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Netpreneur News Issue 72  
(C) Stuart Reid

Written by Marketers, For Marketers :)

The best in Internet Marketing News, Reviews, Links, Articles and Advice.

\* Issues of NetNews are PACKED with valuable links and information. Take your time, save it to your desktop, print it out... you have two weeks until the next issue! \*

There's no way an marketing ezine like this can get through the spam filters no matter how hard I try. Please bookmark the on-line edition, and you can also get a PDF to read/print from the same page. Online Copy --> <http://www.netpreneurnow.com/latest.shtml>

This issue -> Special notice about our e-mails, Members Site updates, New Products, New Links, Instant Buzz 2, RSS Autopublisher, NameCheap Offer, Instant Guru, New Google Toolbar, Adsense Alternatives, and more!

Articles -> "RSS:News You Choose", "How To Write Effective Web Copy"

Thought for this issue -> "People, in general, are getting Poorer, Older and Sicker. This trend is well documented. How can you help people and profit from this?"

Quote for this issue -> "I don't know the key to success, but the key to failure is trying to please everybody." - Bill Cosby

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Hello , and Welcome!

It's been a while.

This is the first issue of Netpreneur News for a few weeks. Post-Christmas is usually a slow period, and a time when people like me start making excuses to avoid doing anything that seems like work. Hence the lack of updates.

But now it's time to start back. There's lots happening in our little world. Technology marches on, but the emotions that drive you and your fellow humans haven't changed for, well, centuries. Marketing - the art of Selling - still strives to appeal to the same basic instincts.

Make no bones about it. We're all here to make money. There are new obstacles to overcome when we use the Internet as our medium (such as the increasing failure of E-mail) but don't despair. There are more new Internet users than ever before and many hundreds of thousands of these (maybe you included) are starting to discover that it's an ideal place to run a business. And you don't need to be an Amazon, Ebay or Google to be successful.

Dive right in. Soak yourself in the knowledge freely available and above all, take action. There are so many paths you can take, so many choices you can make, it's almost foolproof. From Affiliate Programs, to Resellers, to Content Providers we can all achieve the lifestyle we want. Whether you focus on building customer relations, generating recurring incomes, going for the big sales or the small - Netpreneur News is here for you!

-Stuart Reid

P.S. Further down this issue there's a neat new section containing some new links, in a line or less. Check them out!

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### A Note On Using E-Mail

There is too much competition in your Inbox. Even if e-mails reach you, they are likely to be deleted or missed. I know I use a ruthless "scan and delete" system. So do a lot of people.

This wasn't a problem when I first came on-line. There wasn't even much call for Filters, Blockers, or junk accounts. Heck, no-one even bothered hiding the e-mail addresses.

E-mail won't die. I'll still send e-mail as it's the only way to reach the majority of you.

But I also appreciate you receive lots of email. I know you WANT to read what's relevant to you, but you don't have the time. I know you're tired of the same e-mails over and over. I know you want to make money on the Internet. You want proven methods that are workable for you. You want results. You want them now.

### \*\* E-Mail Alternatives \*\*

The only real alternative at present is RSS. It stands for, depending on who you listen to, Really Simple Syndication. It's A way to provide content for the reader to receive, if they want it.

Blogs are the most visible use of this technology. My main Blog is at:

<http://netpreneurnow.blogspot.com>

You can get the feed at:

<http://netpreneurnow.blogspot.com/atom.xml>

What do you do with this feed? Use one of the hundreds Feed Readers available! You can

have them running in your browser, your system tray, even in Outlook. You can be automatically notified of new posts, or you can check them yourself when you feel like.

You can even subscribe to my Blog. This is the main way you'll receive regular updates from me. It's a completely third-party operated service. I have no control. You have full control.

Full details on subscribing to the Blog, or on using feed readers, at:

<http://netpreneurnow.blogspot.com>

The subscribe link and information on receiving updates to your desktop are in the right-hand menu.

I'm launching more Blogs soon. More information. More freebies. Better organisation. Look out for details at the existing Blog or at the Website soon!

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Speaking of Blogs, Allen Says launched a new one, and you can make money from it!

[http://www.instantgurublog.com/index.php?ref\\_id=2134](http://www.instantgurublog.com/index.php?ref_id=2134)

Join the Instant Guru Blog above, part of My Blog Network, and discover how to passively earn an income from everyone else's posts...

(Interestingly, an old blog of Allens is still up, last updated Nov 2003. Take a peek at [secretwidsom.com](http://secretwidsom.com) :) )

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Free CDs!

(These are Still Available)

"Greatness Held Hostage"

<http://www.netpreneurnow.com/greatness>

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Found this link at the HowTo Forum:

<http://www.webproworld.com/viewtopic.php?t=39582>

It says the new Google Toolbar turns non-content links into links to Amazon etc. If true, I'm personally not impressed by this. Google is one of the companies most net people look up to. This `auto linking` doesn't technically change a site (live links are not effected) but it still smacks of Spyware-like antics.

