

More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 111 - September 01, 2005

Hi,

I would like to welcome you to the 111th issue of the "More4you Newsletter"!

Today is Thursday, the 1st of September, 2005.

The current number of subscribers is: 58,734

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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 111 - September 01, 2005
*****
Published & edited since 1996 by Frank Bauer
www.add2it.com | www.more4you.ws | www.frankbauer.name
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
newsletter: http://www.add2it.com/news/issues/more4you-09-05.pdf
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1) Editors Blurb:

The new Add2it Helpdesk at <http://add2it.com/helpdesk/> is a great help and is being used frequently.

If you have use for such a tool on your own site and need help getting it installed, I can help you. All your server needs to be have is PHP and MySQL support and I can install it for you at a flat rate of only \$25.

Interested? You can place your installation service order at:
<http://www.add2it.com/services/order.shtml>

At <http://add2it.com/helpdesk/> 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 Japanese, French, Korean or Italian 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 795 members have been paid \$10,405 in bonuses and commissions. Besides that 1,071,969 banners and 713,303 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 August 2005 giveaway! :)

Last months promotion & survey entries giveaway winners:

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: Reinhard Schumacher (webmaster@*****.net)

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: Douglas Titchmarsh (doug@*****.com)

Last months Add2it & Add2you 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 - Dene Conway
<http://add2it.com/ref/home/ukguru.shtml>
Add2you - Aracy Millett
<http://www.add2you.com/now/hotfox062006.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>

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://more4you.ws/gdi/?add2it>

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2) First Article:

"3 Sources of Content All Affiliates Should Use..."
by Anik Singal

As an affiliate, it's critical that you have a website.
"Having" a website is not always the hardest part the hardest
part is that your website needs to get traffic! So, how do you
get traffic?

There is absolutely no question that the best form of traffic is
search engine traffic. Search engines can deliver highly
targeted traffic that is absolutely free.

The catch?

Well, how do you get search engines to give you traffic in the
first place? How do you convince a robotic spider that your
website deserves their attention?

One word: Content

Search engines have one primary goal: To serve their visitors
with quality content targeted to what their visitor is looking
for. A search engine is going to do anything in their power to
rank websites based on what think is relevant.

So, in the end, your real job is to find a way to convince the
search engines that your website is better suited for a topic
than another website in other words you need to better
optimize your website for a given keyword that another website.

All in all this means that your website needs content. Day by
day the "amount" of content your website needs is increasing.
As more websites compete, the search engines are looking for
more and more content on your website.

Search engines are giving more credibility, hence traffic, to
larger websites with more updated content. They figure that if
a website has lots of pages that are constantly updated, it is a
more credible website. So, now how does the little guy, an
affiliate, compete and keep their website on the top?

3 Sources of Fast and Credible Content

1. Article Directories

Many argue that article directories are bad places to get articles from because of the "duplicate content" penalty that search engines may throw at you. However, what they do not realize is that search engines penalize duplicated PAGES, not content there is a difference.

This means that search engines are looking for duplicate HTML rather than duplicate articles. It is common sense that certain articles and press releases may be placed on multiple places on the internet this has been happening since the beginning of the internet.

However, if HTML is duplicated, then the search engines know that someone is trying to trick them.

Feel free to grab articles from directories, just make sure that you are plugging these articles into your own unique HTML files create your own custom templates.

2. Blogs

Blogs have become extremely powerful lately search engines are devouring them. Why? Well blogs are short for "web log" an internet based journal. Just the title automatically indicates that the blog will be consistently updated.

Blogs are also very clean and simple HTML with easy to follow navigation for search engines. If you have not yet, it is a wise decision to launch a blog on your own website.

3. Product Reviews/Information

Many affiliates who sell physical products or have websites that sell hundreds or thousands of websites argue that they cannot possibly write articles to promote all the products.

So, how do you have meaningful pages of "content" if you sell lots of products and writing articles is too difficult?

Write product reviews or copy/paste information on that product.

If you ever search for an electronic item in the search engines, you'll find that the top ranking sites are not always articles but are typically just websites that sell that product. Some of them have "reviews" of the product and others just have copied

and pasted information from the company.

So, a fast way to get content is to simply "borrow" technical specs and reviews on the product. But remember, put these into your own template (since it is repeated content).

There you have it 3 sources for fast content to help you fill your website with many pages that search engines can index and then refer traffic to.

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This article is written by Anik Singal, founder of The Affiliate Classroom. Anik Singal has developed his own affiliate system that helped him earn well over \$10,466 in just 60 days. Now, he's looking for a few students to train one step at a time.

