

Marketing Tips - Volume 3

Taking Individual Power Seriously

A Compilation of Articles Written By
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<http://www.mywizardads.com>

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This is a free to giveaway ebook of my articles on common sense marketing and other favorite topics.

If your ebook opened to a full page, click on **Bookmarks** for the **Table of Contents**.

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The brandable portion of this ebook is the sales page included with your download. My initial idea was to allow links within this ebook to be altered, but unfortunately that would also allow the links of those who paid to advertise to be changed, too.

Not finding that acceptable, I opted for the mini HTML sales page instead. On the sales page you'll be able to insert your own mailto link, download url for the ebook, and/or mailing list collection box (autoresponder link).

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To join (it's free): <http://www.mywizardads.com/affiliatesonly.html>

To retrieve your info: <http://www.mywizardads.com/afflogin.htm>

Okay, hope you enjoy the rest!

All the best to you & yours,

Theresa Cahill

INTRODUCTION

I'm a big proponent of personal name branding. If you've ever read a back copy of my "old" ezine, The WizWorld MRC News, you'll know that already about me.

Many times, online marketers such as yourself, work exclusively on branding their product, program or service. This is good, but it bears repeating that branding oneself at the same time can boost sales - better than anything out there that I know of...

People love to meet other people online. There's a real sense of community, especially among the business/marketing sector of the net.

By writing articles, providing ezine feedback to your favorite publishers, publishing your own ezine, etc., you allow those you need to reach and touch the opportunity to get to know the real you!

Never sell this short - people do buy from people they know - or at the least have seen the name of in popular spots on the web.

So, with that in mind, **please do visit the sponsor links inserted among the pages of Volume 3**, check things out, pick up this and that, make contact when and where you can, and... above all else, enjoy!

All the best,

Theresa Cahill

<http://www.mywizardads.com>

<http://www.upmrcnews.com>

P.S. The sponsor ads throughout this ebook are not endorsements by me personally but by those who feel you'd benefit greatly from their information. In other words, I accept no personal responsibility for the advertisements in this ebook, other than my own :)

HOW TO HANDLE A HUNGRY AD

by Theresa Cahill

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Whether you publish or not, work overload hits us all sooner or later. But, with just a bit of forethought, you can crawl out from under... read on!

Since I am a publisher, and co-op owner, I can safely say that accepting ads is easily the leading cause of work overload for any ezine writer.

"I'm falling so far behind, it will take months to get caught up!"

Sound familiar? Well, it doesn't have to!

Having published for almost four years now, I believe I have developed a fairly decent method for handling those backlogged ezine ads.

Many ezines offer free ads. Many offer paid advertising. Many do both - with one result sooner or later... the dreaded backlog!

So, what's a publisher to do?

Initially the way I "handled" it was to add in additional mailings each week. I went from a once-a-week publisher to twice a week to three times (or more!).

Frankly, this isn't a good solution. Have you ever noticed that no matter what it is, if you manage to logistically handle it, it multiplies itself anyway? Not unlike bunnies :)

So, my next solution - which was unnecessary and drastic - was to remove myself from many of the co-ops I'd listed with. This wasn't a smart move really because there are mutually beneficial reasons FOR listing your ezine around the net - link popularity in the search engines to name just one.

And, worse still, removing myself from those co-ops still didn't solve the problem!

The problem wasn't with the paid advertising I was receiving through the co-ops, but a combination of paid ads along with the free ads I offered, and still do offer.

Even after taking the drastic step above, in a very short while I was back to wondering what can I do? The ads continued to pile up.

Above all else, publishing should be a joy not a chore, but I began to dread each issue :(

I've known many publishers who did pull the plug at this point, but I believe it was totally unnecessary to give up something they truly were enjoying - if it weren't for the ads.

So, if you are looking for a workable solution to this very common problem, implement one of the following:

THE ONCE-A-MONTH MAILING

One good method is to send a special mailing every now and then - maybe one extra mailing PER MONTH. Inside this mailing would be attractively arranged paid and free advertising - offset so everyone can tell the difference.

But, it doesn't stop there. DO NOT just send an ad sheet! Your subscribers deserve more :)

Subscribe to IntelliProfits Ezine, the newsletter full of tips and resources for the Internet entrepreneur. We give away FREE Top Sponsor Ads and Solo Ads every week. Free ad just for subscribing.

<http://www.intelliprofits.com/ezine.html>

Include inside a contest for a free ebook or product, or even a free top sponsor ad or solo. Make a contest or game to go inside - you've seen them.

One truly creative contest is to strategically place individual letters throughout your mailing that form a word, or phrase, or famous person's name. Subscribers submit the correct answer via email, and then you randomly draw your contest giveaway winner.

And... don't stop there! Be sure every mailing you send out, be it catch-up or not, includes quality CONTENT!

Fluff is for the birds, your readers want and need quality input.

With just one additional mailing per month stress is a thing of the past. And, if you are wondering, your loyal subscribers will willingly accept one additional mailing per month without complaint, if that mailing is of high quality.

Free Subscription to "The Affiliate Chronicle Newsletter" Published Twice Monthly. All New Subscribers Receive A Free Ad. Every 2 Weeks You'll Receive a Free Download to Assist You w/Your Marketing Efforts. These downloads Will Not be a Bunch of Recycled Junk. Once a Month a Subscriber Is Chosen at Random & Given a Free Solo Ad! Yes It Could be You! Up-to-Date Articles & Tips Aimed at Affiliate Marketing. Don't Miss Out! Subscribe NOW to "Your No Nonsense Guide to Affiliate Marketing On The Web" <mailto:affiliatechronicle-SUBSCRIBE@isoresponder.com>

MY "MAKE ME A HAPPY PUBLISHER" METHOD

A second method is TO add just one additional mailing per week OR, better yet, push your ezine to every other week, with an in-between filler week "Classified" issue.

I personally LOVE the second alternative. My own ezine, TheWizWorld MRC Newsletter, comes every other Monday and is virtually ad free. The only ads that appear inside the Newsletter itself are signature files from readers sending input.

The Classified issue goes out on the "odd" Monday, but it is much, much more than an "ad sheet."

The secret? A clear, easy-to-read format, along with quality content!

SAY HELLO TO THAT NEW YOU!

It is a joy now to publish! I look forward to every Monday and, I believe, so do my readers.

I also believe the above method of finding workable, strategic methods to decrease one's workload, while increasing quality, works for everyone, not just ezine publishers.

If you are suffering from work overload, pause and think things through.
There are workable solutions for those looking for workable answers :)

As for publishers?

There ARE ways of handling those hungry ads without losing subscribers,
without suffering a blow to your quality content.

Backlogs can become a thing of the past - forever!

Be creative! Your readers and advertisers will thank you.

**LIFESTYLE IS NOT AN ACCIDENT.
LIFESTYLE IS SOMETHING YOU DESIGN!**

If you are Motivated and Driven - Visit <http://www.LifeStyleTeacher.com/269>
We help 1000's of People Do just that
Call our 24 Hour Hot Line 1-800-314-2710 Ext. 1015

Feel 16 Again? NGO19 Only \$44.95 <http://www.NGO19.com/269>
1st BOTTLE FREE! Contact us at <mailto:rldavis@myvine.com>

IS THERE A WORD DOCTOR IN THE HOUSE?

by Theresa Cahill

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"Forget words like 'hard sell' and 'soft sell.' That will only confuse you. Just be sure your advertising is saying something with substance, something that will inform and serve the consumer, and be sure you're saying it like it's never been said before."

-- William Bernbach

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I ran across the above quote earlier today and loved it so much it's going to appear inside my Marketing Tips 2 ebook.

And, like many times when we see a new word or hear something in a new way, the oddest things happen.

Today I also received an update from a program I've been participating in since it's inception. So as not to embarrass anyone - or myself for that matter - I won't tell you which one.

Suffice to say I've written to the owner of the program numerous times asking for clarification. Sure, I'm no doubt just having a "blonde moment," (no slam intended I assure you!), but the fact of the matter is apparently I am not alone.

The email today says the program is doing very poorly, very little in terms of revenue or use is happening.

And, it's no surprise to me... unfortunately.

Logging into the member's area is a nightmare, and once inside you truly haven't a clue WHAT it is you're suppose to do next.

The emails that come to "help everyone" tend to be even more confusing. Information overload to the point that the point is completely and utterly lost.

Read Williams' words above again and then take it a step further.

It doesn't matter if you truly HAVE built a better mouse trap or have the best program the internet has every seen, if you don't explain it for everyone to fully understand you are doomed to failure.

I have this problem a lot :) Not doom, but having to take something I'm thinking or doing - knowing full well I see the "big picture" - and then making sure, beyond a shadow of doubt, that the person who was NOT in on my brainstorming session will understand it, too.

If they can't follow it, they can't do it!

Give Your Opinion - Get FREE Gifts

I'm promoting some of my new songs to record producers, music publishers, etc. And I want YOUR opinion about my songs. I am giving FREE gifts, including Wal-Mart Gift certificates, for your opinion. Visit my website - <http://www.joafulkerson.com> - and get complete details.

Yes, "it" may make perfect sense... to you! But, if you're being asked over and over to explain "it" and you are still having problems promoting it or getting people involved, the problem lies not with them, but you!

Many of us are familiar with the words speaking and/or writing "to the lowest common denominator." This isn't a put down, it's a plain and simple fact.

Do choose your words carefully, and, when you THINK you are done, always remember to ask yourself, "Am I saying it correctly?"

If in doubt, seek a second opinion!

THE DATING GAME, WITH A PAY PLAN!?

The company prefers to call itself The Relationship Company.

New! Created by some super competent people.

The business site: <http://thisisit.soulmate.biz>

The dating or relationship site: <http://thisisit.soulmate.com>

Relationships can be "just friends," too.

Only \$49.95 for the first month, \$24.95 a month thereafter.

Lots of bonuses. You can do just the biz, just the dating, or both! All for the same price. Fun! Tremendous potential!

YOU CALL IT A WHAT?

by Theresa Cahill

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Tonight I received a great offer, one I probably will not accept.

It's an invitation to listen in on a teleconference. Between two well-known people. Something I could possibly benefit from... ** IF **

I don't know about you, but most teleconference calls I've listened in on, not a lot, but enough, have never actually addressed what they claimed they were going to address.

