

A list of THOUSANDS in a couple of weeks, all hot leads waiting for YOUR offers. You can even mail RANDOM members!

And it's F.R.E.E ??

See Here ==> <http://v3k.net/list>

Netpreneur News Issue 70
(C) Stuart Reid

* 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 sp@m 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: Bundles update, Stuart Goldsmith Articles, SP2 Fix, 12 Days Of Christmas
Article: Benefits to RSS Feeds, 10 Killer Ways to Make People Click

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Hello , and Welcome!

For the Americans, Thanksgiving has gone. But Christmas is on the way for those who recognise it but even if you don't -- it's the HOLIDAY SEASON!

So what's new in Netpreneur News Towers?

Long time readers know that the `schedule` as it is between issues is never fixed. That's why I introduced the Blog... and recently added an e-mail feature to it. So now you can subscribe to the blog and receive every entry the day it is written. This is the easiest way to catch any announcements and offers that are coming my way. Just visit the Blog page to try it:-

<http://netpreneurnow.blogspot.com>

Apart from that I have lots of plans for 2005 for the site, and for you. The focus and `mission` of Netpreneur Now is to be to help EVERYONE build or increase their online business. The first step will be a redesigned front page and a site tour and the second step will be a rebuilt beginners guide that should help anyone get up and running. There will also be some `blueprints` you can follow that takes ONE path to riches and reduces it to a quick

step-by-step format.

Don't forget the Members Site is now by *personal membership* only. The default username/ password will work for a while but you really need your own details registered. Just visit: <http://www.memberssite.net/cgi-bin/locked.cgi>

-Stuart

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Everyones going "Bundling" Crazy!

It's long been recognised the easiest way to create a product is to bundle together existing ones. There's been some highly popular ones in the past, and recently we've seen the likes of "Best Deal Ever" and others.

1. Resale Rights Vault

Now... Shawn Mason has released his Resale Vault at a... well, STUPID price.

To be honest I'm not sure whether prices like this ARE a good thing for me, but for you they most definitely are.

For other sellers - BAD. For other buyers - GOOD.

It's like the eBay phenonema. You can pick up excellent ebooks and tools for little more than a dollar.

Still I wouldn't be doing by duty as an ezine publisher without letting you know about this resource even though I think it's bad for me.

So here's the link:

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

Yes - it is an affiliate link, but if you grab a membership YOU can promote it too. One other thing, the price raises every sunday (it has twice already) so get it now while it's so very very low.

2. The "Grinch Sale"

This is a humourous response to the massive Santas Deal Time. Here, for just a few dollars, you can get over a thousand bucks worth of GOOD, QUALITY software and ebooks from Russel Brunson.

Again, the price is raising every couple of days. I urge you not to miss this one because this is nothing like the rehashed stuff you see in other bundles. Of all the software there I think I

only own one of two titles - and believe me, I don't often see that :)

The link is:

<http://www.netpreneurnow.com/grinch.html>

If I had to pick one of these three bundles, I'd choose this.

3. Santas Deal Time

First, this is a big ticket item. \$500 per pack, with \$100 for affiliates. Yet, I'm not actively promoting it.

This is well worth the cost *if you can afford it*. Please don't buy if it's at the expense of something else.

But if you can get it you're in for an eye opener. TONS of great stuff, including some shipped on CD's, and worth way over the asking price.

The link is:

<http://www.santasdealttime.com>

ALL these promotions end after Christmas!

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If you've suffered from broken ebooks after installing the SP2 update for Windows XP visit this link:

<http://www.profitavenue.com/ebook-updater.htm>

and you can fix those ebooks that were compiled with Jimmy Browns software. A very large amount are, so you can now read those previously unopenable titles!

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The 12 Days Of Christmas offer is currently running. We're on day 5 or so, but if you join you can still get the `back` offers.

If you're unfamiliar with these annual promotions it's basically a way for software authors to GIVE AWAY their titles. Spread over the christmas period you receive regular updates on what's available and where you can get it.

There's no cost. Ever. Yet there's many items still on active sale to grab!

Visit: <http://www.hunteridge.com/12days/in/essjayar.htm>

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F'ree CD!
(Still Available)

"Greatness Held Hostage"

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

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9 Hidden Success Secrets

by Shawn Nelson

Visit <http://www.netpreneurnow.com/9secrets>

for more information!

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Benefits to RSS Feeds

By S. Housley

Benefits to RSS

RSS streamlines communication between publishers and readers. Since RSS has had a popularity surge, webmasters have been experimenting and using RSS feeds to deliver content in new and innovative ways. Typically, RSS feeds contain news headlines and content summaries. The content summaries contain just enough information without overwhelming the reader with superfluous details. If the reader is interested and wants additional information they can click on the item in the feed, accessing the website which contains additional details. RSS readers aggregate multiple feeds, making it easy for individuals to quickly scan information contained within each feed. Feeds are generally themed, allowing users to opt-in to feeds that are of interest.

The big benefit to RSS is that individuals opt-in to content of interest, totally controlling the flow of information that they receive. If the quality of the content in the feed declines, users simply remove the feed from their RSS reader and they will not receive any additional updates from that source. The RSS reader acts as an aggregator, allowing users to view and scan multiple content streams in a timely fashion.

