

More4you Newsletter ... more tips, training & tutorials  
for webmasters & entrepreneurs. Issue 101 - November 01, 2004

Hi,

I would like to welcome you to the 101st issue of the "More4you Newsletter"!

Today is Monday, the 1st of November, 2004.

The current number of subscribers is: 19,702

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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!  
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Issue 101 - November 01, 2004  
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Published & edited since 1996 by Frank Bauer  
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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-11-04.pdf>

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1) Editors Blurb:

Have you ever tried to develop a new software, launch a major JV offer, setup and launch a new project and plan and prepare a move to the other side of the globe, all at the same time while working together with existing clients and partners as well as giving support to dozens of customers?

Is your head spinning? Well, than you have an idea what I feel like this last couple of weeks. ;)

The celebration of the 100th+ issue of the More4you Newsletter as well as our move to Australia is still going one... and there are still sets of the special, "Moving to Australia Sale" bundle available.

You will save you over 50%... plus there is an easy 3 month subscription plan available.

Please check out the details at:

<http://www.add2it.com/moving-to-australia-sale.shtml>

Would you like to earn \$82.58 referring others to this special sale? Simply refer them to:

<http://add2it.com/ref/track.cgi?id=add2it&pid=australia>

Just replace add2it with your Add2it affiliate ID. Not yet an affiliate? Signup for free at: <http://www.add2it.com/ref/>

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>

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

If you are interested to receive a coupon worth \$100, that you

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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 September 2004 giveaway! :)

Last months promotion & survey entries giveaway winners:  
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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: Ley Gal (leywin2 @\*\*\*\*\*.es)

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: George McClelland (gjmc@\*\*\*\*\*.net)  
Mark Myszak (admin@\*\*\*\*\*.biz)

Last months Add2it Affiliate Program giveaway winners:  
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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: Herman Drost (most sales)  
<http://add2it.com/ref/home/vision2003.shtml>  
Len Helmore (most visitors)  
<http://add2it.com/ref/home/soho.shtml>

Last months Add2you Program giveaway winners:  
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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

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for your upline + Coupon for \$10 off your next  
Add2you.com order.

The winners are: Brandon Cox (most sales)  
<http://www.add2you.com/now/coxrocks.shtm>  
Peter Maglione (most visitors)  
<http://www.add2you.com/now/stallion.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  
<http://www.frankbauer.name>

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

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Sponsor Of This Newsletter Issue:

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

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2) First Article:

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"7 Tips to Turn Web Site Browsers in to Buyers"  
by Jennifer Tripp  
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One of the easiest ways to make more money from your website is to turn a higher percentage of visitors into paying customers. Get started today with these 7 tips for improving your conversion rate...

CONVERSION TIP #1: Build Your Site Around Prospects Taking ONE Action

Too many sites give visitors so many options that they get lost in the process of choosing and end up doing nothing. Decide what the most important task of your site is and then build your pages to support this. Be sure to remove all navigation that isn't necessary to get them to take the ONE action you want them to take.

CONVERSION TIP #2: Use Audio On Your Web Site To Sell

If your site's purpose is to sell a product or service, EVERYTHING on your site should be used for selling including audio. Instead of an audio introduction from you like many sites have added recently, create a powerful 30 second commercial that tells people what you offer, the major benefits of purchasing from you and/or why you're better than your competitors. You don't have to use a hard sell approach. Keep it conversational and show your enthusiasm but make sure they're given information that takes them one step closer to buying!

CONVERSION TIP #3: Include An Offer (or a link to read more about your offer) "Above The Fold"

Above the fold means the area of the screen that is visible before you scroll down. By including an offer or link in this part of the site you will be more likely to get the attention of your visitors and have them take the action you want.

CONVERSION TIP #4: Include A "Call To Action" On Every Page

A call to action is the term used to describe the instructions you give readers of your sales letter. Examples are "Buy Now", "Subscribe to Our Newsletter" and "Join Today". Many sites that have low conversion rates are simply lacking these explicit instructions that tell visitors what to do next. To make your call to action even more effective include a reason for taking the action. Instead of "Buy Now" try "Buy Now and Save \$20". The key to a powerful call to action is to use lots of action words (verbs).