<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: 50.00%)

Ok: <http://add2it.com/go/to.pl?l=C1-Ok>
(Last issue: 30.00%)

Bad: <http://add2it.com/go/to.pl?l=C1-Bad>
(Last issue: 20.00%)

Last issue:

"4 Tricks For Lightning Fast Indexing..."
by Anik Singal

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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 sell through ezines and approach potential JV partners as well as the best for making a profit 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 profitable JV's and how to successfully make money / attract visitors.

The results of the survey:

1. Can small JVs be as profitable in the long run as larger ones? How?

(Question submitted by: Judith Bamford)

Frank Woodman Jr <frankinks@gmail.com> :

"Sure small is sometimes better. I try to target a very select audience and seek out bigger ticket offers for small JV's. The larger ticket price can make up for a smaller sales volume."

Karen Walker :

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"Yes they can. Small JV's give the partners the ability to build networks and increase their email lists."

Patricia L. Reszetylo <patricia@equineteleseminar.net> :

"Sure - if it is more targeted."

Douglas Titchmarsh :

"Small JV's may become just as profitable as big ones, as you never know where any kind of partnership will lead. Anyone could be the next big cheese in internet marketing, or have the very contact you need just when you need it."

David Congreave <david@thenettle.com> :

"Small JVs can be profitable if they are residual. So if the product is sold on a subscription basis and affiliates take a percentage from every payment, these can add up.

It's worth noting, however, that some of the large list owners won't promote a product that sells for a small value, residual or not."

Edmund Loh :

"What is your definition of 'small'? As in the quantity of JV partners? If that is so, yes, provided they make up in quality. If I tell you the difference in results for going into a JV with 1 big time marketer and going into JV with 100 other small time marketers, you'll get the picture. But if you don't know or you can't get into a JV with any powerful marketers, you have to make up in the numbers. I'm not saying which way is better. If you partner up with several partners in a JV, it can be a win-win-win situation."

dbarnum - Warrior Moderator :

"Keep an eye on posts in the JV section of this forum at:

<http://www.warriorforum.com/forum/>

Lots of neat ideas there. Read old posts there, too.

Note that those forum posts often have threads so you can read reactions, sales, etc. Plus check to see hits/clicks, folders with flames (lots of activity), repeat deals, people making more than one offer, etc. Become regular visitor to get the 'feel' of the sales flow among the Warriors there... many regulars are there (sign up for their ezines, get to know them over time, etc.)"

Comments: No make it short and sweet... yes, of course small

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JV's can be as profitable. The great replies above say it already all. :)

Besides the Warriors Forum, that I can highly recommend... here are some additional resources that are worth to be checked out:

JV-Network: <http://add2it.com/see.pl?JVnetwork>

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

JV Moneymaker Forum: <http://jvmoneymakers.com/forum/>

JVdealmaker Forum: <http://jvdealmaker.com/members/Marketers' Exchange>

Network: <http://add2it.com/see.pl?MEN>

2. What is it that seems to work for others that have reached moderate success and are really making money and/or attracting visitors?
(Question submitted by: Richard Alex)

Frank Woodman Jr <frankinks@gmail.com> :

"Good content pages with sign up forms for information, newsletters, and giveaways. Used together they work great."

Karen Walker :

"Focus. Without focus you almost always will miss your target. Stay focused and you will reach your goal of success."

Patricia L. Reszetylo <patricia@equineteleseminar.net> :

"I do teleseminars on topics that my subscribers have said they are interested in with other people that are experts in those areas."

Douglas Titchmarsh :

"List building is the one thing which seems to work for everyone. Build a list of subscribers to your e-zine, and nurture it properly and you have a customer base who already trust you. Caveat to this is don't treat them as your own personal cash machine, sending any old offer you come across. Always give value, and profits will follow."

David Congreave <david@thenettle.com> :

"Patience. Accept that building a genuinely worthwhile AND profitable business can take years. It's worth the effort in the long run but, if you're looking for an easy ride you'll most likely be disappointed."

dbarnum - Warrior Moderator :

"See #1 above, also visit Special Offers section of this forum at: <http://www.warriorforum.com/forum/>
You'll see what people are interested in, reading through posts.

Note that those forum posts often have threads so you can read reactions, sales, etc. Plus check to see hits/clicks, folders with flames (lots of activity), repeat deals, people making more than one offer, etc. Become regular visitor to get the 'feel' of the sales flow among the Warriors there... many regulars are there (sign up for their ezines, get to know them over time, etc.)"