Oh, as callers get settled in, they make the appearance to all and sundry that that IS why we are all gathered together.

But, I can't be the only one that's noticed that 9 times out of 10 (I'm waiting for the 10th!), they never actually get around to SAYING, or maybe DOING is a better word, what it is they invited us in for...!

Okay, some would say, "Hey Theresa, be fair!" And you are right, I need to be.

IF one listens very carefully, very, very carefully, one MAY walk away with a kernel of an idea... maybe. You won't really know how to fully implement it, but hey...

Besides, that's not the purpose to the calls.

Lightning Brander makes all your download files into profit machines! You can brand any file or group of files, have your html or website displayed along with 2 links, before the customer extracts the file. Offers password protection, a viral 3 tier affiliate program, batch processing and more You can get some great tools branded with Lightning Brander here: <http://winnersquest.com/freestuff.html> Visit our site today and sign up as an affiliate at no charge, see the power of Lightning Brander to turn all your download files into money making billboards at <http://lightningbrander.com>

There's always some "big thing" lurking (I use the word loosely) behind the scenes. That "big thing" they really want to talk about, and get you to buy.

I once listened, heaven help me, for an hour and a half to one very well known and one up and coming "guru."

The teleconference was billed as a "we will tell you, all you have to do is call in" type of program.

Okay, I believe. I call. I listen.

Now, am I expecting too much to actually be TOLD at some point why I'm spending the minutes on my calling card (rechargeable phone cards at Sam's Club, no other way to go for long distance without a commitment! *smile!*)??

Honestly, even the offer that I just might be THE BIG WINNER that night was not enough to, ultimately, keep me on the line.

Okay, I admit it. I did stick around (you did read an hour and a half!) hoping and waiting and wondering when THEY would actually say even the smallest of things to confirm my real reason for being there in the first place.

I mean how many ways can a person say the same thing over and over and over? And STILL avoid the subject of the call? And how stupid was I to hang around for more?

FREE WEBSITE BUILDER

Have your very own professional e-commerce website, 75+ content-rich, search engine friendly pages with up to 20 streams of automated residual income. Takes less than 15 minutes of a few simple clicks to build. Absolutely Free! Get Your's Here: <http://tinyurl.com/4gvxt>

DO NOT GET ME WRONG!

I am 100% FOR teleconferences. I am 100% FOR teleconferences that actually DO what they claim before they grab huge portions of your evening and your long distance ... for nothing.

AND NOW IT'S YOUR TURN... DON'T HOLD BACK! :)

Actually, I'm hoping I DO hear back from anyone reading this who HAS HAD a good experience. I'd even be happy to do a follow up article given enough input :)

But, in the meantime, until I DO hear positive things, I'll probably keep Sam's Club waiting.

FIRST IMPRESSIONS ARE LASTING

by Theresa Cahill

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I received an email today from a long-standing subscriber and someone I consider a good friend though we will probably never meet face to face.

Her email asked for my advice on the website she is creating from a template offered to her through the program she joined.

She's open, very receptive to advice, suggestions, changes. She's on the right track. The very first thing she added to the template was her name, address, and a toll free phone number even though it was not included with the template. By that act alone, she's already way ahead of the game :)

But... This isn't about her website.

What happened was it got me thinking I should go out online and look at programs of a similar nature. Get a feel for the webpages themselves, see if any good ideas popped into my head.

Not to steal... to gather ideas, to get first impressions, and I needed to locate websites about big money.

Mortgages, refinancing, that sort of thing.

I headed to Google and typed in the first word that came to mind - "mortgages."

ATTENTION HOMEOWNERS: (Sorry USA Only)

FREE Service to Homeowners!

Save \$\$\$\$ on your Existing Mortgage!

No Risk!

No Cost!

No Obligation!

Guaranteed to save you \$\$\$\$!

Go to: <http://mortgageser.com> to get your FREE (\$395)

Download of this program today.

The results? All I can say is, "Yikes!"

After clicking through the first 10 sites listed on Google's first page, to my dismay, I found only three websites where, if I was interested in buying or refinancing, would I even be somewhat tempted to dig a bit deeper.

Only three out of 10? How can that be?

The other seven websites I viewed were disasters!

Here are websites wishing to convey consumer confidence. Websites that will get around to asking people to divulge their most personal of all information - their credit history, income, the works. And all I could think was, "Yikes! You've got to be kidding me!"

So what? Why might this be of interest to you? You're probably not a banker or lending institution.

But... you might be a CPA or real estate agent or mortgage broker, or anyone doing business online!

BETTER than the BANK! EasyChairClub presents ~ Dollar Monster ~ Invest any amount from \$10 to \$5000 and in less than 15 days you DOUBLE YOUR MONEY! I was skeptical at first when a friend approached me since I have been online for 8 years and been through some scams, but after hearing her testimony and many others I decided to give it a go. I invested \$500 and in 5 days, I received \$1000!! Cycle times continue with a 25% Automatic Reinvestment of Funds with 26,000 members and GROWING! Signup others and receive 20% Commission RIGHT AWAY. Join NOW!
<http://easychairclub.com/dm/moreinfo.cgi?u=Gwen001>

First impressions can and will make or break your sale. They are what leads us to friendships, business associations, and what keeps us coming back to the same brick and mortar or online business again and again.

Sure, if you have the cash and no time to do it yourself, professional web designers are a great way to go!

But, if you're like the majority of us with limited funds, you are going to need to teach yourself the basics of HTML.

Businesses or not, the sites I viewed screamed, "Newbie!"

If you've been telling yourself you'll get around to learning HTML some day, and you are trying to make a living online, you need to move that to the top priority spot on your "to do" list.

This is your web presence. This isn't something you "get around to doing."

Make it a "today thing." It is not hard to learn. <http://www.htmlclinic.com> is a great free resource with easy to follow instructions. You can do this!

Just keep in mind that guest books and family photos belong on "home" sites. If you are in business, be business-like.

Every day that goes by, without your website up to snuff, costs you. Time, money, and potential sales.

Visit your website now. Sit back. Be your own worst critic and ask yourself, "What is my website saying about me?"

Mind-numbing document exposes how anyone can literally 'steal' their share of a first-quarter \$111,000 earnings. Sneak a blank message (before I change my mind) to: <mailto:64078@ez-optin.com>. Visit our WEBSites at <http://www.iw64078.de.ms> and <http://clik.to/701574>, and finally <http://www.optinblast.info.ms>!

WHEN MORE IS BETTER

by Theresa Cahill

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When I first started publishing, I ran not only my newsletter, but classifieds and solos, too.

At some point it did occur to me that not everyone on my primary, or better put "sole," list fully appreciated, nor wanted, every mailing I was sending.

Just because they subscribed didn't give me full reign to send and send and send.

I opted at that time for a solo opt-out list. I contacted my existing list so all existing readers could make their choice, and included this option in my welcome letter for all newly arriving readers.

My surprise was only a handful of readers chose to take me up on it. And a handful of the handful thanked me.

Everything You Need to Get The Success You Deserve

Click Here Now! <http://quicktour.sitesell.com/team-winner.html>

I WORKED A TAD HARDER BUT IT WAS WORTH IT

The benefit...? Now I knew when I sent a solo it was because the person receiving it truly expressed their interest in reading it.

This increased the value of my offered advertising both to my readers and my paying advertisers. And, while not going overboard, I was also able to adjust the cost of advertising upward because the list had increased value for the advertiser.

Yes, it did require a tad more work - only because way back then I wasn't using autoresponders and automated mailing lists. I updated, moved, deleted, mailed, etc., manually from my desktop.

"Nowadays," automating sublists is a breeze! :)

FAST FORWARD A FEW YEARS...

I no longer offer solos directly via my newsletter website - I operate two co-ops for that purpose allowing those looking for special advertising (along with classified advertising) the opportunity to pick and choose from a wide variety of quality ezines.

My true feeling is my co-op works at its' best offering 6 line classified advertising and top sponsor ads. I believe it is much better to shop around and contact and purchase solo ads directly from publishers. Consider, if you are reading that ezine, chances are others are, too :)

"Bulk" solo purchases work, but "targeted" solo purchases work even better.

A FEW MONTHS AGO

A while back I wrote an article which, months and months later, I can frankly say was a plea to those with mailing lists to narrow them down - target their lists. My inbox runneth over :)

My aim was two-fold:

1. Increase the quality of one's mailings
2. Eliminate the "spam" aura that taints any list when contacted too frequently (or unwantedly).

And, above and beyond all of that, if you have a list you've got a primary objective in mind to make money (or the equivalent) with that list.

PUT MY MONEY WHERE MY MOUTH IS :)

I'm one of the lucky ones who have a copy of Jimmy D. Brown's Sublist Secrets Revealed: <http://www.mywizardads.com/revealed/>

Whether you are a follower of Jimmy's or not isn't the point. The point is Jimmy makes money online - big money.

How? Because he has fine-tuned the art of list management and uses it to his, and his readers, advantage.

How many lists do you have? Mr. Brown manages 90 - yes 90 - separate lists. I do believe when he finds something noteworthy he knows exactly who to contact. And he makes sales.

MAKING SALES TAKES WORK

Anyone serious about earning a living online needs to start at the source - their list. If you have only one mailing list chances are that list will degrade over time - if it hasn't already.

You need people willing to open and read. Action comes when people receive what they want and need.

Yes, time and effort are required. I've yet to find any job that doesn't require both :)

In the long run (actually a much shorter run then you expect), the extra work pays off.

Having extremely tight, targeted mailing lists ups your odds to make money. It also shows you are conscientious and truly interested in providing the right thing to the right receiver.

Increase the pull of your mailings a hundred fold. More... more lists, finely tuned, are better!

Legendary multi-millionaire reveals in step-by-step detail how starting from flat broke you can change nothing into \$1,310,720 using your wit, imagination and your natural abilities. The action-guide really is free. At no time will you be asked to part with a single cent of your own money for this system. Claim your free copy now. Simply Click Below:

<http://www.instantadtracker.com/trackbiz/control/redirect.php?id=2408>

DON'T BE SCARED

by Theresa Cahill

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While I can safely say that I'm against excessive internet marketing interference, sometimes even the worst change can have a beneficial impact.

