

More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs. Issue 90 - December 01, 2003

More4you Newsletter ... more tips, training & tutorials
for webmasters & entrepreneurs.

Everything you need to make your website & business a success!

Issue 90 - December 01, 2003

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.

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Please click here to download the PDF version of the newsletter:

<http://www.add2it.com/news/issues/more4you-12-03.pdf>

- 1) Good Morning...!

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I also like to welcome you to the 90th issue of the "More4you Newsletter"!

Today is Monday, the 01st of December, 2003.

The current number of subscribers is: 9,638

Today I have three points I would like to tell you about...

First, I would like to let you know about the Add2it.com Christmas Season Special Offer that is now available at <http://www.add2it.com>. It gives you 25% off a complete set of Pro scripts and 50% off on the installation service. :)

But that's not all... :) In this newsletter issue as well as at the Add2it.com site I have placed Christmas presents in form of \$10 off coupon codes. They can be used for any Add2it.com scripts and / or services order, even on the Christmas Season Special Offer above.

There are two codes in this issue and 2 on the site. Each code can be used five times... total value: US \$200 Enjoy! :)

Second, in the last issue I already announced that new major releases of Add2it Mailman Pro and Add2it AutoRespond Pro will follow soon... Add2it Mailman Pro is now basically ready.

It has some great new features like double opt-in / out, the ability to read directly from Pop3 mailboxes and much more. :)

Now I just need to update the manual and web site and it's ready to be released. Next Add2it AutoRespond Pro will get the double opt-in / out feature added and released as well.

Second, following are the November 2003 giveaway winners... :)

Last months promotion & survey entries giveaway winners:

1st Prize: Submission of an URL of your choice to up to 1182 search engines, link lists and multi submit sites + Coupon for \$5 off your next Add2it.com Scripts & Services order.

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The winner is: JoAnne Miller

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 \$5 off your next Add2it.com Scripts & Services order.

The winners are: Brian Sullivan
Carol Reeves

Last months Add2it Affiliate Program giveaway winners:

4th & 5th Prize: For one month your banner or text ad on all affiliates index pages + Coupon for \$5 off your next Add2it.com Scripts & Services order.

The winners are: Keith Burch (most visitors)
<http://www.add2it.com/ref/home/MAKEMONEY.shtml>
Herman Drost (most sales)
<http://add2it.com/ref/home/vision2003.shtml>

Last months Add2you Program giveaway winners:

6th & 7th 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 \$5 off your next Add2you.com order.

The winner is: John Makosky (most visitors)
<http://www.add2you.com/now/pathbuilder.shtm>
Frances Andrade (most sales)
<http://www.add2you.com/now/fandrade2020.shtm>

Congratulations to all winners... :) All winners will receive a separate email message with details.

Please don't forget to join our monthly & annual giveaway at:
<http://www.add2it.com/giveaway.shtml> or at
<http://www.add2you.com/giveaway.shtml>

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

Frank Bauer

Publisher & Editor of the "More4you Newsletter"
<<mailto:news@add2it.com>>

How did you like the content of chapter 1?

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

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

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2) Sponsor Of This Newsletter Issue:

> Prepare to be Shocked as You Energize Your Business Today! <
> If you market anything online, you need to download these 2 <
> Highly Recommended Power Tools right NOW. Add2it Go-To and <
> InstaHe!p will put Your Business to Work for You. Plug into <
> the FREE Trials here: <http://www.add2it.com/scripts/jv/> <

How did you like the content of chapter 2?

Good: <http://www.add2it.com/go/to.pl?l=C2-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C2-Bad>

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3) First Article:

"A New Secret Weapon to Increase Sales"
by Frank Bauer

Do you wish there was a way to get inside your customer's head?
Would you like to know more about them and be able to ask more
questions? Like why didn't they purchase your product and more?
Don't you wish you could appear on your web site in person and
ask your customer if they need assistance?

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You can! With a Live Help support system you can take your business to the next dimension.

I downloaded the free trial of a Live Help support system recently and I'm very impressed by the functionality. Let me explain...

The software I downloaded is a small software application that you download to your computer. It runs in the Windows environment and allows you to monitor all the web sites that you have a special code placed on. You might have seen live support systems before, but this one that I tested is the 'new generation of real-time support and it's a winner!