This might not be that bad. First, it's in Beta. Second, you don't \*have\* to use it! And third -- how long before you can buy links that are placed this way? This might be a new wave of Pay Per Click advertising!



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There's a new search engine doing the rounds called Search Estate. It's targeted towards Internet Marketers but seems to be making a real effort help your `average` Internet Searcher too.

You'll get a free ad if you sign up below.

<http://affiliate.searchestate.com/?refwebid=44079&wc=157>

I've been suspicious about the multitude of PPC engines around, that get no traffic, but Search Estate at least is backed by some big names. I haven't had a chance to have a good look around yet but so far, it's looking good. I'll try to get a review for next issue.

For now this is good if you want to find Marketing related stuff. For example, search for "Free Ebooks", "Affiliate Programs"... that kind of thing!

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Instant Buzz, the free Traffic Generating Toolbar, was upgrade to Version 2 earlier this month. The following link should let you join...

<http://www.instantbuzz.com/essjayar>

But if that does not work you'll need an Invitation. Simply e-mail me and ask, and I'll set you right up!

Instant Buzz is nice because it's a "set and forget" system. The toolbar is quite unobtrusive and if you want to take it further you can install Ads on any Webpage, and even try out the "MailSpace" ads added to this feature.

With MailSpace you can earn ad credits by having small ads inserted at the top of any e-mail you send - automatically. They are clearly marked as such (so they're not confused with the content of your email) and they'll also help build your Instant Buzz downline. Of course, you own ads will also be shown in others emails if you take part.

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RSS Autopublisher - a unique combination of RSS Feeds and Autoresponders - are currently offering free trials of their service. It's not for everyone, but if you're seriously searching for an alternative to Email Responders you may want to give this a go. Use the link below for your Trial:

<http://rssautopublisher.com/cgi-bin/uam/x.cgi?a=r&id=1&aid=133>

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NameCheap are *still* selling .info domain names for \$2.88! That's an unbelievable offer,

and for the price you can afford to create "throwaway" domains if you wish. There's no minimum order and no minimum number of years you must register for, though on renewal they'll be back at the normal price per year (around \$8). Of course .info are not as famous as .com (what is?) but another benefit of this is you are more likely to find a good name.

<http://www.NameCheap.com>

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Lots of cool software and e-books you are free to download at the Members Site.

To join our Members Site visit:

<http://www.memberssite.net/cgi-bin/locked.cgi>

#### 1. Google Magic

A transcript of an Interview by Peter Twist with various Google Ad experts, including Chris Carpenter (of Google Cash) and Jeremy Wilson.

#### 2. Misspell Generator

A neat tool to generate common misspellings of keywords, that you may be able to target for increased sales.

#### 3. Blogging Made Easy

A comprehensive guide to starting and maintaing your own Blog.

#### 4. Niche Profits

A guide to creating quick web pages for almost any Niche you can think of.

#### 5. Acrobat Speedup

I love this! Vastly increases the speed at which Acrobat loads files.

Login at <http://www.memberssite.net> once you have your free account and look around!

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The latest Articles posted to our database.

<http://www.netpreneurnow.com/internet-marketing-articles>

#### 1. How To Get 50 High PR Links Each Month

[http://www.netpreneurnow.com/internet-marketing-articles/article\\_332.html](http://www.netpreneurnow.com/internet-marketing-articles/article_332.html)

#### 2. Email Deliverability Tips

[http://www.netpreneurnow.com/internet-marketing-articles/article\\_287.html](http://www.netpreneurnow.com/internet-marketing-articles/article_287.html)

#### 3. B is for Beliefs

[http://www.netpreneurnow.com/internet-marketing-articles/article\\_295.html](http://www.netpreneurnow.com/internet-marketing-articles/article_295.html)

#### 4. 7 Psychological Triggers for Unlimited Sales

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## RSS: News You Choose

By S. Housley

### Why is RSS So Magical?

The answer is simple: RSS is news you choose.

### How Does it Work?

Publishers and webmasters provide content and news in an RSS feed. Users view the content of interest in an RSS reader or news aggregator. The aggregator or reader contains the collection of feeds that are of interest to the user. As the RSS feed is updated the content in the reader or aggregator updates with the new information. At any point, users can remove a feed from their aggregator or reader and no longer receive information from that source. Ultimately, the user is choosing the news and content they wish to view.

As RSS has increased in popularity more and more webmasters and publishers have adopted RSS as an alternative communication stream. Webmasters use an RSS graphic to indicate the content is available via RSS.