There's a lot of information and outright scare tactics floating around the net about FTC rules and regulations. Straight information is a great thing - and my guess is we all can do without the "scare."

The FTC has been around a long, long time. They monitor media and advertising affairs in the U.S. This agency does serve a purpose - to protect both the seller and consumer from the scam artists of the world.

Instead of picking on this system, I'd like to concentrate this article on why and how this increased interest in internet marketing will have a good impact for the rest of us.

This Will Be BENEFICIAL To YOU?

Are You Sick And Tired Of Internet Marketing Schemes That Just Do Not Work? Do You Find Yourself "Buying Into" Product After Product And Still Find Yourself Saying, "I Just Don't Get It!" You can stop that vicious circle, right here, right now! For All the Details, Please Visit: <http://tinyurl.com/ens8> - Health, Happiness, Prosperity

For years now I've seen, and joined, outright rip off programs on the net. I've had my money stolen right out from under me after performing, in good faith, the services I agreed to perform upon joining.

These programs were set up for no other reason than to scam "innocent" people out of their hard-earned cash and head for the hills.

Yes, I do write "innocent" on purpose.

Frankly, I'm tired of people believing they can make \$14,000 by paying some total stranger \$5. Get real!

Don't we all watch the news? Aren't these the filler stories networks use - where the "old" and not so old people have been scammed out of their life savings?

Aren't we warned, repeatedly, that if it sounds too good to be true... it is?!

And... Wouldn't the internet be the next perfect step for these same con artists.

I love marketing and advertising! I truly enjoy helping others promote good, solid, profitable businesses. And, owning two co-ops and publishing my own ezine I've had, over the course of time, the unfortunate "pleasure" of watching people pour good money after bad.

I also am, unfortunately, of a mind that the "school of hard knocks" does teach it's pupils hard lessons.

If you're willing to believe some pie-in-the-sky promise of riches beyond your wildest imagination, especially by having to do NOTHING to make them, don't you deserve to be ripped off?

Sorry, that was harsh :)

But true...

The internet provides a wide open territory for those looking to make a good, honest living from their home.

Tired of leads that don't work? SimplerLeads is currently offering a limited time Free Membership. Receive responsive high quality leads every day at absolutely zero charge. <http://tinyurl.com/38vst>

Our company specializes in highly responsive, double opt-in leads for your online or offline marketing campaigns. Visit us today to claim your free membership: <http://tinyurl.com/38vst>

But, you have to be willing to make the effort to build a working model of that business, open it, promote it, and back it up.

To facilitate the demise of these programs, and to conform to FTC rules and regulations, I envision not just U.S. involvement, but world- wide unification to stamp them out.

We will all benefit when the pie-in-the-sky programs disappear. Imagine finally receiving only offers for legitimate ways to create wealth, to whatever degree, online!

Traffic Hurricane is FREE for a limited time! This simple to use new software will deliver targeted traffic to your site *NON-STOP* like gangbusters! Heck, who doesn't need extra traffic to their website? After all, more targeted traffic to your website equals more dollars in the bank! If you couldn't bear the thought of tons of laser targeted traffic to your website absolutely FREE, then under no circumstances click the link below!

<http://www.TrafficHurricane.com/jleogue>

HOW TO SURVIVE MARKETING QUICKSAND

by Theresa Cahill

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Have you had this experience?

You join a program and everything starts out so well.

You're convinced you've found what you've been looking for online. The upline, all the way to the owner, seems to know what's up and what the next step will be.

You're happy.

Then... everything changes.

In my five plus years of online marketing, I've seen this happen over and over and over.

From affiliate programs to advertising co-ops, it seems that some individuals lean toward a latent tendency of self-destruction.

HERE'S THE SCENARIO:

You sign up and start putting all of your energy into building your share of any particular program. You are working HARD at it, and the owner of the company is so supportive and encouraging and helpful.

Then, you begin to notice a few odd things. Emails, or maybe even phone calls, where that person just doesn't sound quite right. You can't put your finger on it, but your internal alarm is definitely trying to tell you something.

You move onward. The emails get stranger and stranger. This once reasonable person begins to sound alarmingly like he or she is slipping a gasket. You begin to worry, not just for yourself, but because you may have also convinced your close friends and associates that this was the right program, too.

A bit more time goes by, you've been praying for a miracle, but...

Now the alarms are ringing loud enough to wake those in neighboring countries. The emails and postings and/or phone calls definitely sound like this person has jumped off the deep end.

Megglomania has struck and you're being sucked down in the quicksand!

I don't know why this happens. I do know, from various program participation, that it does. The old saying, "Power corrupts" has struck again.

I've witnessed normal people like you and me change virtually overnight. A tiny bit of success with their program and WHAM! They become a "legend in their own mind!"

Discover The Benefits of Unlimited Global Voice communication, text chat, co-browsing, and application sharing over the internet! Add that personal touch to your customer service and sales presentations. Hold seminars and auctions for your products and services. Train your affiliates or work joint ventures with people anywhere in the world from the comfort of home! The applications are endless. What was once the domain of corporations is now available to you for One Low Monthly Fee! Visit: <http://tinyurl.com/5s46d>

BETWEEN A ROCK AND A HARD SPOT:

You know it's not you, but you also know you've been backing the wrong horse.

Now you're in a moral dilemma not of your own making. You need out, and out fast, and you need to inform others of your decision, but how?

My advice? First, don't be embarrassed or afraid! It happens. It happens a lot more often than you may be aware of...

But, no matter what, never resort to name calling. Never threaten. Never mislead. Never lie!

Just calmly and clearly contact those you must, if you must, and state your decision to leave that program.

This is the best way. Always keep your own personal integrity intact. Remember we all make mistakes. It's much better to 'fess up and begin

damage control than to let others, who may or may not be aware of the situation, continue their own downward spiral.

STRANGE THINGS HAPPEN TO GOOD PEOPLE

I believe there is a reason for everything. I also know that that reason is not always clear to us in the moment.

But...

The universe watches. How you handle this type of situation now, handled well or handled poorly, will come back to you... tenfold :)

ARE YOU STUCK? We all dream of making money at home. But, we don't all know how to make it happen!

I'm Grace Reid, voted Online Consultant Of the Year, & I hear from people just like you - desperate to find the way to financial freedom. That's what inspired us to open The Free Online Advice Centre! We're here purely to help you find your perfect way to make the money you want online. Our highly experienced consultant team is waiting to hear from you now! Come visit us at:

<http://www.onlinesurveymarket.com> - The Free Online Advice Centre.

ARE YOU A HOBBIT OR A DWARF?

by Theresa Cahill

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Okay, I confess! With the release of the Lord of the Rings series, I'm hooked once again. Thirty some years later and out come the books, including the one that started it all, The Hobbit, by J.R.R. Tolkien.

And after watching Parts I and II (many times over) and re-reading The Hobbit, I've come to the following conclusions which may help you determine your best path on the intense internet marketing highway.

Bilbo Baggins, the hobbit that starts the whole series flowing, makes a statement to the effect that one must be careful walking out one's front door, because you just don't know where your feet will lead you next.

Does that path lead to fame and fortune? Or straight to the dragon's lair and all it's dangers!

I don't want you to miss this! I've found a GREAT book on making FAST money on the Web. It's completely free, even though it's worth \$19.95 or more. Just visit <http://www.powerpointerspage.com/148154> and download the book. It's yours for the taking with no strings attached. Even better - you can share this book with your friends, co-workers, or whomever you want. You can even make it available for free download from your own website. It's yours free to share. Just remember to visit <http://www.powerpointerspage.com/148154> before they stop giving this valuable gift away.

Bilbo is thrust into an adventure that, under normal Hobbit circumstances, just was unnatural for him to undertake. He faces horrendous dangers, and yet finds within himself a strength untapped. In fact, quite beyond his wildest imaginings, he actually becomes the unspoken leader of a troop of 13 dwarf companions.

And we all know the natural inclinations of dwarves :)

Dwarves, while stout-hearted in the best of moments, yearn for wealth, instant wealth. They aren't afraid to go after it, but grumble almost incessantly while in pursuit of that wealth. They will also go to great lengths to avoid work, unless given no other choice, to attain that wealth.

Dwarves enjoy shoving "the other guy" forward to scout out the landscape and warn of imminent dangers.

Hobbits, on the other hand, are basically mild mannered. They enjoy the comforts of home and hearth, but aren't above putting in that more than bit of effort needed to ensure their own comfort. They understand the necessity of effort, mixed with a huge amount of caution, to reach their end goals.

Now ask yourself, are you a Hobbit or a Dwarf?

I Want to Make YOU a Millionaire! The World Wide Millionaire Club. A group of like minded individuals (Like You) who have bonded together to form a club where internet income is the common goal and friendship, loyalty and integrity, is the relationship used to help one member at a time reach their own financial goal... When you join our Club you become part of a group that Works as a Team, Builds as a Team, and most important... Earns as a Team. We have the system, if you have the desire! <http://www.worldwidemillionaireclub.com/register.html?1999>

Internet marketers are natural adventurers, we have to be to take the pounding most of us do - over and over, and still opt to come back for more.

But the problem lies not in our pursuit of "wealth" on the net, but in our rather hasty, and often poor, choice of path.

Over and over I watch as many opt for the path of least resistance. The path that asks for nothing in return from you, yet promises wealth beyond even the dwarves' wildest imagination!

Be open, yet wary. Smooth talking, self-proclaimed "wizards" are everywhere. Just as the troop needed maps and advice to reach their goal, so do you.

And, the handiest map on the internet is the search engine.

Have you recently stumbled across something interesting? What was your FIRST move? Did you go to the search engines and type in keywords to INVESTIGATE whether the dragon was in and sleeping? Or did you just opt to fall face first into the dragon's lair?

Research! At your fingertips you have the means to find out everything and anything about interesting programs and people. Opt to use your brain first, and your wallet second!

Remember just before the Hobbit and his 13 companions stepped into the Mirkwood forest, they were warned, repeatedly, to not stray from the path on their quest to the riches ahead.

In your quest for the gold laying deep within the Lonely Mountain, many paths will also present themselves to you.

Choose rightly and all goes well :) ... But, stray from the path just a little, and...

