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Netpreneur News Issue 73 (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 -> In My Inbox, Back In Time, Random Links, Platinum Library Offer, Traffic Sale, Free Marlon Sanders PDF, Unlock Your Greatness, Software Bomber, New Downloads, New Articles

Articles -> Is 'Complex Equivalence' Hindering Your Online Success?

Thought for this issue -> "Don't make excuses. Anyone can succeed. If there's some you don't know (yet) either learn it / get someone else to do it / or skip it entirely."

Quote for this issue -> "If A is a success in life, then A equals x plus y plus z. Work is x; y is play; and z is keeping your mouth shut." - Albert Einstein

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Hello , and Welcome!

We're now into April and Spring is with us. If you're looking for Niche markets at this time of year, look into Holidays, Health and Fitness, Outdoor activities and the like. April is also the end of the "Tax year" and financial products may be in demand.

Otherwise get your nose to the grindstone and get back to work :-) Seriously, your Internet Empire won't run itself (we're not all like Marlon Sanders, lol). There's always little maintenance tasks to do, and an endless search for new products to promote and techniques and methods to master. Make sure you stay with NetNews for this.

The rest of this issue contains all the interesting downloads, links, articles, tips, products and more discovered over the last few weeks. Much of it appeared in the Blog first. If you want the news "as it happens" make sure you subscribe to our Blog via Bloglet (a third party service - so you're in control). The subscribe box is at the bottom of the main Blog page and linked in it's menu -->

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

-Stuart Reid

P.S. Be sure to read our guest article from Jo Han Mok. It tells you how to "reframe" your excuses, so they are no longer as terrifying as they first appeared.

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A Look In My Inbox...

So - what have I been receiving this week?

Well, apart from the usual sp@m from Online Pharmacies, Loan Companies and E-Mail List Sellers -- and the usual e-mails from PayPal and Ebay that are crude attempts at phishing for my details, I received the following. Please note these are not `junk` mails, since I probably signed up to their lists.

1. QuickPayPro Ads

Apparently the script has been on sale and it must have an attractive affiliate program because it seems I've received the same e-mail from dozens of marketers. I also received an e-mail from one which states the script is an "older" version, and that a better (and cheaper!) alternative is due really soon. I'm not interested, but it seems prudent to wait!

2. Cody Moya's Resell Rights Giveaway Promos

Again, links to this from all over the place but I'm not complaining. I haven't taken part in this one but there's lots and lots (and lots!) of amazing software to download in exchange for e-mail. As always, don't use your primary e-mail to sign up but do sign up nonetheless. It's worth it.

I touched more on the subject of these Giveaways in the Blog a few days back, try this link to read it -->

<http://netpreneurnow.blogspot.com/2005/03/ins-and-outs-of-giveaway-sites.html>

3. Mike Filsaime Emails

But I like Mike and his sites, so he's forgiven :-) He now owns Instant Buzz after buying it from Mike Chen so I guess he's got his hands full at the moment!

4. Links for on-line Seminars

I've never actually `attended` one. There's been a few from Jeff Paul, and a couple of others, I keep being sent. The way I see it I'm in the UK and the times are usually awkward, not to mention long-distance charges for the phone based ones. In any case, they're usually released as recordings and transcripts later.

5. Money received e-mails from PayPal

lol! Now we're talking! Is there anything better than seeing these in your inbox? Pity ClickBank doesn't do the same for affiliate sales.

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Mid Ad=====

EARN A MASSIVE \$450 PER SALE!

You Simply Promote A Free DVD - The Rest
Is Fully Automated!

"Highest Converting Affiliate Program In
The Industry"

<http://netaffiliate.netfirms.com>

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Mid Ad=====

A Look Back In Time...

I've been publishing Netpreneur News for quite a few years, and in a semi-regular feature I'm going to look back at the content of some old issues. It's interesting to see what programs are still going strong, and which ones were dogged by controversy. Many of you will remember, most of you won't. It's strange to experience nostalgia in a field as new as Internet Marketing, but here we go!

March 11th 2003

In this e-mail I promoted Armand Morin's Smart Page Generator. Based on Stephen Pierces ideas which were copied widely from his "The Whole Truth" mega-bestseller this utility created the Smart Pages on the fly. A lot of controversy eventually dogged Smart Pages. They are, basically, Doorway pages and there's a lot of ways to create those - right up to modern scripts like Traffic Hurricane that incorporate such things as RSS Feeds. I'd never use Smart Pages on my main domain but I have dabbled with them on smaller sites of mine and for me, the results are inconclusive. At the end of day good content works better than any gimmick.

December 30th 2002

The first ad in this issue is for Ezine Blaze (shudder!). I never know why I stayed with that for so long. It was, and is, basically an expensive safelist! Other older programs mentioned include the GMT program, which gave away autoresponders. Remember that? I also mention Instant Boost from Jimmy Brown, which I actually started using before this issue. It's a viral list builder and works pretty well since the visitor has to refer 5 people in order to get the script. Or they can pay \$25, and believe it or not I actually sold a few copies.