### RSS Aggregators and News Readers

Generally, there are three types of RSS readers that users use to view feeds that they've subscribed to. Feeds can be viewed in a desktop application, web-based aggregator, or plug-in aggregator.

#### Desktop RSS Readers

Standalone desktop applications generally run in the background, similar to an e-mail client, automatically refreshing headlines as new feeds are updated. The RSS readers collect the feeds and refresh items in the feeds each time they are updated. An example of a popular standalone desktop RSS reader is: FeedDemon -

<http://www.feeddemon.com>

#### Web Based Aggregators

Web-based news aggregators are online services. In simple terms, you can personalize a web page. Each time that page is accessed or each time you login to the service, the web page news headlines from feeds that you have selected will refresh. Examples of popular web-based RSS aggregators are:

SurfPack - <http://www.surfpack.com> , FeedScout - <http://www.feedscout.com> or ActiveWeb Reader - <http://www.deskshare.com/awr.aspx> . My.Yahoo even has the option of including RSS feeds on My.Yahoo start pages.

### Plug-in Readers

Plug-in news aggregators expand the functionality of existing applications to allow users to view RSS feeds from within an existing program. Some plug-ins work with web browsers; others work with e-mail clients. An example of a plugin is: NewsGator Outlook - <http://www.newsgator.com/outlook.aspx>

Websites containing RSS feeds usually have a colorful graphic indicating the availability of an RSS feed. The graphic is usually marked 'RSS' or 'XML'. Simply click the graphic and enter the URL of the file into the reader. Regardless of the RSS reader or news aggregator used by web surfers, the process of adding feeds is generally simple. Web surfers need only to enter the URL of the RSS feed that they wish to view into their news reader. Each time the reader refreshes the feed the information contained within the feed is updated and new content in the feed will appear in the RSS reader.

### Finding Feeds

In order to find topic-specific feeds, conduct a search on the RSS search engines available at RSS Specifications - <http://www.rss-specifications.com/rss-directory.htm> or try RSS Locator - <http://www.rss-locator.com> .

### About the Author:

Sharon Housley manages marketing for FeedForAll <http://www.feedforall.com> software for creating, editing and publishing RSS feeds and NotePage, Inc. <http://www.notepage.net> a wireless messaging software company.

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### How to Write Effective Web Copy by Herman Drost

Writing effective web copy begins with an understanding of what the goals of your web site are. Are you trying to get your visitors to purchase something or have them sign up

for your newsletter? Remember you are trying to get someone you can't see and have never met take a step towards building a relationship with you or your company.

1. Create a customer profile – try to find out what are the needs and desires of your visitors. Here are some examples of questions you could ask:

Are they young, middle aged or senior?

Are they primarily male or female?

Are they financially secure or budget-minded?

What gets him or her excited?

What are his or her most pressing concerns?

Try to brainstorm a list of topics that might interest your target audience.

2. Create a Unique Selling Position (USP) – This is a statement of 2-3 sentences that explains why you are different from everybody else. This is the unique factor that sets you apart from your competition. Make this the first thing your visitor sees when they arrive on your home page.

3. Focus on benefits – most web users want to find the information about the product or service they need as fast as possible. If they land on your site, they want to know how they will benefit from buying your product or subscribing to your ezine. You will need to answer that question as clearly and concisely as possible or you will lose that visitor.

4. Use the inverted pyramid style – provide a summary of your information by clearly communicating the direction of your discussion. Use informative headings and subheadings with a paragraph of 4 to 5 lines that supports them. You only have a few seconds to grab your visitors attention. Most will simply scan for the information they are seeking.

Use bulleted or numbered lists, boldface or colored font to emphasize the points you wish to make. Include links at the end of your paragraph (or within the text) to direct visitors to other pages of your site for more in-depth information.

5. Write in an informal or personal style – write in a unique way that differentiates you from other small

businesses in a similar business or niche. It doesn't have to be elaborate or super-creative. You simply provide a style that gets the attention of your visitors.

6. Keep your sentences simple – you are not writing to impress. You are writing to communicate. You want to pre-sell your product or service, therefore write as if you are talking to a 13 year old.

Don't use large words but opt for strong verbs over weak ones. Use the active voice instead of a passive one. i.e. Instead of "a good score was achieved by the team"...say "the team scored a season high". Speak "to" but not "at" your visitor. Keep your sentences short and snappy.

7. Include searchable keywords – use targeted keywords in your web copy that will allow the search engines to find your site. Include these keywords in your meta tags, links and file names also.

8. Eliminate the fluff - don't waffle on in your writing. You will only bore your visitors and they will click elsewhere. Try to remove filler sentences that contain phrases like "for those of you" and "all of you".

9. Proof read your web copy – errors in your web copy give the impression of being unprofessional or sloppy. Read the copy aloud to yourself or get someone else to proof read it. Often they will find more errors because they are more objective.