This is a really cool piece of software that lets you fill-in-the-blanks, click a button and poof! You have an instant sales letter for your product or service. You get a sales letter nicely formatted on a web page with a fully customized design when you're finished. You can check it out at:

<http://getyourprofits.com/z/69/CD15727>

SEARCH ENGINES & PEOPLE WANT THE SAME THING

by Theresa Cahill

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When your website visitors arrive, they are looking for, and need to find, very specific things. They enter your "front door" thinking:

1. "Make it quick, I don't have time to waste."
2. "Make it easy for me to understand the benefit."
3. "Make it easy for me to reply."
4. "Don't let me down."

Funny enough, or not so really, the MAJOR search engines are looking for, and need to find, these same "features" in order to give your website the thumbs up and allow your webpage to be listed.

No Referrals Needed!

No Advertising Needed!

No Sponsoring required!

Nada! Zilch! Double within 21 - 31 days or less.

Skeptical? Test them first! Make them prove to you they CAN!

I would like to be your referrer: 1461204

Check it out here, and put me as your referrer!

<http://www.magicdoubleup.com>

However, a search engine is much more specific in the sense that the overall flow through of your website must meet a particular set of criteria. To ensure you're on the right track with your current or soon to be in existence website, let's take a look at Google's Quality Guidelines.

Basic Google Search Engine Website Principles:

Make pages for users, not for search engines.

Don't deceive your users, or present different content to search engines than you display to users.

Avoid tricks intended to improve search engine rankings. A good rule of thumb is whether you'd feel comfortable explaining what you've done to a

website that competes with you. Another useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"

Don't participate in link schemes designed to increase your site's ranking or PageRank. In particular, avoid links to web spammers or "bad neighborhoods" on the web as your own ranking may be affected adversely by those links.

Don't use unauthorized computer programs to submit pages, check rankings, etc. Such programs consume computing resources and violate our terms of service. Google does not recommend the use of products such as WebPosition Gold™ that send automatic or programmatic queries to Google.

Pretty straightforward, right? Well Google, in it's effort to help you help yourself, has also posted a more specific set of rules. They are:

Google's Specific Recommendations:

Avoid hidden text or hidden links.

Don't employ cloaking or sneaky redirects.

Don't send automated queries to Google.

Don't load pages with irrelevant words.

Don't create multiple pages, subdomains, or domains with substantially duplicate content.

Avoid "doorway" pages created just for search engines, or other "cookie cutter" approaches such as affiliate programs with little or no original content.

Now take a trip back up a few paragraphs. Did you notice that Google specifically mentions programs like WebPosition Gold and automatic submission programs. Using programs like this can be the kiss of death for your website.

People try fooling spiders all the time. But, spider algorithms are so immense, so changeable, and so mathematical that you WILL NOT FOOL Google for long.

Regardless of what the latest and greatest craze out there is telling you, and recently I've been hearing how "unimportant" it is to get ranked in search

engines, we all know that's hogwash. You use search engines, right? Stands to reason the rest of the planet does, too. So getting listed IS an important aspect to doing business online.

And, once you are listed, you want and need to stay listed! Don't jeopardize your ranking by trying off-the-wall, could-get-you-blacklisted-forever techniques.

Content, easy navigation, and filling the needs of visitors and search engines are the only things that matter. Be professional, provide what they come looking for and the rest will fall into place.

Next time, we'll take a look at Free Search Engine Submission Tips.

Until then, happy designing!

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CLEAN IT UP!

by Theresa Cahill

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Sometimes it pays to get back to basics. No, in this case I'm not talking about marketing, but the "let's take care of the equipment that takes care of us" basics.

The longer I'm online, and living in this little town, the more convinced I am that many do not know of, or neglect to take care of, the simple things.

My son's friend has called for the past three nights with big computer problems. Big for him in the sense that he can't keep enough ram open to run things nor stay online long enough to even begin to surf.

Why? Because his computer is really ticked *smile!*

Let's face it, we all demand a lot from our computers. And it also stands to reason that the longer you've been online visiting websites or downloading this and installing that that things tend to get jumbled up in the "guts" of your machinery.

Your computer needs your tender loving care :)

So let's baby that baby!

See Our Automatic Set & Forget Message Delivery System. No other system can compare with this one of it's kind Opt-In Email "Solo" sending system. 4,222 FRANCHISE WEBSITE OWNERS ARE ACTIVELY PROMOTING YOUR SOLOAD, BY MAIL and LIVE ON THE WEB. You can let the same message continue week after week, reaching new and existing buyers or you can change it and it starts over from the beginning! Check out all the outstanding details!
<http://maximumheavytraffic.com/iegmy292/os.cgi>

BASIC BROWSER STUFF:

I'm an Internet Explorer person so that's what I'm going to cover in this article. If you use another type of browser, take the time to find out where they've put the settings I'll tell you about below. You'll be so glad you did.

Under the TOOLS area of your IE browser there is an INTERNET OPTIONS choice. Go there now. Under the GENERAL tab there is a "Temporary Internet Files" section with a SETTINGS button.

Click on the SETTINGS button. Set your computer so that it checks for a newer version of any stored page "Every visit to the page." Yes, it might take a bit longer to load, but this way you are always viewing the most current version of any page you visit. Saves on confusion, especially if you are ordering something or signing up for some new program.

Click OK.

Then click on the ADVANCED tab. Go down under the SECURITY heading and make sure there is a check mark in the box that reads "Empty Temporary Internet Files folder when browser is closed." This way whenever you are done surfing, all those visited pages will be dumped - or I should say "most" of these pages will be dumped. You don't need to store every little thing you've ever viewed online, right? Stands to reason it just clogs up the works.

Click OK.

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Advertise Your Business NOW!

WEEKLY MAINTENANCE:

Up above you took care of some of the pages being cached on your computer, but weekly maintenance of the other temporary files - and there are plenty of those being saved for you whether you know it or not - needs to take place.

Click on START, SEARCH. Choose Search for Files and Folders. Type in *.tmp and start the search.

If you've been surfing a lot you'll have quite a few entries returned. These are deletable files, files that just take up additional space on your hard drive.

When the SEARCH is done, highlight and delete all the files except for the INDEX.dat file (it won't let you delete this one anyway).

Okay that's done - now remember to do it periodically.

You can also do a SEARCH for your COOKIES folder. When found, click it open and highlight and delete all those, it won't hurt a thing, it's just extra "stuff" your computer is hanging onto for you. Cookies are not that big in and of themselves, but again it's just more stuff accumulating on your hard drive. You'll replace it all soon enough, trust me :)

MONTHLY OR MORE OFTEN IF NEEDED:

When was the last time you defragged your hard drive? You need to defrag your hard drive monthly, maybe more often, maybe less depending on the wear and tear you put your computer through.

Click on START, PROGRAMS, ACCESSORIES, SYSTEM TOOLS, DISK DEFRAGMENTER.

For XP, you click the ANALYSE button. If it comes back and says "oh boy, you need to defrag!" or message equivalent - let it!

What happens is every time you open and use and close and open and use and close... it mixes pieces up and puts them back willy nilly. Defragging just allows the computer to clean itself up and put the pieces back together again. Your equipment will run faster, and if you're always borderline crashing this could very well do wonders for you.

A Quick Tour Slide Show that could make "YOU" Rich:
<http://quicktour.sitesell.com/bellsbiz1.html>

LAST BUT NOT IN THE LEAST LEAST:

Four basics here:

1. Your Anti-Virus program

Now don't laugh, but many think just because "it came with the computer" that it's just doing the job automatically... not! You need to explore your antivirus program, ensure it's operational, and set a few features like weekly or even daily computer drive scans, check for updates (automatically) and install, etc.

If you've never seen it update (download the latest virus definitions for your protection), chances are it's not.

Open your anti-virus program now and get to know it inside out - it is your very best friend, and first and foremost protection online! You'll thank me and so will your friends!

2. A firewall

A firewall, in essence, blocks outsiders from accessing your computer ports. This is not the same as an anti-virus program, but is another essential self-defense online tool.

<http://www.zonealarm.com>

I recommend ZoneAlarm. It's easy to set up, you can train it or allow it to "train itself" and it provides an additional barrier between you and the wackos running around out there. It's very inexpensive compared to numerous trips to the "computer doctor."

3. A good spy-ware stopper

My personal choice is Ad-Aware - not to be confused with "adware" which IS spyware - Ad-Aware is a program that searches out all those nasty little spying tidbits "they" sneak onto your computer as you travel around the net.

Go to <http://www.download.com> and type in Ad-Aware. Their LITE program is free though I'd highly recommend spending a few bucks and getting the pro/plus version.

Download it, install it, run it!

When it's done, tell the program to quarantine (and delete if you have the pro version) all the spyware sitting on your computer - just read and follow the instruction screens. You are going to be so totally amazed and outraged when you let it do it's job.

Everywhere you go on the net someone is slipping something onto your computer. The pro version even has an AD WATCH feature you can turn on while you surf for even more protection.

4. And it goes without saying, back it up!

You do not want to ever have a computer crash, it's so horrible I shudder just thinking about it.

Get yourself a good CD Read/Write drive or external drive and periodically back your stuff up. You don't have to get all complicated about it, you can treat your read/ write or external just like a giant Floppy drive it you want to - copying and pasting your files and folders onto your backup system. Do back up! You'll be happy you splurged for this "extra" should "it" ever hit the fan.

Well that about covers what I've spent three nights trying to get the kid next door to do. Is he? I haven't a clue - but I sure hope so! Will you? Again, it's back in YOUR hands to treat your computer right.

Be kind to your computer and it will be kind to you :)

No One Else Has It.... Everyone Needs It ! ...Global Patents. Our company has the global patent on the "Operating System" of the Human Body. If you missed out on Microsoft, don't be left behind again!
<http://prohealthlife.goodhealthrevolution.com>

WHO'S DOING WHAT TO WHO?

by Theresa Cahill

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Last night, just before calling it quits and turning off the computer, I received an email from a gentleman who wondered how in the world his email address had ended up in "my" classified ad board program.

Now the program he was wondering about was one of those "create your own classified ad boards," and was something that I had LONG ago eliminated completely from my ezine website.

So of course I was wondering the same thing! How could someone post to a board that should not, and physically does not (to the best of my knowledge), exist?