It beats its competitor's hands down because:

- You don't pay an arm and a leg to subscribe to the service.
- You gain 23 EXTRA features compared to other Live Support systems!
- You can expect an increase in sales and profits just by using it.
- It makes communicating with your customers an absolute breeze.
- You can pro-actively chat or send messages to your customers.
- You can offer live help assistance to your affiliate promotions even if you DON'T have your own web site.
- You can *track emails* with it!
- If you're a publisher, you can identify exactly who is reading your newsletter. (I can see you reading this right now...)
- You can configure it to popup automatically in chat-mode after a specified period of time.
- You can search the chat transcripts from past conversations.

As you can see... a Live Help support system can do a lot for you and your business... and that's not even all.

A Live Help support system can truly be a power tool that everyone in business should utilize. Webmasters and affiliates

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alike can use it, even if you don't have your own web site or domain!

A Live Help support system will take your marketing efforts to the next level UP and place you in a position you never thought possible. You really must experience the power of this software I tested for yourself. I've never been this close to my customers before and I like it there.

I recommend to download the free 15 day trial today and see how easy this Live Help support system is to use. Monitor your web site visitors in real-time and increase your customer satisfaction levels. Try it out yourself and get to know your customers better. I know you will love it as much as I do.

If you do one positive thing for your business this year, make sure it is to start using a Live Help support system!

Don't expect to pay \$99/month for any Live Help support system. No way! How would 20% of that price sound to you? More like it? Yes a Live Help support system can be much more affordable than you'd expect.

Did you know that when you chat to a customer, they are 3 times more likely to buy from your site and that their orders are up to 35% larger on average? They are also twice as likely to return to your site within a day! Go and grab your free trial of the Live Help support system of my choice today...

--

Frank Bauer, Publisher of the More4you Newsletter recommends:

InstaHelp, the new age technology in Live Support
<http://instahelp.add2it.com>



How did you like the content of chapter 3?

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

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

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4) News & Changes At Add2it, Add2you & Million-Mall:

This section will keep you updated on all important news and updates regarding:

www.add2you.com
www.add2it.com & www.add2it.de
www.million-mall.com & www.million-mall.de

Below you find out about the 6 most important news & updates during the month of November.

English / Englisch:

11/02/03 - The latest issue of the "More4you Newsletter" is now online available in the back issues section at:
<http://www.add2it.com/news/issues.shtml>

11/03/03 - The free The Free Agent Path training & recruiting follow-up systems has been updated and anybody can use it at:
<http://www.add2it.com/fap.shtml>

11/10/03 - New Super Network JV offer now available. Now also to all newsletter subscribers:
<http://www.add2it.com/jv/>

11/21/03 - The "X-Linking helps everybody" page has been updated at:
<http://www.million-mall.com/cross.shtml>

11/28/03 - Again, new satisfied customers left this month testimonials for Add2it Scripts & Services. See for yourself at:
<http://www.add2it.com/testimonials.shtml>

Coupon Code: Xmas4you

German / Deutsch:

27.11.03 - Und wieder haben zufriedene Kunden auch diesen Monat Ihre Referenzen für Add2it Skripte & Service hinterlassen. Sehen Sie selbst unter:
<http://www.add2it.com/referenzen.shtml>

How did you like the content of chapter 4?

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

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

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5) Second Article:

"Why 95% of all trying to make money online... don't."
by Frank Bauer and Hani Banna

It's Frank Bauer here with my good friend and business colleague, Hani Banna from MakingClicks.com.

We've developed an online business formula that can help you stuff cash in your pocket, if you're ready. Before we get to the formula, take a look at why 95% of all the folks trying to make money online...don't.

The reason most people fail online boils down to one thing... their expectations.

Here is the typical scenario and how you can avoid it!

Joe hears about an amazing network, product or downline club.

He gets promised a lot of spillover from day one. All he has to do is join and the rest is done for him. Does this sound familiar?

After all, there are 1000's of members in this network. Surely some will come his way if he just hangs in there?

So he gets excited and pays up his \$20+ to join.

Nothing much happens.

Weeks later he's still waiting for the avalanche of sign-ups.

Eventually he figures that he's not covering his monthly payments. So he quits.

He moves onto the next one, and the cycle repeats itself.

Let me tell you exactly how to make money with an online business network.

1) Pick a product you love

When I talk about the PRODUCT I don't mean the compensation plan, I'm talking about the actual product.

Research shows that an increasing number of programs don't have a product or the advertised product is "coming soon!"

Be cautious of poor or non-existent products.

Take Joe for example. If Joe doesn't make any money in the first month AND he considers the product worthless he will most likely quit all together.