One of the freebies given away include "The Magic Story", still available from the Members Site.

April 2nd 2004

One year ago today I was busy promoting Marketing Dashboard from Marlon Sanders. I still do. It's a very good product and can take you from a first idea to a finished product. Marlon recently expanded on the idea to create the Action Grid (for big ticket items) but I think Marketing Dashboard is better for newbies. It's only \$59 now for exactly the same package that was selling for \$100's when it launched! See it here: <http://mdash.opportunity.com>

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Free CDs!

(These are Still Available)

"Greatness Held Hostage"

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

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There's a big update on it's way for The Instant Marketing Library.

In the free version, expect a new bunch of marketing e-books to be added. There is no cost for this at all, but Platinum owners can get a brandable version. Get a copy today if you don't have one or upgrade older copies from within the program itself.

In the Platinum version I'm busy adding lots of premium marketing tools and books that come with complete Master Resell Rights and Web Pages. I may raise the price once I calculate it's new value, but existing owners will be able to download the new version as soon as it's ready.

If you don't have a copy of Instant Marketing Library why not get one now? You get free access to all future upgrades, a copy of the website, a brandable version of the free Library, access to the Affiliate Program and a massive collection of top quality products. Today's low price lets you lock-in all future upgrades; so what are you waiting for?

--> <http://www.instantmarketinglibrary.com>

By the way... I cannot include "Iprofit Ebooks Package" as a bonus anymore, since I was stopped by the author. I still have it for sale, but if you want it with the Instant Marketing Library Platinum it would have to be the latter that's the bonus.

So :-)

Buy Iprofits Ebook Package at:

<http://www.netpreneurnow.com/iprofits-ebook-package>

And then you'll find a one-time offer to purchase the Platinum Library for \$20, making the whole collection more-or-less what you paid before.

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Mike Litman has sold 126,017 copies of his book "Conversations With Millionaires". Now, I've found a way you can get it for free!

Conversations With Millionaires contains interviews with people like Mark Victor Hansen, Robert Allen, Jim Rohn, and many more. The entire package contains this book and more bonus interviews.

There's much more info at the site. Basically, you join Mikes incredible new training course on a totally risk free offer and you get to keep all the extra books no matter what you decide to do. But if you do stick with it, expect some extraordinary insights into your own mind and learn how to "Unleash Your Greatness".

Go to -->

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

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Marlon Sanders released a WHOLE CHAPTER of his "Action Grid" product as a sample.

You can get it here :

<http://www.netpreneurnow.com/marlonsanders.pdf>

That chapter, even though it's a sample, tells you in great detail how to make your own audio products - and it's much easier than you'd think.

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I've decided to keep my Traffic Sale running until the existing inventory is sold out. You can get great deals on PopUnders and Solo Ads from this page:

<http://www.netpreneurnow.com/traffic/special.html>

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If you liked the idea of "Make Your Own Software", released earlier this year, but was put off by the high price and the complicated methods involved you may want to try the new alternative recently released.

It's called Software Bomber, and it lets you create applications and products quickly and easily, with no prior knowledge needed.

Get the full lowdown from:

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

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Is 'Complex Equivalence' Hindering Your Online Success?

by Jo Han Mok, Midas Touch Marketing

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Complex equivalence is one the greatest stumbling blocks to Online success.

Has this thought ever crossed your mind?

Success in Internet Marketing equals being a techno whiz, being able to install any script under the sun, and creating graphics and animation that will put the 'Matrix' to shame?

But what if...the actual equation read like this?

Success in Internet Marketing equals to being completely rooted in the fundamentals and principles of direct response marketing and being able to leverage the world wide web as the ultimate low cost medium to deliver your marketing message on a global scale?

Isn't it obvious that your core belief system is pivotal in determining whether you'll make or break?

Let's take it even further, and look at the term Internet Marketing.

Doesn't it make sense that anyone who is interested in Internet Marketing should get the 'Marketing' bit right first?

Nothing can be further from the truth though. People fall prey to all the noise and clutter out there, and start having thoughts like:

"There is no way I can make money online if I do not have a website. It's even worse if I do not know how to create one."

"I am a computer gonzo, and I only know how to use Microsoft Word. Therefore, I will not be able to make it on the Internet!"

"Search Engine Optimization confuses me. I am not a geek. Therefore I will not be able to get traffic."

All these are solid examples of how complex equivalence limits people's potential.

If you're reading this article, I'm pretty sure you can identify with such falsities, and here's what I recommend to eradicate complex equivalence once and for all so that you can achieve the success you richly deserve.

Reframe everything.

Reframing is a technique used in Neuro Linguistic Programming, often dubbed the 'Science Of Achievement'.

In simple terms, it's basically to take another 'look' at your thoughts, as it might give a whole new meaning and dimension.

