer

<http://www.frankbauer.name>

Publisher & Editor of the "More4you Newsletter"

<http://www.more4you.ws>

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Sponsor Of This Newsletter Issue:

Wanna Learn the Secret of Creating Passive Income Online  
From a man who made \$3,244,842.32 on the Internet in Only 27  
months?

See How Free ==> <http://www.hypertracker.com/go/daegan/More4You/>

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2) First Article:

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"4 Tricks For Lightning Fast Indexing..."  
by Anik Singal  
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The biggest problem that most are running into seems to do with getting INTO the search engines. Rankings aside, you need to first get them to index you. Here are the four main ways to assure yourself fast indexing:

Indexing Tip #1:

Never launch a new site with a lot of back links. Build natural links over weeks and months.

Let's face it, there is no guaranteed method of getting indexed by Google fast, and buying links from high-ranking sites does not guarantee anything either.

The most immediate red flag you should watch out for is your number of incoming links. According to Google, it takes time to get link popularity and sites should not have more than 100 incoming links.

It's okay to launch with a quality link or two. But beyond that, you are pushing it!

Here is the scoop! It takes 30-45 days for Google to deep index new sites. Instead of sitting around during "sandbox" time, use that period to build a strong set of natural back-links with a variety of sites.

Indexing Tip #2:

Register your domain name at least four months before you plan to launch the site.

No I am not kidding! Whether you agree with it or not, history shows that Google takes older URLs far more seriously than newer ones. So register your domain name as soon as you plan on developing a site.

Indexing Tip #3:

Blog and ping carefully.

Blogging & pinging is one of the fastest ways to get into the Yahoo index - it can literally get you into Yahoo overnight helps with MSN as well.

Will blogging and pinging help get you into Google? Maybe. But over-pinging can set off red flags on the ping servers, and if you're using automated blogging software, overdoing it can cause Blogger.com and other services to shut down your blog.

Blogging and pinging intelligently can get your blog indexed in Yahoo quickly, but ping carefully.

Does Yahoo de-index junk blogs? Absolutely. Especially since the creation of all this software, the search engines are watching closely for red flags (use software wisely).

So what can you do about Yahoo Search? Not much... You can be smart about blogging and pinging or even better, you can create real (not by software) blogs. You still have to be careful with pinging though.

In the end, blogging and pinging should be part of every beginner's indexing strategy.

Indexing Tip #4:

If you build bulk directory/portal sites - keep them in the 200-300 page range.

We know it's such a blast to build those monster 1000-5000 page sites, even with growing evidence of Google bots' tendencies to stall after indexing the first 200 pages or so...

So if you're into blasting out those gigantic directories and sick of waiting months for them to get indexed, experiment with building smaller sites around more targeted niches.

In a nutshell: Divide those mega-keyword lists, spend a little time grouping your sub-lists, and build smaller sites.

All in all, the best way to get indexed, stay indexed and eventually get ranked is to recruit incoming link partners. See, blogging and pinging could be gone tomorrow. But, linking

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is an integral part of how the internet works it will never go away.

Concentrate on building sites and recruiting links the links get you indexed, ranked and even bring you free traffic from those who click the links!

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This article is written by Anik Singal, founder of AffiliateClassroom.com. Anik Singal has developed his own affiliate system that helped him earn well over \$10,000 in just 60 days. Now, he's looking for a few students to train one step at a time.

Sign up for a FREE course and find out more:

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

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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: 66.67%)

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

(Last issue: 16.67%)

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

(Last issue: 16.66%)

Last issue:

"10 Secrets Of The Super-Affiliate Mindset"  
by Anik Singal

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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:

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

Please be so kind and answer a short survey in regard to profitable JV's and how to successfully make money / attract visitors at:

<http://www.add2it.com/news/more4you-survey.shtml>

The result will be published in the next issue.

You have an interesting question you would like answered?

Please submit it also at:

<http://www.add2it.com/news/more4you-survey.shtml>

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The question of the last issue:

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Last issue I asked you to answer a short survey in regard to solution to success and getting visitors without spending a fortune.

The results of the survey:

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1. Did Bill Gates do it alone? Did Donald Trump achieved success without others? Do you think you can? I know I can't! What's your solution?  
(Question submitted by: JoAnn Groover)

Judith Bamford <judith@jlbambi.com> :

"No, I can't 'do it alone', and I know these two big names didn't either. We have so many opportunities on the net to form relationships, alliances and communities that we have a distinct advantage over the 'offline' world. My solution is to join communities through membership sites, forums etc. and

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take the time to get to know and build relationships within those communities. This has proven invaluable to me in my business building."

Wilson Cowden <wilson@money24seven.com> :

"Never give up - always be prepared to learn from your mistakes and take advice from others. Be like the late Corey Rudl and read all the market news you can get your hands on."