However, if he felt that he's getting value for money then chances are he'll stick around and keep trying for another month.

And let's face it, it takes at least a month to get the ball rolling.

You must love and use the product that you plan to promote.

If you don't use the product yourself then you're going to have a hard time sticking with it as well.

The next thing you should look for is ...

2) A generous and simple to understand commission structure.

Often the plan is so complicated and filled with bonuses that you can't figure out what your actual commission is.

Hani and I work with an 80% recurring payout product. This means that a small business can produce a good income.

3) A proven method for promotion

The product needs to come with original and proven promotional materials/tools.

Your business partners need step-by-step instructions to build their business. Without an easy-to-follow plan, your business will not grow.

We'll not go into all the details here. Let's just say you don't want to be doing what everyone else is! You need a unique approach.

4) A good contactable mentor

You need someone who has done it before.

Once you locate a mentor you will want to contact them via email to see how successful, responsive and willing they are. Don't be shy! Your success depends on this.

Some uplines are only interested in bringing more people on board. In actual fact, it's much more effective to have a small active group of partners.

Keep in mind that once you have your own bunch of partners it will be your turn to mentor them!

The one thing you need to remember... please don't join ANY network if you just want to sit back and wait for things to happen for you. Don't expect to make money from spillover. It will be tempting at times!

I warn my partners to expect to spend 1-2 hours a day working on their network.

That's it partner!

If you have any questions or suggestions please drop me an email.

To your success.

Have a great day!

--

Frank Bauer and Hani Banna
www.add2it.com and Makingclicks.com

PS: If you're interested in starting and running a business,
we're interested in meeting with you. Click here and lets
talk: <http://www.add2it.com/go/to.pl?l=rn>

How did you like the content of chapter 5?

Good: <http://www.add2it.com/go/to.pl?l=C5-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C5-Bad>

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6) 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
newsletter feedback, live customer service desks and sending
info without consent 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
getting subscribers to read newsletters and solo ads, market
saturation with information products and obstacle with Internet
marketing.

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The results of the survey:

1. What is a good way to get the subscribers to read your newsletters (I understand that you need good ezine content - got any more suggestions)? How do you get the subscribers to read your solos? (Heston Nolan)

Jill Dow <ja.dow@worldnet.att.net>:

- "1 - Have a killer headline to get that email noticed and opened.
- 2 - Provide fresh original content only. Don't use overused articles - make a call for submissions and make sure your reader know you only use fresh content.
- 3 - Make sure you give valuable information every issue.
- 4 - Build a solid relationship before making the hard sell. If your reader trusts you, your site, your expertise etc. then he/she will trust your referrals. They'll know you've read and reviewed what you're willing to promote to them.
- 5 - Don't go overboard on solos, or don't send them at all. As the publisher you can make money with your list without using the solo ad approach. Go with a good reputation and the products you specifically refer to members will make you enough money you won't need to use your list as an adverting venue."

Nucha Aquino:

"Contest, draw will make them at least browse. Subject line of the solo -- try not to sound like other ad subject or people will think this is just another one of those... they've seen."

Bob LaPlante <blaplante@earthlink.net>:

"My ezine don't send solo ads. I allow subscriber ads, 1st come 1st serve, and only a certain number per issue. My ezine is not to make money, it is a contact list builder."

Asesh Datta <asesh_123@hotmail.com>:

"In a PC reading nowadays is less and more of pictures and innovative styling catches the eye first. With color monitors mostly, this is a pre-requisite nowadays. But a good article is always read and shared. Add little pics and styles."

Donna Sweat <donna@sosbbs.com>:

"I have a special edition each week, called the Tipster. It

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has freebies, downloads, tools and tips along with pc info, help and virus info. Subs seem to love it.
Solos - I add a contest, or tip."

Lewis Leake <lleake@emailcash.com>:

"I usually give a free ebook or report in each email. I also provide tips and resources that I find.

I don't send solos. My reasoning is that I don't read them so why should I send them to others."

Gert Jan Reitsma <gertjanreitsma@msn.com>:

"What I have heard/seen from others is that you should make the emails coming to them always with a personal way of addressing them."

Tina Chenery <tinac59@hotmail.com>:

"They must be interesting and the subject should be something that will not be instantly glanced past. The word FREE is a good one for getting people's attention so, if you have an e-book that you can send them, that's great."

John McGill <assistantmarketeer@yahoo.co.uk>:

"A good idea is to give your subscribers a f*ree download of a program that will be of some use to them."