Comments: Again, very good feedback and I can just say again that I can't agree more. :) Thank you all that provided feedback for us all to learn from.

BTW... I want to specially thank David for taking some time out of his busy schedule as the owner of The Nettle Magazine to answer our survey. :)

You really have to try The Nettle Magazine out to see how great it is. I don't want you to miss out on this so I've had a chat with David, and he's agreed to let me offer you an extra month's subscription, ABSOLUTELY FREE.

That means you get a full two months subscription at zero cost and you'll even get to keep the free bonuses.

Just use the special link below but, make sure you do it soon, as this offer is only available for a limited time.

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

3. Are you a subscriber of the More4you newsletter?

Yes	- 83.33%
No	- 16.67%
Don't know	- 0.00%

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

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

(Last issue: 28.57%)

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

(Last issue: 42.86%)

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

(Last issue: 28.57%)

Last issue:

"Profitable JV's and how to successfully make money / attract
visitors"

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4) Second Article:

"The New Secrets Of Guerrilla Marketing"
by Jay Conrad Levinson

The most important things you need to know about marketing are in this column. In the few minutes it takes you to read this, you'll learn more basic truths about marketing than you'd pick up with a score of MBA degrees under one arm and all the marketing books ever written, including mine, under the other.

As marketing continues to change, the secrets of guerrilla marketing continue to change. Originally, there were three secrets, then seven, then twelve. Now, I'm going to clue you in on the 16 secrets that guarantee you will exceed your most optimistic projections, however dreamy they may be.

Memorize These 16 Words Then Live By Them.

I'm giving you a memory crutch so that you'll never forget these words, each one representing a major guerrilla marketing secret. All 16 words end in the letters "ENT." Run your business by the guerrilla concepts they represent and your marketing dreams will come true.

1. COMMITMENT: You should know that a mediocre marketing program with commitment will always prove more profitable than a brilliant marketing program without commitment. Commitment makes it happen.

2. INVESTMENT: Marketing is not an expense, but an investment -- the best investment available in America today -- if you do it right. With the 15 secrets of guerrilla marketing to guide you, you'll be doing it right.

3. CONSISTENT: It takes a while for prospects to trust you and if you change your marketing, media, and identity, you're hard to trust. Restraint is a great ally of the guerrilla. Repetition is another.

4. CONFIDENT: In a nationwide test to determine why people buy, price came in fifth, selection fourth, service third, quality second, and, in first place -- people said they patronize businesses in which they are confident.

5. PATIENT: Unless the person running your marketing is patient, it will be difficult to practice commitment, view marketing as an investment, be consistent, and make prospects confident. Patience is a guerrilla virtue.
6. ASSORTMENT: Guerrillas know that individual marketing weapons rarely work on their own. But marketing combinations do work. A wide assortment of marketing tools is required to woo and win customers.
7. CONVENIENT: People now know that time is not money, but is far more valuable than money. Respect this by being easy to do business with and running your company for the convenience of your customers, not yourself.
8. SUBSEQUENT: The real profits come after you've made the sale, in the form of repeat and referral business. Non-guerrillas think marketing ends when they've made the sale. Guerrillas know that's when marketing begins.
9. AMAZEMENT: There are elements of your business that you take for granted, but prospects would be amazed if they knew the details. Be sure all of your marketing always reflects that amazement. It's always there.
10. MEASUREMENT: You can actually double your profits by measuring the results of your marketing. Some weapons hit bulls-eyes. Others miss the target. Unless you measure, you won't know which is which.
11. INVOLVEMENT: This describes the relationship between you and your customers -- and it is a relationship. You prove your involvement by following up; they prove theirs by patronizing and recommending you.
12. DEPENDENT: The guerrilla's job is not to compete but to cooperate with other businesses. Market them in return for them marketing you. Set up tie-ins with others. Become dependent to market more and invest less.
13. ARMAMENT: Armament is defined as "the equipment necessary to wage and win battles." The armament of guerrillas is technology: computers, current software, cellphones, pagers, fax machines. If you're technophobic, see a techno-shrink.
14. CONSENT: In an era of non-stop interruption marketing, the key to success is to first gain consent to receive your

marketing materials, then market only to those who have given you that consent. Don't waste money on people who don't give it to you.

15. AUGMENT: To succeed online, augment your website with offline promotion, constant maintenance of your site, participation in newsgroups and forums, email, chatroom attendance, posting articles, hosting conferences and rapid follow-up.