CONVERSION TIP #5: Use A Two-Step Approach In Your Advertising

Simply making your offer and trying to sell someone directly from an ad is extremely difficult. Instead use the two-step sales approach which involves getting potential customers to make a small commitment such as visiting your website or requesting your e-course before you try and sell them. They'll be more likely to take the small step (especially if it's free), which will open the door for you to build a relationship with them and eventually make the sale.

CONVERSION TIP #6: Remember What You're Selling (and it's probably not what you think!)

Most business owners when asked "what do you sell?" are quick to name their products and services. What the smartest marketers know however is that they're actually selling an emotional response. People buy things because of how they make them FEEL (happy, safe, successful). Understanding the emotional connection that your customers have to your products and services is critical in being able to create an irresistible offer.

CONVERSION TIP #7: Present The Price In A Way That It Looks Like A Deal Prospects Can't Refuse

One way to demonstrate a low cost for your product or service is to break down the price to its lowest time increment. For example, "Enjoy all of this for less than 90 cents a day" (for something priced at \$325 a year). You can also compare your price to something else that people know about. For example, "You can be a member of our site for the price of a lunch out

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every month". Or, tell people what they'll have to spend if they DON'T buy from you. For example, "Buy today and avoid spending \$1,500 this year for..."

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Jennifer Tripp is a small business coach specializing in helping website owners create reliable marketing systems. These tips are an excerpt from her Free Special Report "101 Tips For Converting Web Site Browsers To Buyers":

<http://www.mysmallbizcoach.com/conversionarticle.html>

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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: 33.33%)

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

(Last issue: 0.00%)

Last issue:

"3 Steps To Effectively Increase Your Marketing Response"  
by Eva Browne-Paterson

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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 how newbies can make JV's with guru's, how to get public attention & interest and answers to getting started questions at:

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

The result will be published in the February 2005 issue.

February 2005? Yes, you you heard right... this time you will have some more time to submit your survey answer simply because of our move to Australia.

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 easily start a business in a competitive online market, effective FREE and low cost advertising and how to ensure email gets read and not deleted.

The results of the survey:

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1. With all the information products out there on line and the way people put together great deals like Mike Filsaime's Best Deal Ever and Shawn Mason's Reseller Vault, how can you compete when just starting out online with no list etc.?

And just even starting an online biz when your stuck in the

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starting blocks and never seem to get out! So what is the easiest cheapest way to really get started and compete in internet marketing info products?

(Question submitted by: Charlie Pilgrim)

Ley Gal <leywin2@yahoo.es> :

"Making a joint venture, the problem is who wants to be your partner if you are new online?"

George McClelland <gjmc@lakewebs.net> :

"Best advice - forget competing with the big guys. Develop a niche market for something they are not doing. Then your informational program has a good chance of working.

The best thing you can do is spend a sizeable chunk of money on a recognized mentor who will help you along the way. I wish I had done this when getting started. Instead I wasted many thousands on 'free' and 'can't lose' programs. And don't listen to people who call and say, 'I'm a millionaire and don't need your money. Get in this --- program and you will make good money.' Sorry, but he wants your money anyway."

Roy Tebbenham <admin@softwareandscripts.com> :

"I would suggest - Set up your own portal type site filled with affiliate links - Product Graphics & Description not just text links - to as many products as possible - that way you will have a well stocked 'sales site' with a very low outlay... by monitoring the sales you could then slowly invest in the master resell rights and add these items to a separate web site and keep all the profit instead of commission (of course changing the portal link for that item to your own sales site !!).

This sales portal could be of your own design (best option) or you could use one of the many ClickBank search portal site scripts - but these do not display product images or descriptions and probably would not work as well as dedicated item sales descriptions."