Use the spell checker but don't rely on it. Often it doesn't pick up all incorrectly spelt words. Print a copy of your content. It's easier to find grammatical or spelling errors on a hard copy.

10. Take a break – revise your web copy after taking a break from it for several hours or a few days. This allows you to see it from a different viewpoint. You may find a better way to say something to further improve your copy.

11. Use images sparingly – images should only be used if they relate and support your web content. If not, they will only distract the visitor from reading your web copy. Too many images will slow down the time it takes for your visitor to load your site in their browser.

12. Use effective navigation – your navigation bar should

help visitors easily find the main sections of your site.  
Read: "How to Create an Effective Web Site Navigation Structure" (<http://www.isitebuild.com/navigation>)

Writing effective web copy is the key to converting visitors into buyers. Getting 1000s of visitors to your web site doesn't guarantee sales. Reading your web copy should pre-sell your product with the words you use. Once you achieve this, your web site will become very profitable.

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Herman Drost is the Certified Internet Webmaster (CIW) owner and author of <http://www.iSiteBuild.com..Affordable> Web Site Design and Web Hosting.

Pick up your copy of the 159 page ebook TODAY titled: "Make Your Content Pre Sell" by going to the link below: <http://mycps.sitesell.com/webselling83.html>

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Latest additions to our Marketing Store.  
<http://www.netpreneurnow.com/shop.shtml>

1. Website Conversion Secrets  
<http://www.netpreneurnow.com/websitesecrets>
2. Resale Rights Profits  
<http://www.netpreneurnow.com/resalerightsprofits>
3. Webmaster Black Label Tools 3  
<http://www.netpreneurnow.com/instantjava>
4. Guerilla Marketing Basic Training  
<http://www.netpreneurnow.com/marketingtraining>

And if you want more than one of these you're probably better off getting the Platinum Collection, which contains all the titles above and much more!  
<http://www.InstantMarketingLibrary.com/platinum.php>

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More Cool Links.  
Google SEO Tool:  
<http://www.webmasterbrain.com/>

Free Advertising Giveaway  
<http://www.freeadvertisinggiveaway.com>

Wordtracker Audio Tips  
<http://www.searchengineworkshops.com/articles/audiomagic.html>

Googlism  
<http://www.googlism.com/>

Free Webmaster Content  
<http://www.ContentDealer.com>

TopRank SEO Blog  
<http://toprank.blogspot.com/>

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Quick roundup of previous recommendations:

1. The Best Deal Ever  
As it says, the best marketing deal I have yet come across. Just take a look, no room to explain here!  
<http://www.netpreneurnow.com/bestdeal>

2. Google Cash!  
Proven plan for using Google Adwords to create profitable income-streams mainly using affiliate programs. This WORKS.  
<http://www.googlecash.info>

3. Search Feast is a set-and-forget income-generating page for ANY site. Just plugin your ClickBank ID and you're set.  
<http://www.SearchFeast.com/join?id=essjayar>

4. The Web Boot Camp  
A one-off \$20 Payment makes you a member for life and let's you resell the package for 100% commissions without any complicated web-site editing or payment-processing!  
<http://www.webbootcamp.com/rg.cgi?essjayar>

5. Marlon Sanders Marketing Dashboard  
True Point-And-Click Marketing! There's no easier way to learn or profit.  
<http://mdash.opportunity.com>

You can look at previous issues at:



Newbie Guide --> <http://www.netpreneurnow.com/quick.exe>  
Ultimate eBay -> <http://www.productpacks.com/ebay>  
Site Award --> <http://www.netpreneurnow.com/award.shtml>  
Forums List --> <http://www.netpreneurnow.com/boards.shtml>  
Article Subs --> <http://www.netpreneurnow.com/submit-article>  
"Moans" --> <http://www.netpreneurnow.com/moans.shtml>

Internet Marketing Articles Directory ->  
<http://www.netpreneurnow.com/internet-marketing-articles>

Internet Marketing Store -->  
<http://www.netpreneurnow.com/shop.shtml>

\* UPDATED \*

Please rate this Ezine at the Cumuli Ezine Finder  
<http://www.cumuli.com/ezines/ra70783.rate>

Fr'ee eMail:

<http://www.fastmail.fm> - Fast, Powerful, Big Inbox!

<http://www.mailpuppy.com> - Quick and Cute

<http://gmail.google.com> - new and in beta, one to watch. If you can't get an account ask me for an invite, I may have some left!

If you want to contact me for any reason or to suggest anything for the site, the ezine, or perhaps arrange ad-swaps or product reviews use this address:

<mailto:webmaster@netpreneurnow.com>

Alternatively, and only for \*URGENT\* e-mails, use:  
stuart at netpreneurnow.com

You can also use the Forum over at:

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