16. CONTENT: Don't believe that old adage, "Sell the sizzle not the steak." Sophisticated consumers these days know the sizzle from the steak and prefer the steak every time. Your substance, not your style, will carry the day for you.

These 16 concepts are probably the reason that many start-up guerrillas now run highly successful companies. They are the cornerstone of guerrilla marketing, now the most popular marketing series in history, published in 39 languages, and required reading in many MBA programs worldwide. Just 16 words, but each one nuclear-powered and capable of propelling you into the land of your dreams.

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(Jay Conrad Levinson is the author of the "Guerrilla Marketing" series of books, the most popular marketing series in history with 14 million sold, now in 39 languages. At his new <http://www.GuerrillaMarketingAssociation.com>, you'll find lots of profit-producing ideas plus a list of 100 marketing weapons. Join up for phone and online access to The Father of Guerrilla Marketing.)

How did you like the content of the second article?

Good: <http://add2it.com/go/to.pl?l=C3-Good>
(Last issue: 37.50%)

Ok: <http://add2it.com/go/to.pl?l=C3-Ok>
(Last issue: 37.50%)

Bad: <http://add2it.com/go/to.pl?l=C3-Bad>
(Last issue: 25.00%)

Last issue:

"A Little Common Sense"

by Bob Osgoodby

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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: Web Audio Creator
<http://add2it.com/see.pl?WAC>

Have you ever considered using your voice to increase your online sales? Human voice is more powerful and reliable than only text or images and combination of these two. Your real voice is powerful for influencing, persuading your site visitors and turn them into site buyers as you wish. Your site visitors are willing to listen to your voice while reading your web pages contains text and pictures.

I just reviewed the new Web Audio Creator from WorldSSP, Inc. and I am really amazed how easy that software allows you to create your own web audio buttons with or without background music.

I have personally used web audio powered by AudioGenerator (see: <http://audiogenerator.add2it.com>) on my web pages for several years and I know that it increase my sales.

Until now I had to manually put together my voice recording with the background music and then convert it all to MP3. Not an easy task and time consuming as well.

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Web Audio Creator allows me to simply choose a background music and record my voice... done, super easy!

And the best of all... there are no monthly or annual fees to create and use as many Web Audio Buttons as you like.

Of course there are also disadvantages to using a one-time cost software instead of a monthly fee web service like AudioGenerator.

AudioGenerator allows you (or your customers) to record using a telephone, is Macintosh compatible, allows you to put audio on eBay and create audio emails without having a web site of your own.

On the other hand does Web Audio Creator give you unlimited recording time without a monthly fee and makes it very easy to use background music. You can just choose a background music and record your voice, Web Audio Creator will put them all together.

So it really depends what your needs are... if you have a Mac or your want your customers to leave audio recordings via the phone (testimonials), then AudioGenerator is the only choice.

In most other cases you will be better off and save money using Web Audio Creator.

No matter which one you use... you should let your site visitors listen to your voice because your voice is more powerful for influencing and persuading your site visitors.

Web Audio increases your online sales by letting your site visitors listen, decide, buy and have the best online experience ever.

You can use Web Audio Creator to create web audio testimonials, audio cards, audio signatures, audio learning, product descriptions etc.

BTW... you can also get a special bonus when you are one of the first 500 customers to order Web Audio Creator. You'll get a free headphone that is worth \$29.95.

Summary - I highly recommend to check out Web Audio Creator
<http://add2it.com/see.pl?WAC>

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>
- Ad Word Analyzer: Keyword Research Software Tool
<http://add2it.com/see.pl?AWA>
- Forced List Profits: Earn fast money, build your contact list
and grow your primary business!
<http://add2it.com/see.pl?FLP>
- GreenZap: A new payment processor and competitor to PayPal
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>
- TheAAN: It's time to STOP throwing away all your advertising
dollars. Join the Affiliate Advertising Network!
<http://add2it.com/see.pl?TheAAN>
- TheListMachine: List building with a twist to double your
efforts
<http://add2it.com/see.pl?TheListMachine>
- The Nettle Magazine: Have you ever seen an Ezine that pays
commission? Well this one pays on
2-levels and as much as 60%!
<http://add2it.com/see.pl?TheNettle>
- 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>
(Last issue: 25.00%)

Ok: <http://add2it.com/go/to.pl?l=C5-Ok>
(Last issue: 25.00%)

Bad: <http://add2it.com/go/to.pl?l=C5-Bad>
(Last issue: 50.00%)

Last issue:

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

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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.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:
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.

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