Mark Myszak <admin@wingame,biz> :

"My suggestion is to focus on what you know. By your question perhaps the Internet Marketing Niche is not your strong suit. Look at what you have been doing all your life and sell information about that."

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Comments: My advice goes partly in sync with what George said and would be...

Go for a niche market area that is less competitive and possibly not in the Internet Marketing field where all those "big names" hang out.

But make sure that there is still some competition in the area that you pick. If you find a niche market that has zero competition, there is the risk that it's not a profitable niche.

2. Where can I find effective FREE and low cost advertising?  
(Question submitted by: Robert A. Kearse)

Ley Gal <leywin2@yahoo.es> :

"The best way is contact to your own list of subscribers and customers.

One that I think is excellent is to be member of Circle of Ezines, if you qualify to be in."

George McClelland <gjmc@lakewebs.net> :

"Numerous ezines give subscribers free advertising, but it hasn't worked for me. I still use them in hopes that one day someone will take a look at my products. If you have a personal website, you can exchange ads or join a 'traffic Circle'."

Roy Tebbenham <admin@softwareandscripts.com> :

"You can't beat optimizing and making your web site extremely relevant PLUS building a reciprocal link directory and submitting to the search engines... and the cost ZERO... there are plenty of self help tuition sites around.

Set up a sales affiliate scheme on your site - let affiliates do the marketing / advertising... cost ZERO."

Mark Myszak <admin@wingame,biz> :

"Your question is not very focused. What may be effective for one business may not be effective for another.  
What is your product? What do you consider low cost?  
Many time free has a very high opportunity cost.  
Where have you advertised so far? What are your results?

With this information it will be easier to give an answer

that will show results."

Comments: Again, I agree with George on the fact that being on out of 25 free ads in a newsletter doesn't cut the cake.

But yes Ley, owning the newsletter and recommending products or services to your subscribers that you truly like... that works great.

Another great zero cost way of advertising your business is by writing and publishing your own articles and by helping others in online forums.

For both methods it's important that you primary provide value to the reader and only secondary promote your web site or business in your resource box or signature.

3. How can we get the opportunity send by email read and not deleted?

I think the new laws on UCE and Spam are causing more problems for the small business as he/she is afraid to mail out for fear of actions. I think it's a big mistake personally and miss hearing from the budding entrepreneur. (Question submitted by: Rev. Dr. John Lock)

Ley Gal <leywin2@yahoo.es> :

"The only way I know is with your own list and swap list with others.

At this time not only the spam, the people are deleting the messages without read, because they are using auto email cleaners."

Roy Tebbenham <admin@softwareandscripts.com> :

"I have never used unsolicited email marketing - although I have built my own lists from my web sites visitors opt-in.

If I were to try unsolicited emails - they would be a MAX of 4 lines asking permission to send more details... possibly with a link to a free \*useful\* download for reading the email ...smaller less boring emails would stand more chance of being read."

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Mark Myszak <admin@wingame.biz> :

"There are a lot workarounds becoming available. The most accepted at this point is RSS."

Comments: Nowadays it's not enough anymore to just build one list and then push everything and anything on to them.

Instead build many small, but highly targeted lists of people interested into a certain topic. If you read the second article of this newsletter right below this section, you will understand what I mean by that.

In this example, instead of sending new doubler information to all subscribers of this newsletter, I am building a sub-list of people only interested in those type of programs.

Next, make sure that people on those lists will quickly realize that a message is from you. E.g. messages to this list always start with [More4you] in the subject line.

Also educate your subscribers on how to whitelist your email address to make sure your emails get through to them.

And finally, send a short follow-up email after important email messages that tells them where they can read the main email online. A short email will less likely be caught in email filters.

4. Are you a subscriber of the More4you newsletter?

Yes - 66.66%  
No - 16.67%  
Don't know - 16.67%

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

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

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(Last issue: 0.00%)

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

(Last issue: 50.00%)

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

(Last issue: 50.00%)

Last issue:

"Getting traffic, generating prospects and outsourcing work"

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4) Second Article:

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"The whole truth about Doublers, Triplers & Cyclers"  
by Frank Bauer  
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Would you like to know the whole truth and nothing but the truth about Doublers, Triplers and Cyclers? Then please read on...