Liz Shaw <[www.wingstosoaroverstorms.com/ContactCoachLiz.shtml](http://www.wingstosoaroverstorms.com/ContactCoachLiz.shtml)> :

"Participating in a mastermind group has been very beneficial for me. I have 2 groups - one is with people in my own industry, but in different sectors of it. The other is with people in different industries. Lots of opportunity for new insights as well as some surprising JV opportunities."

Gregory Bendickson <accounts@wynpublishing.com> :

"Finding a quality (not quantity) small group of like minded people to work together with."

Comments: In a group with like minded people any goal is much easier to achieve. But where can you find like minded people on the net?

On forums and messages boards that match your interest. You can find them easily using a search engine like [www.Google.com](http://www.Google.com) and searching for e.g. Internet Marketing Forum

In this places you can simply meet those people while answering other peoples questions, giving feedback or asking your own questions.

From there you can move on more personal communication tools like chat or VoIP calls.

To be reachable via chat (MSN, Yahoo & ICQ), I use a free software called Gaim.  
<http://gaim.sourceforge.net>

To talk to people worldwide for free I use Skype.  
<http://www.skype.com>

The bigger your buddy lists in both programs get, the better for you. :)

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Another neat system I use for this purpose and that I can highly recommend is Profit Messaging.

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

2. How can I get visitors without spending a fortune?  
(Question submitted by: Shirley Grant)

Judith Bamford <judith@jlbambi.com> :

"Getting visitors is a numbers game. Without money to leverage, I have had to use time as my leverage. The more people you can get to see your offer, the greater the chance of it actually being seen. A recent example: approx 10,000 targeted; 375 actual clicks, 4 leads generated; 1 one buyer and 3 hot leads to follow up. This fits in with conversion figures I have read elsewhere. All done free, but taking quite a lot of time."

Wilson Cowden <wilson@money24seven.com> :

"One easy solution simply join <http://simple-sponsoring.com>"

Karen Crosiar <karwerkz@yahoo.com> :

"Use safelists and autosurf programs."

Liz Shaw <[www.wingstosoaroverstorms.com/ContactCoachLiz.shtml](http://www.wingstosoaroverstorms.com/ContactCoachLiz.shtml)> :

"Write articles that are truly helpful and get them out on the net in article archives. Include information on your web site and subscribing to your mailing list in your resource box."

Gregory Bendickson <accounts@wynpublishing.com> :

"Submitting articles, personally inviting feedback from people and running an affiliate program, viral ebooks are also good."

Comments: Writing articles is not a short term solution to getting tons of visitors, but a very cheap and very rewarding long term solution.

Another one that can even earn you money are traffic exchanges like Paid Autosurf programs.

Instead of repeating everything here, let me point out two of my articles for your reference...

"10 Benefits Of Submitting Your Articles To Ezines"

and "The whole truth about Paid Autosurf programs"

You can find those two articles and others at:  
<http://www.add2it.com/news/articles/>

3. Are you a subscriber of the More4you newsletter?

Yes - 62.50%  
No - 12.50%  
Don't know - 25.00%

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

Good: <http://add2it.com/go/to.pl?l=C4-Good>  
(Last issue: 60.00%)  
Ok: <http://add2it.com/go/to.pl?l=C4-Ok>  
(Last issue: 20.00%)  
Bad: <http://add2it.com/go/to.pl?l=C4-Bad>  
(Last issue: 20.00%)

Last issue:

"Staying focussed, grabbing people's attention and having a  
list of loyal subscribers"

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4) Second Article:

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"A Little Common Sense"  
by Bob Osgoodby  
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Identifying your target market is one of the things you should have learned in Marketing 101, no matter what school you attended. Many of us attended the "School of Hard Knocks", and learned that a little common sense goes a long way.

Now let's think a little. Would it pay you to advertise sporting goods to people in a nursing home? How about advertising a local fence installation company on National TV?

Why is the answer to both of the above no? Simple - their ads don't match their target market. Your target market should consist of people who not only need your product or service, but also have the wherewithal to pay for it.

Does the Internet have this same requirement? Sure - while the Internet is worldwide and covers most of the globe, it is probably more important to find your target market there than anyplace else.

Most places you might advertise in don't have detailed demographics on their visitors or readers. Some companies are trying to get this information, but it is a long uphill battle as most people are unwilling to give out personal information on the web.

This is one instance where you have to use some common sense. While you may not have detailed demographics available, there are some things you can do to sharpen the focus a bit. If you were selling a health product geared toward older people, you can automatically rule out the "kiddie sites" or ones that appeal to a young crowd such as the sites where you download free music.

Web Sites or Newsletters that specialize in humor are normally a "no-no" as the grind of getting two or three jokes out a day, will guarantee that they will publish some that will offend somebody. It is also one of the least targeted. Don't get me wrong here. Humor has its place as long as it is in good taste, is not offensive, and is part of a publication that reaches a specific group.

So, using some common sense, you identify either some web sites where you can place an ad, or a newsletter that appears to cater to your potential client base.