Well, I researched back a bit and view sourced the header to another "Classified Ad Notification" I had received - the fact was I was receiving a lot of them, off and on. My intention was to find out and stop this, but I confess it was one of those "when I get the time I'll investigate it!" sort of things. In the meantime, I was treating them as "junk mail" and just throwing them away - not keeping the names and emails - that would have been unethical.

And what did I discover?

'Lo and behold, there was the server information for a program - a membership site - that I had cancelled my subscription to at least a year ago!

Hmmmm... What's up with that?

Of course I wrote to them immediately, and yes I did include the person who contacted me in on my email, after all if it weren't for that gentleman and his very appropriate question, I'd still probably have this "on the back burner" to be taken care of later. And, because of this, it did appear from his point of view that I was to "blame."

Their response? Quite snippy to say the least LOL! I was even vaguely threatened that my statement of "since it's not mine, gain somewhere else must be the reason" [paraphrased I assure you for brevity's sake] was a "crime" to put into writing...

Okay, now who's doing what here?

The header information from all notices sent to me clearly shows THEIR server still serving up this form - somewhere, somehow, for some reason.

Since I no longer am a member, and most certainly have not been hosting this ad board myself, what conclusion can I draw? What conclusion would YOU draw?

The best reply these people could have sent me would have been a formal apology. Did I get that? No, as I said I was vaguely threatened instead.

What sort of professional service is that...?

My best advice when joining programs and membership sites, etc., is to watch them carefully.

This other site I speak of without naming, for heaven forbid I should write anything "criminal" while stating only the truth... well suffice to say that "all that glitters is not gold."

What I could have done, but did not do, would have been to write them back and tell them that a while back I was personally contacted by another ex-member who was having similar issues.

So, again I say, who's doing what to who here?

Watch your back out there. There are plenty of good folk to do business with... The others? Stick up for yourself and get what needs to be taken care of... taken care of! When you are in the right, don't be afraid to say so... just be sure you have proof, of course :)

Why are "They" Rich and You're Not?

Every guru did One Thing FIRST. It towers above every moneymaking "secret." It's the very foundation of wealth building. No you don't have to start an ezine. No it's not another program. Learn it for nothing and get paid to use it. It lasts and it WILL work for you.

<http://www.radsponder.com/cgi-bin/t.cgi?k=groot:24>

WHICH WAY IS UP?

by Theresa Cahill

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Many moons ago I joined a program called Link Partners. I confess it was back at a time when I really did not have a clue about reciprocal linking, the best methods, the right way to go about it.

Today while scanning through my incoming mail I made note of several opportunities or offers to swap links that I received through this program.

The problem?

Not a single one was appropriate - not for me and my website nor them.

So why did they ask? Because it was easy, too easy, to ask.

Reciprocal linking, link swapping, can truly help your ratings in the search engines if they conform to a few simple guidelines. These guidelines include:

1. A common interest

While swapping links with a competitor is probably not the brightest idea, there are shades of competition.

What you'd want to look for are websites that do have a common thread to what you are promoting. The reason for this is simple. When someone finds their website they are probably looking for something specific. If your website is similar to, but not the same as, the site with your link on it, you stand a more than fair chance that once the visitor is done, they'll click through to your site to see what you offer.

And, since you've taken the time to ensure your website is not in direct competition with the other website, your chance of arranging a beneficial swap greatly increases.

2. Link wisely - link forward

There is typically only one major winner to the link swap - though that should not stop you from hosting a link even if you are not the "top dog." Just be sure to do your homework if you are the one being asked.

Who wins? The website linking forward.

We all know that there are great web rankings. We all strive to achieve those top 10 spots or top 10 page spots - both are excellent search engine positions.

When looking for link swaps, check the other website's ratings in Google or Yahoo or your own favorite search engine.

If the site is way out there, this swap is not really going to benefit you - in fact recently I've read that too many "out there" links can actually harm your own rankings, so do investigate first.

Link forward whenever possible, or look for other complimentary websites with similar rankings as your own.

3. Avoid link "farms"

As you've surfed, you may have run across searchable pages (set up in categories and the like) where the owner invites you to "add your link."

One of the first things to do is check their rankings. Again, harking back to #2 above, listing your website even for free on a webpage with "poor" search engine placement will do your website absolutely no good.

In addition, the search engine spiders are getting smarter. Just because a website has a billion and a half outbound links, when they are unrelated or poor content matches for your own website you are hurting yourself and your chances to move up in the rankings.

4. The classified ad board

Often publishers offer a free classified ad board at their website. I'm of mixed opinions about this, but I believe that if the page on which it's presented specifically has content explaining what the board is and why it's there, it may not do any harm.

Just be sure, as the publisher or owner of the board, to provide a reason why it is there. In the content of that webpage be sure to use a heavy (but not overly abundant) use of your meta tag keywords and key phrases. Stress the importance of providing your subscribers with the means to post advertising, ezine advertising, at your website... that sort of thing. Do take the time to word your page correctly. Don't just "slap it up there" and hope for the best.

In any event, if you've added a board recently keep your eye on your search engine placement. If your website begins to slip, it could be the board and it's outbound, but unrelated, web links.

Conversely, given the right programs posted on your classified board who knows...! It could actually pull your site forward :)

Just stay on top of your own rankings and make adjustments if needed.

Wrapping this up...

Good search engine placement is a must. Yes, word of mouth is perhaps the finest method for good, solid growth, but millions upon millions upon millions use the search engines every minute of the day.

Don't blow your chances with poor link swapping. Use discretion, research and understand first why any offer would or would not be a good match for YOU and act/react accordingly.

3 VACATIONS @ 1 LOW PRICE \$471.00/FAMILY
BAHAMAS, ORLANDO & COCO BEACH, MEXICO, WALT DISNEY
<http://www.awesomevacations.com>

Do you know that the second language around the world is Spanish?

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<http://www.personalspanishclasses.com/>

small and your viewer most likely will run for the hills versus readjusting their browser (which they could do, but most likely won't).

So what is the ideal page layout? How is it accomplished?

The simplest way after setting your page background color is to create an overall web page table. Picture this first table as your 8-1/2x11 sheet of paper. Inside that piece of paper you'll create even more tables, opening and closing them as you go along, but ultimately ending the entire page - just before the total webpage closing tags with your overall web page table closing tags.

It's Easy to Build Your Own Website!

TemplatesandBanners.com offers all the resources you'll need to build your very own website! Save yourself time and money, stop advertising links one-by-one and send all your traffic directly to your very own website! Don't worry, it's easy! Discounts, savings, & gifts! <http://www.templatesandbanners.com>

A typical layout that lends itself well to just about any presentation of material might look like this (see my ezine web page at <http://www.thewizworld.com> to get a visual idea only - and while you are there resize your viewing window to see how it automatically adjusts for you):

(Note: replace * for < or > when coding your page)

```
*body background="#4682B4"* *center* *table width="80%" border="1" bgcolor="#FFFFFF" cellspacing="1" cellpadding="8"* *tr* *td valign="top" align="center" width="10%" bgcolor="#FFFFFF"*
```

First column of information

```
*/TD* *TD WIDTH="90%" VALIGN=top*
```

Second column of information

```
*/td* */tr* */table* */center*
```

The absolutely most important attribute for this entire page is the coding of the page WIDTH.

Many web pages are created using a fixed table size. Setting your WIDTH using percentages though allows your page to automatically resize itself for each individual visitor.

You can also place a fixed value inside the quote marks, but here's the rub. Even widths of 700-750 will be too wide for most browser windows. This will force your reader to scroll from left to right. You will lose them since most people will only put up with that for so long before they give up and leave.

A good suggestion would be to work within a page layout of 650 or less if you truly must choose a fixed width.

My second website, <http://www.mywizardads.com>, uses a fixed table width of 600. The tables within the overall table adhere to the 600 width also, with their individual columns set with adjustable percentages.

Granted, with the fixed table size a person will only be able to downsize their browser screen to a given point before some of the information is unviewable, but the 600 setting works for most visitors and surfers.

(Note: replace * for < or > when coding your page)

```
*table width="600" border="0" bgcolor="#000080" cellspacing="2"
cellpadding="10"* *tr* *td valign="top" align="center" width="95%"
bgcolor="000080"*
```

Top portion of information

```
*/td* */tr* */table*
```

Never, of course, take what belongs to another, but do surf, right click and view source, and study different websites. Teach yourself by hands on manipulation of the numbers within your own HTML editor or notepad file what works and what won't.

And do consider using a main overall table in which to nestle additional individual tables. Use percentages or combinations of one overall fixed width and individual percentage settings inside your main- and sub-tables.

You've worked hard! Ensure your website is viewed as you envisioned it.

THE LAW OF PHYSICS IS WRONG

by Theresa Cahill

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One law of physics tells us that for every action there is an equal and opposite reaction.

Well I'm here to tell you that, in the case of the internet, that is all wrong.

There is nothing "equal" about the reactions of internet users!

You know what I mean if you've ever, for example, received an email from a friend (who received their email from a friend of a friend...) telling you "you may have a virus on your computer." These emails generally include instructions on how to remove some vital piece of necessary programming from your operating system - something no sensible person would ever do without investigating first.

Then... a few minutes or hours later, you get a second email, only this one is an apology. Your friend is embarrassed but willing to admit that he/she was duped and now has in his/her possession proof that the above WAS all "just a hoax."

In the meantime, the first email caused a "gut reaction." The receivers of the first initial email, again without investigation, freaked out and, wanting to make sure THEIR friends didn't suffer a similar fate, emailed a whole new set of internet users to "watch out!"

They of course mailed their friends, who mailed their friends, who... you get the idea.

So I have proof positive that the law of reactionary physics as the scientists perceive it is all wrong! There is NO "equal reaction" on the internet - it escalates all out of proportion quickly, easily, efficiently.

TAKING A LOOK AT CURRENT EVENTS (2003):

We are once again at that stage. The latest "out of proportion" action/reaction is the internet's response to the "anti-sp*am" laws going before the courts.

Normal, rational people in all walks of life with internet mailing lists are "reacting" perhaps totally out of proportion to this current state of affairs.

Now, don't get me wrong - there is legislation in the works to try to do something about all this junk we ALL are getting!