I am sure that you noticed the dozens of Doubler, Tripler & Cyclers programs that seem to grow like mushrooms nowadays and that even many of the well known Internet marketers seem to jump on and promote.

Yes, even I have tried a bunch to see what all this is about. Can you really earn money with them? Yes. Can you lose money with them? Yes, also. What separates the earners from the losers can be simply narrowed down to one point... knowledge.

What I am about to share with you is what I personally learned during the last six weeks. I will share with you my own experience with those kinds of programs.

So, let's get started...

Before you join any program, you should look at it very seriously and make a decision based on the following facts:

- Is the program still in pre-launch? Can you maybe even get shares before the crowd?
- Do you know the admin or do you know somebody that knows him or her?

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- Does the program allow you to see your share numbers and the last share number that cycled?
- Is the product offered of general interest and good quality? Would you buy it even without the income opportunity attached?
- Does the admin have a long term plan for the program?
- Are there contact details on the web site of the program?

If you can answer most if not all questions with yes, you found a pretty sure money maker. The more questions you answer with no, the riskier it gets.

You found a money maker? Not so fast... read on to learn what other stumbling blocks you have to watch out for...

1. Don't be greedy...

All Doubler, Tripler & Cyclor programs will eventually slow down. If you are too greedy and don't pull out your money at the right time, you will basically waste it.

Most programs will tell you to keep re-investing your money so you will double your money over and over again.

You will read on many site phrases like: "Invest \$50 and when it doubles to \$100 you re-invest it and then \$100 to \$200 and so on."

A lot of people fall in this trap... don't follow the other lemmings! If you think that by re-investing you will get super wealthy in a few months... then think again.

All Doubler, Tripler & Cyclor programs need new members coming in to pay for the existing members. What do you think happens when several thousands of people think this way?

The money that is needed to pay everyone is getting more and more and the time needed to cycle will increase more and more. And simply put, you will have to wait a loooooonnnnnng time to get your money doubled or tripled.

That's why you need to play it smart!

- If possible, always join during pre-launch and be one of the first people to buy your shares.

- Right at launch time you might see cycling times of just a few hours. During this time keep re-investing all your money. If the program doesn't have a auto re-invest feature, keep checking if your shares cycled.
- Stop re-investing your money if the share numbers are higher than 1,000 (unless the cycling time is still just a few hours) or if the cycling time is higher than 2 days.
- Withdraw your money whenever it reached twice your initial investment as well as after you stopped re-investing.

By following these rules you will greatly reduce the chance to get burned.

Don't be greedy and you WILL make money with Doubler, Tripler & Cyclor programs.

## 2. Get in early...

As I already mentioned above, in most instances it is important to get in early.

Unless you know that the owner has a good long term plan and the product is attractive even without the money making opportunity attached... make sure that you don't join too late.

How can you make sure that you won't? Keep yourself informed and join an announcement list that will tell you when there is a program about to be launched. And generally speaking, always keep an eye open.

I have personally tried 15 doublers during the last 6 weeks...

- 8 turned into a total profit of \$2,940.92 after expenses plus \$5,572.32 in potential profits if all shares cycle one more time.

7 of them I joined during pre-launch... one had launched already.

- From 3 I requested a refund after they had launching problems and received a full refund of my initial investment.

One of them had to be forced through StormPay as that admin tried to run with the money.

- 2 have a total potential profit of \$1,610.00 if all shares cycle one more time. One has already doubled twice (had launched already) and the other one once (pre-launch).

Those are potential cases of me having been too greedy. )

- 2 of them I just joined and they have not yet cycled.

With most Doubler, Tripler or Cyclor programs it does not matter when during the pre-launch you join, because they will only allow any spending on the exactly launch day.

But on that day and time you have to be ready and waiting...