Eric McArdle <highintheskyy966@aol.com>:

"Entice them with a free bonus gift at the end of your ezine so they will read from beginning to end. Although they still might scroll down the page to the bottom to get your goody, some will see credibility in it and see what benefit your newsletter has to offer."

Colin Greenlaw:

"Ask them what they want -- do a quick hot-button survey, then personalize the newsletter even as you do mail-merge systems.

BTW: Be helpful -- not 'in-your-face' with all that 'killer ad' verbiage which insults our intelligence."

Barbara K Ross <ross1105@comcast.net>:

"Run contests with useful prizes; sprinkle one or two giveaways in each ezine; review new products, services or affiliate programs, so you can recommend the best ones."

Stan Maley <stan8@wn.com.au>:

"Good content and a good reputation is an excellent way.

But the bottom line I think is that readers need to want to read your stuff for reasons that interest them.

So there in lies the challenge!

BTW: People read stuff you put in your ezine and never tell you or anyone else about it.

You may be at home worrying your butt off thinking no one is even glancing at your ezine, but the matter of fact is that they are and we have to persist and get better regardless."

Comments: Great answers... thanks everybody! :)

I agree that solo ads are not the way to go and that the subject line makes or brakes your chances for your email being read.

I personally believe that text newsletters are more likely being read than fancy HTML newsletters... the reason for that is that I know from personal experience that my delete finger is triggered faster when a colorful email is detected... except if I recognize the sender by the subject.

2. Is the market saturated with information products? Are people still making money with them? What is the average curve on an ebook...how long does it stay profitable?
(Question submitted by: Bill White)

Jill Dow <ja.dow@worldnet.att.net>:

"It's not saturated - It's thriving! People pay for info products because they see value in the purchase as opposed to free information. Even if the info is online free an info product reduces your customers search time - provides perceived value and expertise - With continual promotions and an affiliate program length really isn't an issue. I've seen eBooks be hugely successful for several years and they're still selling like crazy.

There are changes turning up such as using audio, streaming media and CD delivered info products rather than strictly eBook. There is this huge percentage of the market that

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really hates to read (myself not included), Info products in one form or another will remain a profitable business."

Nucha Aquino:

"I think so. Saw eBooks for sale at ebay at \$0.01. Nowadays, If I see a good ebook I want to buy, I just wait. Eventually someone will give it away for free. My suggestion is do not give resale or giveaway rights. That makes it more valuable!"

Bob LaPlante <blaplante@earthlink.net>:

"Yes it is saturated, however there are new people every day. I believe there are many people making money, the key is service and good resources/tools."

Asesh Datta <asesh_123@hotmail.com>:

"Saturation? No. But the definition of an eBook must change. eBook must offer some more features that a book does not have and it must be innovative. Profitability is detrmined by market and hence quality determines."

Lewis Leake <lleake@emailcash.com>:

"I believe that the market is saturated with information products, especially those that are fully of 'fluff' with very little content. I have bought ebooks that I would be ashamed to give away much less sell. I do believe that there is a large market for short to the point ebooks and reports that give you step-by-step instructions on how to accomplish something - especially in a niche market."

Tina Chenery <tinac59@hotmail.com>:

"To some extent yes but it does depend on the content. Some things will always be relevant to people on the net. The eBooks that always catch my eye are the ones that can help to get prospects for any online business."

John McGill <assistantmarketeer@yahoo.co.uk>:

"The answer is yes, but you can still make money from them, if you become an affiliate, and it does not cost you any money to become one.

A e-book will stay profitable as long as new people keep joining the Internet."

Brian Lawrence:

"1. Is it possible to saturate anything with all new computers coming online daily?"

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2. Sure matter of reaching all.
3. As long as you advertise it where new internet users will see it."

Eric McArdle <highintheskyy966@aol.com>:

"Yes, the market is saturated with information products due to the fact that the majority of the internet population have internet access for the sole purpose of finding information.

Yes, people are still making money with these products. If an information product has a rave review and become popular quickly, most authors setup an affiliate program and pay commissions to those that help them sell their product which leads to your last question....

If you or your affiliates are constantly promoting your product to a fresh, targeted audiences, your profits can be endless."

Colin Greenlaw:

"Ask them what they want -- do a quick hot-button survey, then personalize the newsletter even as you do mail-merge systems.

BTW: Be helpful -- not 'in-your-face' with all that 'killer ad' verbiage which insults our intelligence."