Bully for them, but if they'd done their own homework, the legislators would realize that a huge portion of this JUNK comes out of Asia, from isps with absolutely NO INTEREST in operating in an ethical fashion. These isps are so well hidden that no amount of legislation from all the countries in the universe is going to make an iota of difference.

So while legislators react to lobbyists - without a hope of really ever making a difference - we've got the "regular Joe" online also over-reacting.

He or she thinks they are "doing the right thing" by conforming to laws that don't even exist yet.

And, in reality, these laws may never come to pass. Already challenges are being made through legal channels. These challenges may hold off any decision for years to come.

Any sane person knows these attempts to make new laws will not work, but like anything it will take years or decades of tying up the courts before anyone is going to admit it.

So are you going to just "react from the gut" on this latest one - without researching, without considering the fact that you may have ALWAYS been doing business the right and ethical way... without being told?

If you HAVE been collecting names and emails, and if they come with an isp identifier even better - you've been doing it right all along.

The newest step to cover ones..., ah, you know, is to add a disclaimer at your sign up site, and inside each mailing, that you run ads.

These ads can be anything from programs you yourself are promoting to your downline, to the ezine publisher who runs his/her own ads and those of their subscribers.

Just be sure to tell would-be signer-uppers that they will be getting ads from you and their fellow downliners/subscribers/affiliates if applicable.

That really covers it. Existing lists are people who've always been given numerous opportunities to leave that list at any given time. Duh, they know they've been getting ads... right?

Now just add in the "ad disclaimer" and be sure to always have the "click here to re*move yourself" link in all your mailings.

There, you are in essence "compliant."

I am not an attorney, and I'll be the first person to say things may change and evolve over time, but that is why doing your own homework is so vital - regardless of the latest happenings online.

More research - less "gut reaction." Don't rely on "what you've heard."

Be sensible, do YOUR OWN homework, apply what you learn, and make adjustments if needed. But don't destroy what you've built.

Adapt then react... with a proportional response.

Home Business on a Budget helps YOU succeed without spending an arm and a leg! We're your "One-Stop Shop" providing quality low-cost tools and resources for all your business needs. You'll find everything you need to start your business or help your current business get going on the right track. Come on in and see for yourself. <http://www.home-business-on-a-budget.com>

WHEN "OLD" IS NEW

by Theresa Cahill

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Have you seen the ebook Scientific Advertising by Claude C. Hopkins circulating on the net? I bet you have.

Have you downloaded it? Did you read it?

I ask because recently a bit of it was quoted in an excellent article by a contributing author to the Marketing Profs website, <http://www.MarketingProfs.com>, a website I highly recommend (it's free).

Sean wrote about the psychology of giving away free samples and used an excerpt from Mr. Hopkins book by way of introduction to yes his own free report.

It turns out that, surprisingly, the "give it away for free" may not be the brightest idea on the planet - assuming you truly want nothing in return.

But, the brightest of us make sure that the "free" sample is obtained by collecting (at a minimum) the name and valid email address from the person wanting your download, ecourse, report, etc.

Ah ha! So "free" is not really free - but close enough because you are not asking someone to whip out their wallet and pay cash or credit to obtain your free whatever.

The following analogy used by Mr. Hopkins and expanded upon by Sean definitely got me thinking.

They likened the "giveaway" to visiting a grocery store where a vendor has set up a Saturday morning "here try one" booth.

You've probably sampled a few things yourself at one time or another - but how many times did you actually buy what you tried?

I know out of all the samples I've tried in the past only one compelled me to actually hunt the product down, buy it, and then go back again and again to the same store (the only one that carried the item) to continue to purchase.

But 99.9% of the time, it was "thanks!" and on with the shopping - leaving the vendor without any means of following up. No way to find out did I buy, and if not, why not.

So free can have it's limitations. While attractive by nature, unless your "click here for free" takes that person to a compelling website or provides them with a compelling email to follow up, your free can turn into a complete waste of time.

Get their name and email! The ability to follow up is crucial.

Hmmmm... so what else is inside that book?

Consider that Scientific Advertising was written in 1923 - that is not a misprint - and is to this day considered a "marketing bible" of sorts by many.

Imagine what else might be on those pages :)

Old can be new when we take advantage of past history and past-presented knowledge. And the old adage "some things never change" most certainly applies to marketing.

So, want a copy?

It's available all over the internet as a "giveaway." A search in any engine will return tons of places to get yourself a copy for absolutely free.

Get it, read it, and see what gems you expose :)

And yes, I've got my own copy and will share it with you if you'd like:
<http://www.mywizardads.com/freegifts.html>

Enjoy!

Have You Ever Used Yahoo?

Now Use it to make REAL MONEY.

Learn how the Brand Name of Yahoo!

And The Technological Superiority of a Yahoo! Store means big profits at a ridiculously low cost.

If you've got 30 days to spare, we've got all the tools you'll ever need.

Go to => <http://hop.clickbank.net/?jdcash/ysprofits>

WHAT'S OUT YOUR WINDOW?

by Theresa Cahill

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The most amazing thing has happened since we moved from a small town in Nevada into the greater Las Vegas area - my whole perspective has changed and not in a way you'd typically expect.

Yes we have the city life we've not had for more than nine years, but this change in perspective is even simpler, much narrower.

It's a kitchen window.

If you've ever been in a home where the kitchen isolates you from the outer world - maybe a view of a blank wall next door - you'll truly appreciate what I'm about to say.

Amazing things happen when your outlook changes!

For instance, looking out now I'm treated to pine trees (yes, even in the desert), blue sky, attractive landscaping, a pool and spa (water!), wild life, and much more.

And the outcome of this change in scenery is simple - it is now a pleasure to maintain a usable, clean kitchen.

But it's not just the kitchen. The focus may be on the clean countertops and shiny kitchen windows, but the ramifications go much further.

This one tweak in my outlook also has a major impact on the rest of our living space. We want and need for it to stay clean and organized. It's that simple.

Okay, right about now you might be wondering, "Am I reading a house and garden how-to article?" The answer is, of course, no, since my focus online is marketing and advertising.

What this is all about is perspective.

For the past eight years I've seen just about everything there is to see in terms of MLM and affiliate programs. I've seen good and bad products and services come and go with a bare handful that seem to have the "right stuff"

to hang in there, even years later. I've explored, promoted, and often rejected, the best and worse of them.

I've seen all sorts of wild and crazy promotion methods, many of these if not outright illegal certainly flirting on its edges.

I've seen totally unethical individuals scam victims over and over, and watched truly honorable and professional individuals weather the ups and downs of being online.

And it is those that stick with it that succeed.

Succeeding is extremely difficult. Finding that right thing for yourself is the hardest decision.

It is all about perspective.

Are your expectations too high? Not high enough?

Do you have the strength and fortitude to weather the ups and downs, the seeming whims and fads of cyberspace? Will you honestly devote the time and vast amounts of effort it does take to "make a living" online?

Do you want the millionaire home or are you content to make enough money to supplement your income (perhaps pay your online expenses or household utilities)?

Perspective...

Sure the big guys will have you believe it's easy. They personally have been making a fortune - from the likes of you and me - for many, many years.

But there's nothing tricky or magical about success, no matter your personal perspective of it.

The long and short of marketing is simple:

- * Devise your own personal plan
- * Outline it - physically write it down
- * Implement your plan via advertising, word of mouth, contests, giveaways, and more. Market not only your chosen product(s), but yourself (people buy from those they know and trust)

- * Track everything
- * Revise and update your plan as needed
- * And above all, stick with it - through thick and thin.

Again, it's not magic - it's having and implementing a true, workable, revisable plan.

Without a systematic approach you'll spin your wheels and continue to wonder "why not me!?"

Strategy and perspective. Think "new kitchen window" and just imagine what will happen when your outlook changes.

My FREE Ads Secret

Howard L. Moreland guides you through the entire process of building YOUR business online or off using only PROVEN FREE ADS - free ads that hardly anyone knows are so readily available if you know how and where they are! Howard L. Moreland reveals exactly how he places up to and above 50 million ads FREE.

<http://www.inwestart.go.dmkproject.com/200mill.htm>

THE LITTLE GOLDEN BOOK

by Theresa Cahill

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When I was in the second grade, I was invited to a birthday party. I remember this particular party because the boys' mother had purchased and wrapped individual parting gifts for each child.

They weren't labeled. You just reached into a pillow case, with your eyes closed, and pulled out a gift that became your own.

Mine was very special. I dearly loved it.

Maybe you're old enough (or young enough) to remember the Little Golden Books? They were very thin, heavily bound, almost but not quite a paperback, and had gold leaf trim.

My special parting gift was The Golden Book of Manners.

What a great book! All sorts of animal friends invited to a birthday party. How to say hello to those who'd invited you, and thank you for all manner of things that happened. How to make sure everyone invited had a good time and was not left out. And, especially, to remember to thank everyone as you left.

I wish I still had that book, but it's imprinted on my brain I'd read it that many times. I can still see the elephant in his birthday dress suit and all manner of party-ready animals.

Yep, I wish I still had that book. I'd be giving it away, and I know who I'd give it to...

Never was a total lack of these basic manners more evident for me than today.

Today we went all out. We've been in our new home in Las Vegas now for six months. We've been busy knocking down popcorn ceilings, sanding, mudding, texturing, painting. We've fixed the most outrageous problems (the previous owner fancied himself an electrician (!) oh yeah). And slowly but surely our 1979 house is entering the 21st century.

After six months we were finally ready for our first dinner guests; a couple who'd extended my husband special courtesy as we'd hunted for our new

home and sold our old, many miles away. They put him up for the night several times, fed him and were just wonderful.

We wanted to say, "Thank You!" And, for me, I'd be meeting them for the first time.

We planned a week in advance and they agreed to come. They even offered to bring the dessert.

So what happened? Around 4 o'clock we call just to make sure everything is on. At this point, our "mister" dinner guest turns out to be 100 miles away and won't be anywhere near leaving for home until six, with an hour and a half drive back to the Vegas area.

Not a problem we say, we look forward to them arriving. The fact that it was even Friday had completely slipped his mind. Not a problem, we understood. Everyone gets busy. Sometimes I have trouble remembering what day of the week it is, too.

All we asked is that they let us know when they arrived back in town; we needed to give them directions to our home.