Let's take the false beliefs above and start reframing them.

False Belief #1: "There is no way I can make money online if I do not have a website. It's even worse if I do not know how to create one."

Reframe: Not everyone who has a website makes money, therefore it is NOT the website that is responsible for bringing in money. I will examine if there is an absolute need to have a website in order to make money online, and if so, I will either learn how to create one, or barter my services or products in exchange for one to be created for me.

False Belief #2: "I am a computer gonzo, and I only know how to use Microsoft Word. Therefore, I will not be able to make it on the Internet!"

Reframe: There are many examples of people out there who have made it online without being technically competent. I know how to use Microsoft Word, and because I can type, I have the ability to create products by capturing my ideas in print, and I will also be able SELL in print. This is three quarters of the battle won.

False Belief #3: "Search Engine Optimization confuses me. I am not a geek. Therefore I will not be able to

get traffic."

Reframe: There are thousands of ways to get traffic. Search Engine Optimization is NOT the only way. Most people use less than 5 methods to get traffic, many of which are idiot-proof. I will use the most effective methods out there to get traffic which do not require me to be a techno geek. When I make enough profits, I will hire someone to do all my Search Engine Optimization for me.

With these examples, it's pretty clear to see how crucial one's beliefs are, and you can either allow them to limit you, or to spur you on to greater heights.

You can choose success or mediocrity.

What's your choice?

Or do you need some reframing?

Jo Han Mok is a frequent guest and featured speaker at Internet Marketing bootcamps and conferences on subjects such as copywriting and Joint Venture Marketing. Check out how he can help you 'Unlock Your Internet Empire' together with Ewen Chia and Marlon Sanders at:

==> <http://www.netpreneurnow.com/unlockyourempire>

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Don't Forget Our Online Marketing Store!
Tons of top-quality Resale Rights products:
<http://www.netpreneurnow.com/shop.shtml>

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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>

It won't cost you a penny, and there's now far in excess of 150 titles available to you!
Here's what's new. Click "Latest" inside the Members Area to find them.

Real Life Marketing Interviews,
39 Success Tips,
Be A Whiz at E-Biz,
Selling Online Secret Report,
The Mind Switch Method,
Cash Secrets Of The Written Word,
Merlin Generator,
How To Create Profit Pulling Toolbars.

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>

How To Write Web Articles

http://www.netpreneurnow.com/internet-marketing-articles/article_380.html

Advanced Web Design Principles

http://www.netpreneurnow.com/internet-marketing-articles/article_372.html

Why I Skipped Your Article

http://www.netpreneurnow.com/internet-marketing-articles/article_90.html

Email Deliverability Tips

http://www.netpreneurnow.com/internet-marketing-articles/article_287.html

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More Cool Links.

Your Pot-Pourri of interesting and usefull places on the net!

<http://searchengineoptimism.com/>

<http://audiomotivation.com>

<http://blogbusinessworld.blogspot.com>

<http://insearchofheroes.com>

<http://www.15dn.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:
<http://www.netpreneurnow.com/latest.shtml>

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Recommended Services cut-out-and-keep
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Netpreneur Now Members -
<http://www.memberssite.net>

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

Netpreneur Now Links- (some lead to sub-pages)

Marketers Library -> <http://www.InstantMarketingLibrary.com>

Daily Blog --> <http://netpreneurnow.blogspot.com>

Top Programs --> <http://www.netpreneurnow.com/1prog.shtml>

NewsFeeds --> <http://www.netpreneurnow.com/news.php>

Past Issues --> <http://www.netpreneurnow.com/latest.shtml>

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

Top Programs --> <http://www.netpreneurnow.com/1prog.shtml>

My Articles --> <http://www.netpreneurnow.com/mini.shtml>

NetNow Forum --> <http://www.netpreneurnow.com/forum>

Site Tour --> <http://www.netpreneurnow.com/tour.shtml>

FR-EE Audios --> <http://www.executiveaudioinstitute.com/reid>

Traffic Tips --> <http://www.netpreneurnow.com/2traffic.shtml>

Buy Traffic --> <http://www.netpreneurnow.com/traffic>

Fr'ee Hits --> <http://www.netpreneurnow.com/freetraffic>

AutoSurf --> <http://www.buttonswap.com/auto2>

Hits Exchange -> <http://www.exitlove.com>

Button Ex. --> <http://www.buttonswap.com>

Hosting --> <http://www.netpreneurnow.com/hosting.shtml>

Links --> <http://www.netpreneurnow.com/links>

FFA --> <http://www.netpreneurnow.com/cgi-bin/links.cgi>

Classads -> <http://www.netpreneurnow.com/cgi-bin/classifieds.cgi>

Advertising --> <http://www.netpreneurnow.com/advertising.shtml>

Resell Rights -> <http://www.ProductPacks.com>

ToolBar --> <http://www.netpreneurnow.com/setup.exe>

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>

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