Vera Cherneva <veracherneva@yahoo.com>:

"E-books are the best way to promote your products, your know-how. With them you sell your knowledge. If you have what people are looking for your e-book will be long profitable for you."

Comments: A never ending new stream of potential customers come online every day for certain information products, that's an undeniable fact.

Yes, with a truly valuable eBook, great sales copy and a huge group of affiliates you can stay in profit forever.

3. Is web promotion your biggest worry or obstacle when it comes to Internet marketing?
(Question submitted by: Marcus Yong)

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Jill Dow <ja.dow@worldnet.att.net>:

"It should be everyone's main concern, but certainly not an obstacle or a worry. That's just the focus once the site is ready to go. The marketing end is easy. As always - test test test."

Bob LaPlante <blaplante@earthlink.net>:

"No, because web-promotion is not our ONLY marketing method.

BTW: New unique methods will outlive new spins on tired worn out methods."

Bill Roberts <broberts@ct-shoppingsite.com>:

"Yes it is, it's really hard to get lots of hits turning into sell's."

Donna Sweat <donna@sosbbs.com>:

"Spam is my biggest obstacle."

Lewis Leake <lleake@emailcash.com>:

"It's probably my biggest concern. There is so much information on the subject that it becomes quite confusing after awhile. Do you use search engine optimization, pay-per-click search engines, newsletter ads, solo ads, traffic exchanges, all of the above or what. How about those of us who work full time and work our internet business at night and on week-ends. It's very hard to put together a sustained marketing strategy."

Eric McArdle <highintheskyy966@aol.com>:

"Web promotion is an important bone to the back of Internet marketing success, but im more concerned with utilizing my visitors that I get through my website promotions. Sure you can get tons of hits, but are you profiting off all of them. It's great and always another way to better your business by promoting, but you need to have a plan and system that will allow your visitors to benefit, recommend your site, and come back themselves often."

Colin Greenlaw:

"Of the 2 billion plus websites, promotion must be within an appropriate niche. Finding the right niche with credible claims is the key."

Barbara K Ross <ross1105@comcast.net>:

"If by web promotion you mean traffic to a site, then yes,

it's a big obstacle. In particular getting targeted traffic that will truly be interested in your product or program."

Stan Maley <stan8@wn.com.au>:

"Yes and am looking to off line advertising."

Comments: Yes, if you make your living on the net as I do, then it all boils down to the number of sales you can generate every month... and the number of visitors your site needs to get in order to generate that number of sales.

But also for me Spam has been a big obstacle. Now I am testing myself a system that until recently did look at with a big degree of suspicion from the marketers point of few. But so far it seems to work rather good. It for sure decrease the amount of spam emails I get on a daily base. :)

4. Are you a subscriber of the More4you newsletter?

Yes - 86.96%
No - 4.35%
Don't know - 8.69%

Coupon Code: NjoyXmas

How did you like the content of chapter 6?

Good: <http://www.add2it.com/go/to.pl?l=C6-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C6-Bad>

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7) 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

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you own a great product or service, send a sample and a detailed description what makes it so great to:

[<mailto: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: ???

I'm still testing several products and services for you... but at the current time, there is not one I could recommend you already.

For one I am still waiting for results to show, for another the copy I downloaded had a bug that they are still working to resolve it and others I simply didn't have enough time to sufficiently test them.

If you know of products or service that is outstanding... and not just because you are selling it... ;) ...please let me know about it and check it out.

I am sure that by the next issue I will again be able to recommend you a great product or service. :)

Until then... here are that ones I am currently evaluating:

IMBlaze (the one with the bug) does looks very promising, if they are able to fix the bug and finally release it:

<http://www.add2it.com/go/to.pl?l=imblaze>

Traffic Equalizer (the one I am waiting for the test results) is an interesting tool to increase traffic to your site, if it shows to work the way promised:

<http://www.add2it.com/go/to.pl?l=TrafficEqualizer>

Co-Op World (one of those I didn't have enough time to sufficiently test them) looks also promising and currently allows you to earn \$2 per person that you refer and that fills out a form for free. So far I earned \$60 with in a couple of days and just one email send... if they pay, a sure candidate

to be recommended:

<http://www.add2it.com/go/to.pl?l=CoOp>

How did you like the content of chapter 7?

Good: <http://www.add2it.com/go/to.pl?l=C7-Good>

Bad: <http://www.add2it.com/go/to.pl?l=C7-Bad>

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8) Newsletter Notes & Policies:

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