And yes, he clearly stated they were coming.

Six o'clock comes and goes. We figure he (and she?) are on the road - no call saying they aren't, they've been delayed. No call at all.

Seven rolls around, 7:30 - when they were due in - no call. 8:15 rolls around, 8:40 rolls around - still no guests.

Our family ate, sans guests, at 9:00... I started thinking about that Golden Book of Manners.

Why in the world wouldn't they at least radio (they could) or call?

After mulling over many different scenarios the one most likely is... A simple case of truly bad manners.

A phone call. Would it have killed them to call?

This couple surely needed to attend the party I was graciously invited to back in the second grade... and given that Golden Book of Manners!

Okay, so what does this have to do with anything you're into?

Well... Do you market online?

Your website needs to reflect these same simple principles. Call it The Golden Book of Good Website & Marketing Manners.

If your online goal includes any type of customer service, keep these simple manners in mind.

Say welcome and thank you and treat your visitors with respect and kindness.

Don't spend hours and hours, months and months building your website and advertising your business if you plan to leave your copy of The Golden Book of Manners on the bus.

People online need to be treated as your very most important guest - yes the full-out VIP treatment.

They don't know you from Adam, but may just be willing to trust what you're telling them. They trust that after money changes hands you will be there - possibly through thick and thin - to ensure they receive what they paid for.

Common courtesy, the Golden Rule, and your Little Golden Book of Manners.

Want to be successful?

Just keep that Golden Book open at all times. It's amazing what common courtesy can do for you :)

I wonder if they'll call tomorrow...

The best of everything you need to make money working at home. Make money articles, jobs, home businesses, email marketing, make money fast, opportunities and more. Subscribe to our make money at home newsletter and be the first to receive the hottest new make money online tips as they become available. Just send a blank email to receive yours free. Also every free subscriber receives a complimentary ad going out to over 6200 subscribers. Check out the Top 5 ways to make money fast now here: <http://www.team-schuman.com>

A COMPLETE FIASCO?

by Theresa Cahill

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I thought long and hard about writing this article because I'm merely reinventing wheels that not only have I written about before, but others have also.

Yet, it is one of those "marketing themes" that bears repeating - so what the heck :)

Ezine advertising. Anyone who's reading currently understands the concept of ezines in general and, perhaps, why people advertise inside them.

What prompts me to write is a message I recently received which reads:

"I tried your ads and it was a complete fiasco, and I don't like to repeat fiascoes."

Not surprisingly, I'm not surprised.

This person unfortunately has no idea what ezine advertising is or what it does for one online.

Ask any die-hard marketer and they will tell you the amazingly simple "magic" answer to advertising:

"Do it. And keep doing it over and over and over..."

Is your classified ad or your solo ad, in and of itself, suppose to make you a sale? No!

Is it intended to get a reaction? YES! You most definitely need a website visit or a requested email.

So why do some marketers get results and many do not.

Let's face it, we all see ads day in and day out. Some catch our attention and entice us to click through, while others are so much pie-in-the-sky we'd never take even a small peek.

Are your ad words important? You bet!

[For example, if I'm doing my job right, you've made it this far reading this article. I've got your attention and, with luck, will keep it for just a few more paragraphs.]

Everyone says so and everyone is right. It's WHAT your ad says that entices the click through. It does not, and should not, be structured to try to "get the money right now."

That's what your website and mailtos are for - the link you want them to click!

Can everyone write a good ad? Most definitely no.

But... the most important question to ask yourself prior to throwing in the towel is, "Have I tried?"

One run of an ad that fails to generate any interest is not a failure.

Two runs... no sales? Have you failed? No!

Three, four, five...? Still nothing? Give up? NO!

At this point (but hopefully before this point), you've got to ask yourself:

"What's wrong with my ad?"

A: Something, or they'd be clicking, right?

Two things to avoid are an excessive use of caps and exclamation marks. A few years back the use of both did make for a semi-successful way of catching someone's attention, but not anymore.

I think we can all safely say that most of us skip right past most of "those" types of ads, don't you?

Which leads to...

"Is it incredibly unbelievable?"

A: Is your ad so unrealistic that even you know you've gotten suckered into an impossible-to-achieve program, but still wonder why others won't follow along?

Quit wasting your time and/or money. Drop it like a hot potato and go RESEARCH a good, solid, reliable, long-haul program to promote. A good starting point for your research would be looking up the domain ownership, etc., at <http://www.whois.net>.

What Would You Do? A six week old girl had no weight gain, never slept, always cried, had no bowel movements – was in desperate condition. Three pediatricians failed. A simple system you can learn and use with your own family had immediate success. A unique and different approach to glowing family health. Get the whole story and others at <http://www.thespinaltouch.com> or <http://webcast.worldprofit.com/recordingstudio/videoarchive/video.cfm?filename=6271-458.flv>

"Did I write it from a 'benefits-packed' viewpoint?"

A: People want to know what's in it for them. When it comes to advertising, they really don't care a fig for what you get out of it. And that IS the right attitude, especially if you're asking them to part with cold hard cash.

The hardest, but best-producing, ads to write require sufficient intrigue to get the click and are 100% BELIEVABLE. Then, for heavens sake, have a professional enough looking website at the other end that explains the program in detail. The website also must have contact information, well beyond just an email address.

[I personally will not order from any website not willing to tell me who they are and how to get a hold of them other than by email... and neither should you! Heck, even test the phone number first just to be sure.]

So, was this persons' ad a fiasco? Yep!

Are the ezines to blame for his/her failure? No.

Was it the ads fault? Most likely, but even then I give it a no.

Is it the advertiser? ... Yep

Will this person succeed? Who knows, but it's going to require a lot more effort than he/she sounds willing to put forth.

The worst mistake ever propagated on the net was that there is "quick cash!" to be had just for the grabbing. Give me a break...

Marketing is hard work. There are very few, if any, true miracles online. Don't let anyone tell you differently.

Do advertise on a consistent basis. Do keep your ad out in front of others for the long haul. Do write articles, provide feedback to ezines, join forums, ask and give advice, etc.

Make yourself (not just your ad) known to others.

Work at it within a budget (free or otherwise), but work. Then you'll see results.

QUICK? MAYBE NOT

by Theresa Cahill

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We've all been plagued by the affiliate or website url that's so long it's ridiculous, and there are services available, such as tinyurl.com, to help you out.

But...

While the huge plus to link shortening is a much more compact and "neater-looking" link, there are two downsides worth exploring before you opt to shorten your url using any third-party method.

The first downside you must consider is, right or wrong, a third-party service might consider your use of the link as spamming and turn it off. Then all your current advertising is useless.

The second consideration, and a very important one, is how fast will your long link load if you shorten it?

For example, I just clicked a link in a solo I received. Above, on my IE browser, I can see the url is a lengthy one and understand the advertiser's desire to shorten it. This person chose tinyurl.com, a good service, free - a good choice.

However, it is taking "forever" to load, and I use DSL (granted not the best DSL in the business, but nevertheless DSL).

I thought, "Hmmm... Let me test this url myself."

I'm headed over to another favorite website of mine
<http://www.submitplus.com>.

Click on their Free Programs, then choose "Load Test." Insert your shortened url and see what they say.

Currently, I'm still waiting for them to pass their way through tinyurl.com to the true website link in this person's solo.

This is not good.

Attention spans on the net can be like those of toddlers. Run here, grab there, close this, impatient that...

Getting your page up front and center as fast as possible is a must.

Yikes! That tiny url still has not loaded, and I've even had a phone call come in while I wait.

Okay, I've given up. I closed all windows, and am starting fresh - straight from the link inside the solo itself (the short one).

I'm counting (slowly) and have reached 130 seconds, and still the page has loaded less than halfway. So far I'm staring at a totally blank page - not even a clue as to what may appear to grab my attention.

Exiting...

A total waste of my 130 seconds.

Worse though, that's a lost lead or sale for the advertiser. I'll most likely not try again :(

I head back to Submitplus.com to try one last time (just so this article is accurate) and insert the short url into their Load Test.

I'm waiting...

Well phew! Submitplus finally returned results, but be careful what you are willing to believe. It took just as long for them to run out via the short link, and track it on over to the website as it did by my "counting" method above (if not longer).

BUT... the results are faulty! Submitplus says the url loaded in an excellent time for a 28.8K modem - 0.05 seconds... oh yeah?

However, the test did serve it's purpose. I sat and watched the entire process with my own eyes and can clearly tell using a shorter link, in this instance, is a mistake.

Therefore, as the advertiser, I'd have opted to find an alternate method or just gone ahead and used the link given to me.

A great alternative is to own your own website. Then you can create redirect links to your hearts content (and gain additional advertising of your own domain for absolutely no additional cost).

I've included a text example of how to create a redirect, and feel free to copy it. It's here at: <http://www.mywizardads.com/rdexample.txt>

[Again, this type of redirect would only apply to those who own and can edit their own websites.]

My suggestion for all advertisers would be to test both your chosen method to shorten a url, and the link you are given by the program itself.

Carefully watch the screen perform the test. Then multiple your results by at least 2 or 3 times (for some reason things always seem to "work just fine for me" for the person with the link *smile*).

If, after your multiplication, shortening seems the way to go by all means do. If not, stick with the sometimes awkward, but more faithful, longer url.

RSVP? To What?

by Theresa Cahill

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I'm so excited, I've been invited to a wedding! Or have I? Not the wedding itself, but the "reception" to follow it turns out - but it gets even better.

On August 4th, I received a mailing with the subject line: Theresa, I need your RSVP.

Okay, I bite, basically because I thought it was true. I read:

"Did you get the invitation to my wedding reception last week? Because I haven't received your RSVP yet..."

Yes, I did panic a bit at first thinking I'd overlooked a good friend's invite and... well you know that feeling.

Then I read on... !

Turns out I'm one of 1,500 complete strangers invited to this "well-known" person's "wedding reception." It also turns out I'm expected to foot part of the bill for a seat at said "wedding reception." Now, how strange is that?

I thought weddings and the like are supposed to be filled with only your nearest and dearest? Those invited should be the ones willing to wish you well, even against the greatest of odds (marriage) with the divorce rate at an all time high. These same people usually truck on over to your reception afterwards, don't they? Or am I just old-fashioned?