If the time says that they will launch at 6:00 pm CST then you have to be ready and the account loaded with the amount of money you like to invest at least a few minutes before that time.

Most of the times a LOT of people will be waiting like you do. Use the time before to make yourself familiar with their rules and guidelines.

Here are some of the program rules that you should keep an eye open for...

- Some programs have the rule that you can only withdraw once your share cycled all the way to the highest investment amount, e.g. \$480

Advantage: Keeps programs cycling longer

Disadvantage: If you start with a small amount, you need to wait longer until you can withdraw money.

Tip: If you can afford, start with the highest amount and you will earn more much quicker.

- Other programs have the rule that you can only buy a certain number of shares every x minutes or hours. E.g. only five \$5 shares can be bought every 30 minutes.

Advantage: Gives small investors better chances for good share

positions and is this way fairer for them.

Disadvantage: It takes much longer to invest a big amount and

can this way cause you to get on the average  
not so good positions for your shares.

Tip: Unless you plan to invest only a small amount you should  
better invest into programs that don't have this kind of  
limitation.

### 3. Sponsoring others...

Most doubling programs also offer commissions on sponsoring  
people. This alone can make you a lot of money... on top of  
what you earn by cycling your shares.

I personally prefer a higher direct sales commission than just  
being paid a little on three levels. The ability to earn  
several levels deep is usually only of advantage if you are in a  
long term program.

All you need to do is promote your site and the referrals will  
come. Of course it makes a big difference where and how you  
promote.

Here are the 3 best ways to promote...

- Invite the subscribers of your opt-in email lists to the  
pre-launch.

If you don't have your own lists, start building them now!  
To be successful online you have to build your lists of  
opt-in subscribers. I personally use the Add2it Mailman Pro  
software to manage my lists.

- Build and email your own Doublers, Triplers & Cyclers program  
announcement list.
- Place banner and text ads on other Doublers, Triplers &  
Cyclers program pages.

Many offer this as their main of part of their product. You  
can often promote program A on site B and program B on site A  
without having to spend an additional cent of advertising.

Ok, this wraps it up pretty good. Now you know the whole truth  
about Doublers, Triplers & Cyclers. By following these simple  
rules you will be well on your way to making an income from this  
programs.

But before I close... here the most important rule:

ONLY invest money in any Internet program that you can afford to lose. NEVER EVER spend your rent money or YOU WILL GET BURNED (or have to sleep outdoors).

If you play it smart you can have some fun. :)

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Frank Bauer is the owner of Add2it.com - Scripts & Services for your Web Business at <http://www.add2it.com> and the publisher of the More4you Newsletter at: <http://www.more4you.ws>  
To see how he can help you, visit: <http://www.frankbauer.name>

Be the first to be alert of new pre-launch Doublers, Triplers & Cyclers... join the First Alert list for free at:  
<http://www.add2it.com/mmp/sub.pl?firstalert=!FL>

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

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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:

"If you don't know this, you might loose your commissions!"  
by Frank Bauer

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5) Recommended By The Publisher:

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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.

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This issues recommended product: ListDotCom  
<http://add2it.com/see.pl?ListDotCom>

It has always been said that the money is in the list. And like in real estate, where the 3 most important things are "Location, Location, Location." In marketing it's:

The List, the List, the List!

ListDotCom is a free online tool created by Mike Filsaime.

It has a 20 level downline list system that can build massive optin e-mail lists using the viral or referral method.

The method of building virally is simple... you refer 5 who refer 5 who refer 5 etc, multiplying to literally millions as the site goes on.

Depending on the number of people you introduced to it as well as depending on your membership status, you can email a random number of people.

All except one membership level are free. Only the diamond membership level costs close to \$80 per month. In exchange this allows you to email 5,000 people once every two days.

This equals up to 75,000 emails that can be send per month which means you would pay just about 0.1 cents per email. I have personally chosen to go with the diamond membership.

BTW... by emailing random people, you can even use it to build your own opt-in list of the ListDotCom members. :)

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

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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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