The next step is tracking your results. This is where many budding entrepreneurs miss the boat. There are a number of ways to track where your inquiries are coming from. Probably the easiest is to give an email address, which is unique to that ad. If you have your own domain, you most likely have unlimited aliases that all come to the same email address. AOL gives you multiple email addresses, and if all else fails, get yourself a supply of free email addresses.

You can also use the web to help in your tracking. Designing a unique form, which sends you an email for each ad someone responds to, is not an overwhelming task. You can build a keyword right into the form, that the person filling it out will never see, that lets you know exactly where they saw the ad.

Newsletters are a good choice. If a newsletter has been around for awhile, and has a decent number of subscribers, they are doing something right. If your ad is not pulling, odds are either you are in the wrong target market, or have a poorly written ad.

The first mistake someone might make is confusing subscribers with potential customers. One newsletter with 500,000 subscribers may produce minimal results, while another with only a thousand or so, may produce a lot. Here is where you have to determine if the newsletter you are considering is reaching your target market.

Many people will throw together a "crummy" ad, and then blame the vehicle they use to advertise it when it doesn't work. If it is reaching your target market, and you have a decent product or service, which is affordable to those you are trying to reach, you will do business. Maybe the "School of Hard Knocks" isn't so bad after all.

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Did you know that subscribers to Bob Osgoodby's Free Ezine the "Tip of the Day" get a Free Ad for their Business at his Web Site? Great Business and Computer Tips - Monday. Wednesday. And Friday. Instructions on how to place an ad are in the Newsletter.

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Subscribe at: <http://adv-marketing.com/business/subscribe2.htm>

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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: 50.00%)

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

(Last issue: 25.00%)

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

(Last issue: 25.00%)

Last issue:

"The whole truth about Paid Autosurf programs"  
by Frank Bauer

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5) Recommended By The Publisher:

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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: Home-Income-Team  
<http://add2it.com/see.pl?HIT>

Today I wanted to share with you a downline builder program developed by Michael Cobb, a good mate and marketer from southern Australia.

The program is called Home-Income-Team (H-I-T). I joined and started checking it out in February 2005.

Since February I have grown my downline in H-I-T to 141 members. And that simply by following Michael's step-by-step easy to follow instructions in the back office area of H-I-T.

H-I-T contains the usual traffic exchange and income opportunity programs you'd expect to find from such a program, but what sets it apart is the ease with which the program is presented.

Particularly if you have not used a downline builder before, you will appreciate the step-by-step approach it offers to new members in helping them to setup their account, understand how the program works, and begin promoting it.

That fact alone makes H-I-T great as you will not have to teach everybody in your downline how to build their team (unless you choose to do so).

To join H-I-T for free, you have to be a member of one of their

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premium opportunities. Those are: Global Domains International, 5PayChecks, Empowerism, Juvio and EN101. And it's ok if you are already a member before you join H-I-T.

If you are not yet a member of any of those programs, I recommend to get started with Global Domains International's (GDI) 7 days free trial. You will find the link to GDI on the H-I-T site.

After the free trial period of GDI, it is in my opinion the best of the 5 programs and with only \$10 the most affordable one that offers the best product... your own .ws domain plus hosting.

Back to H-I-T... H-I-T is a complete home business marketing and downline building system. The H-I-T Online Marketing System is designed to help you grow your business, no matter what program or product or service you are currently promoting.

H-I-T will teach you, step-by-step how to effectively grow your own valuable email / contact list. And you will learn how to communicate with these prospective clients / customers effectively.

You will get immediate access to all the programs and opportunities, the downline building system and all the training, tools and resources.

Summary - I highly recommend to check out Home-Income-Team  
<http://add2it.com/see.pl?HIT>

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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>
- GreenZap: A new payment processor and competitor to PayPal

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that gives away \$25 web cash for joining.

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

- InstantVideoGenerator: Streaming Video System  
<http://add2it.com/see.pl?InstantVideo>
- Internet Success Club: Gets you up and running with your own  
Internet business, in just minutes and with NO out of pocket  
expense.  
<http://add2it.com/see.pl?ISC>
- JV-Network: Free JV Network for Internet Marketers  
<http://add2it.com/see.pl?JVnetwork>
- TheListMachine: List building with a twist to double your  
efforts  
<http://add2it.com/see.pl?TheListMachine>
- World Downline: Multiple Program Promotion  
<http://add2it.com/see.pl?WD>

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How did you like the content of the recommended section?

- Good: <http://add2it.com/go/to.pl?l=C5-Good>  
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(Last issue: 33.33%)
- Bad: <http://add2it.com/go/to.pl?l=C5-Bad>  
(Last issue: 33.33%)

Last issue:

Global Domains International - <http://add2it.com/see.pl?GDI>

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6) Newsletter Notes & Policies:

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- 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.more4you.ws>  
or send an email to: [<mailto:subscribe@add2it.com>](mailto:subscribe@add2it.com)
- d) When you subscribed you supplied the following data:  
First name:  
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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:  
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- 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.

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- 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)

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