Recently I attended two weddings, and both receptions, free of charge I might add, except for our personal gifts and the like. I went for the reason I stated above, to wish them well and "be there" for their happy moment.

Now, I guess you could say with the "offer," oops I mean "invitation," I might be getting a pretty good deal since I'd be able to hob-nob with this person's "wealthiest friends" (email words not mine).

But come on, give me a break. Your friends and relatives come to your reception. Complete strangers with money in hand do not qualify as your nearest and dearest.

Okay, maybe it's just me.

"I have to warn you... Even though I've rented out the BIGGEST ballroom I could find, I still only have room for 1,500 guests... And while that might sound like a lot, this invitation is going out to over half a million people! So your chances of getting a seat are less than 1 in 500!"

Whatever.... LOL!

Honestly, I'm positive this "invitation" has to rank right up here as one of the greatest "sales moves" of all times! And more power to him/her!

This person is sure to have some among the 1/2 million just chomping at the bit to meet these "wealthiest friends." Maybe they are willing to do anything to get that chance, even if they have to pick up the tab at a "wedding reception."

But, frankly, it just struck me in a truly funny way. And I sit here still, marveling at the complete audacity of this internet "guru."

I'm invited to a "wedding reception" and expected to pay for the privilege... and I thought I'd seen everything :)

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<http://www.Top-Home-Based-Business-Opportunities.com>

RELEVANT? More Often Than Not... NO

by Theresa Cahill

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This morning I'm combining one of my favorite activities (catching up on my ezine reading) and one of my no-longer favorite activities, trying to figure out the search engines.

In doing so, I had a thought to check out a service that, as ezine readers, we often see. I speak of the service tinyurl.com, a good service where you can take those really long links and tighten them up.

First let me start by saying it is a good service, and based on how often I see them in use, you'd think a very popular one, right?

Well, not according to Google...

I've been driving myself nuts over the last few months trying to figure out, or stay ahead of, Google's algorithm changes (and I dare say many of us are doing something similar, yes?).

So, instead of looking at my website, <http://www.mywizarddads.com>, I decided to check out something I was 100% positive would appear in its rightful spot on Google, tinyurl.com

I typed in the following using my Google toolbar:

Keywords: Shorten url

No evidence of tinyurl.com in the 1st 10 pages of Google - at least as of this writing (August 2004).

Keywords: tiny url

You'd think that would do the trick, right? Well you'd be wrong.

One reference to an About article but not the website itself, along with a geocities free website with an inside page link to this service. No domain name in sight.

Keywords: how to shorten a long url

Finally, the site itself turns up on page three of Google, but its use and popularity suggest something isn't quite right about this placement. And we all know what that is, right?

Google suggests at that point that I type in:

Keyword: tinyurl

Only if I specifically typed in tinyurl (as one word) could I find it listed in the Number 1 spot at Google. Well duh!

So, how relevant are your searches? If you're like me it's becoming more and more a game of who's willing to pay for placement (whether they belong there or not in most circumstances), and those who've been working their little fingers to the bone to be in the right spot, for the right keywords to provide the right service.

Popular, oh yes! But is Google (or Yahoo or MSN, etc., for that matter) currently the best way to get the best results?

Evidence says no.

What I have found is that the obscure search engine (as long as it is not "paid to place") returns the most relevant results I'm looking for when I go hunting. There are a ton of them out there (type in search engines at Google and see for yourself, but if you're looking for the lesser-known ones, start at page 6 and higher, LOL!).

Someday it would be nice to see a mainstream search engine tweak its algorithm to the point where both the keywords and the content have something in common - and the returned results are targeted.

I know it's impossible, but it sure would be nice to take the insect out and put the human-touch back into search engine searches.

I know I'd be able to locate what I'm looking for a heck of a lot faster.

In the meantime, the frustration continues.

SOMEONE PLEASE HELP ME... WHERE DO I START?

by Theresa Cahill

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Have you recently joined a new program, bought a new product, know of a great service to offer to others?

Are you also sitting there wondering, "Where do I start?"

Promoting that is...

This situation has recently been brought literally to my doorstep (by the neighbor next door), and recently via a phone call from a brand new online marketer.

Both bought into fairly expensive programs, and neither had a clue where to start.

It sounded easy to both of them - or should I say the person who talked them into it made it sound easy as pie.

Then, after parting with the cash, both were left stranded. No advice, no help, no contact.

How typical and how sad, since the initial "what should I do and where" is fairly easy to get going.

The very first thing you need to do is submit your website/affiliate url to the search engines.

<http://www.submitplus.com> has a free program that hits many of the not-so-well-known (and a few well known) engines for you for absolutely no charge. Click on their Free Programs tab, put your url into the box, and submit. It's that easy.

Then, head over to <http://www.google.com/addurl.html> and put your website/affiliate url into Google. Google, and a few others out there, will only accept manually input urls. You don't need to add comments, but a few keywords in the Comments field can't hurt :)

Now... Mark this day on your calendar, and 30 days from now (for Google) and maybe sooner for the others, submit it again. Do this for several months on a regular basis. It works.

[Note: Google states you only have to submit once and they will find you. I'd still suggest submitting it for a few months in a row though since they change their minds so frequently... and their algorithms!]

Next, search out free startpage programs/services. Be creative in your search terms and don't get sidetracked *smile!* You're looking for the services that will allow you to join for free, insert your url into their system, and in exchange they give you a link to 1) surf with and 2) promote the program [you can usually build downlines in these types of programs which gives you more hits/views of your url when your downline surfs].

Follow their directions - read - and they are fairly easy to get rolling. Create a folder in your inbox and keep all the links in one place (or use any other method that will be handy for you, a favorites folder, etc.). Remember to surf! Once your free credits are used up, you need to either surf the exchanges or purchase additional credits.

Okay, that's two major and totally free ways to get the ball rolling on your newly-joined program.

What's next?

Well, right now you're reading someone's ezine and no doubt they allow you to submit text ads as a benefit for being a subscriber. Do it! Your first ad is usually the hardest, but I do suggest you write your own (assuming you're allowed to by the owners of the program you're promoting).

Personally-thought-up ads are always the best, though many programs out there do have an affiliate area with ready-made ones for you to use.

My suggestion is to read them all, then compose one of your own either using bits and pieces of some - or by writing your ad strictly from your own viewpoint of the program. The personal touch is always best :)

Next...? Decide if you want to keep finding free methods - which do work to a point - or if you're going to allot some sort of advertising budget toward promoting your program.

Make use of words (text ads) and page views.

Start small. For \$10 or less you can keep a text ad out on the net for 30 days or more (in most cases).

Text ads circulating for a longer period of time are always best. This is an excellent, and inexpensive, way to brand your program and/or yourself! Ads seen more often, for longer periods of time work light-years ahead of the "one shot, I'm done!" advertisements. Use longevity to your advantage.

For about the same cost you can also use other methods to really hone in on your market. Target marketing may be a bit slower but the return on investment works well since those arriving at your chosen destination were, no doubt, looking for your program or one close enough to it that the traffic benefits you.

You can target your market with both text ads and website visits. Choose one or both!

And... a very basic first step is to... educate yourself!

What neither of these people realized was their own affiliate websites were loaded with marketing material and, yes, even teleconferences, etc., to get started, keep them motivated, and help them market.

Read. Then read again. Then read again.

However you choose to start - free or paid - is totally up to you. But do begin. And again, your best starting points (after your own website training that is) are search engine submittals, startpage programs, and ezine advertising.

Marketing takes time, knowledge, and motivation.

Remember, the person holding you back just might be... yourself.

10 ways to Generate Highly Targeted and Brand Building TRAFFIC!

And up to 4 ways to Earn MONEY! Here's just a small sample of our Powerful Features: 1) Spotlight AdSite Exchange; 2) Brand Building Banner Exchange; 3) Powerful PPC Search Engine; 4) Comprehensive AdSite Directory; 5) Free BrainyClicks Portal; 6) Ad Agency in a Box (pro only); 7) Our BrainyClicks eMailman allows You to send a Message to Your BrainyClicks Team. Up to 20 levels down! (And so much more.) Bottom Line: BrainyClicks combines the best Traffic & Money generation methods on the net & places them at the tips of your fingers for FREE.

<http://www.BrainyClicks.com>

RECOMMENDED RESOURCES

No ebook would be complete without recommendations for great products and services :)

In addition to the opportunities presented to you by the sponsors throughout this volume, I'd like to take a moment and suggest the following:

eBay is huge! At \$14 billion a year, you know they're doing something right. If you're a newbie from the sellers viewpoint, or a veteran eBay seller looking for a huge selection of drop ship companies from general merchandise to specific apparel, you won't want to miss:

http://www.mywizardads.com/EB/ebay_how.html

Ezy Ad Formatter! If you're a big advertising submitter, solo ad writer, or article columnist, this product is perfect for you! Quickly and easily format all your writing to ensure your submissions are accepted. I've even lowered the price and encourage you to take an additional discount by joining the My Wizard Ads service absolutely free :)

Join MWA Affiliate Program:

<http://www.mywizardads.com/affiliatesonly.html>

Just purchase Ezy Ad Formatter:

<http://www.mywizardads.com/save.html>

Filter Buster! While you're checking into the Ezy Ad Formatter, I'd also suggest Filter Buster. Copy and paste and click and you'll know immediately which words in your ad, solo, and articles will trigger isp spam-scanning email accounts to reject your input. <http://www.mywizardads.com/save.html>

Power Shift Loop! Free to join program designed to build your own mailing list and more. <http://ourloop.com/1/thewiz/>

Spam Arrest! I've been using it for over a year now and just love the fact that all that trash doesn't end up in my inbox and on my computer!

<http://www.spamarrest.com/affl?200105>

THANK YOU FOR READING

I truly hope you've enjoyed your free copy of Marketing Tips Volume 3!

Please feel free to pass it along to anyone and everyone you feel will benefit from the articles and opportunities inside :)

I'd like to encourage you to come take a look at the huge array of current and effective advertising methods featured at My Wizard Ads. The sitemap has easy to understand, easy to choose descriptions for the various services. Free advertising is included with most orders.

<http://www.mywizardads.com/sitemap.html>

And again, thank you!

Until next time, all the best to you & yours,

Theresa Cahill