RSS is a great supplemental communication method that does not burden the publisher with maintaining lists or following strict privacy guidelines. RSS feeds are compiled according to the user's choices, removing any burden that is placed on publishers of email newsletters. Publishers no longer need

to be concerned with spam, privacy policies, and age guidelines.

Publishers using RSS as a communication vehicle are able to create keyword-rich, themed content, establishing trust, reputation, and ongoing communication with current and prospective customers.

What Kind of Information Can be Delivered in RSS Feeds?

Blogs Feed

Many blogs are catalogued in an RSS feed, with each blog entry summarized as a feed item. This makes it easy for visitors to scan blog posts for items of interest.

Article Feed

Articles are often placed into feeds to alert readers when new articles and content are available. The feed entry is typically an article summary or introduction. Readers can then ascertain if the article is of interest and read further.

Forum Feed

Many forums now have add-ons that allow participants to receive forum posts via RSS. The RSS feeds often will show the latest discussion topics; if users are interested they simply click to enter the forum to participate in the discussion. As the topic is updated they will see new entries in the RSS feed.

Schedule Feed

Schools, clubs and organizations will often use feeds to communicate meeting times, places and events that might be occurring. The RSS feeds are often used to publicize events, notify the community of schedule changes or meeting agendas.

Discounts / Specials Feed

Retail and online stores have begun using RSS feeds to deliver their latest specials and discounted offers. Some online retailers have taken this a step further, allowing users to create their own feeds based on keywords or phrases.

For example, this service will generate a URL than can be entered into a news reader. The feed is updated each time an item is added to Amazon that meets the specified criteria or keywords - Amazon Search Feed - <http://www.oxus.net/amazon/>

Ego / News Monitoring

Companies or individuals interested in receiving headline news based on a specific brand or keyword can use RSS feeds to monitor news sources.

For example, users can use the following tool to create a feed that will allow them to receive filtered news from Google News. They will only receive items related to a specific keyword or phrase they setup - <http://www.justinpfister.com/gnewsfeed.php>

Industry-Specific RSS Feed Uses Include:

Technical professionals in specific industries have also developed RSS feeds as way to market, promote or communicate within their specific industries. In many cases, this has expanded their reach and increased communication with current and prospective customers and clients.

RSS feeds can be used by realtors to communicate the time and location for open houses, announce new property listings or promote decreased mortgage rates. Content feeds can also be used by universities to communicate sports scores or event schedules. Computer service professionals can create feeds to notify clients of potential security breaches, virus risks or outbreaks. Ultimately, RSS is molded to meet the communication needs of many sectors. Consider how RSS can benefit your business and supplement your communication needs.

RSS feed creation tool for publishers interested in creating fresh content - FeedForAll - <http://www.feedforall.com>

About the Author:

Sharon Housley manages marketing for NotePage, Inc.

<http://www.notepage.net> and FeedForAll

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

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10 Killer Ways To Make People Click

1. Use psychological techniques when designing your banner ads. Asking people not to select the link to your banner ad may actually cause the exact opposite response. You could say for example, "Don't Click Here If You Have All the Money You Need."

2. Make your banner ad words as interesting as achievable. Include words like vital, great, incredible, stimulating, etc. Associate and stress the words you use to what you offer.

3. Offer a discount offer on your banner ad. People are always looking for good deals. You could offer a percentage discount, dollar discount, buy one get one free discount, etc.

4. Use a testimonial on your banner ad. This'll give people proof they aren't wasting their time clicking on your banner ad. The testimonial should include enough information so they understand the offer.

5. Use a celebrity or well-known individual on your banner ad to stand for your product, Internet site, or service. People will select your banner because the opinion of these people carries more weight than yours.

6. Use a strong guarantee on your banner ad. You could include the guarantee as a headline for your offer. It could read double or triple your money back guarantee, lifetime your money back guarantee, etc.

7. Be explicit when you instruct people to select your banner ad. Those people that are just learning how to use the Internet may not be familiar with how you select a banner ad. All you need to do is include the phrase "click here" on your ad to enhance the number of click throughs you receive.

8. You could market your product on a trial basis. This will translate to people that they will not lose anything if they click on your banner ad and sample your product or service.

9. Tell people the major benefit of your product, web site or service on your banner ad. It could be benefits like make money, lose weight, increase energy, save money, save time, etc.

10. You could advertise a free offer on your banner ad. People love free stuff. The freebie should relate to your target audience. If the freebie is attractive to them they will click.

The author, Scott F. Geld is the Marketing V.P. for <http://www.marketingblaster.com> Feel free to write him with any questions or comments about this article at: <http://www.MarketingBlaster.com/contact.html>

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New Downloads at the Members Site this week:

All on the "Whats New" pages at:
<http://www.memberssite.net/members>

(This is what I added at the beginning of December)

- The Bloggers Edge [PDF]
- Explosive OptIn Profits [PDF]
- Making The Internet Work For You! [PDF]
- An Introduction To Adwords [PDF]
- Psychology Of Selling [PDF]
- Striking Affiliate Gold [PDF]
- Tips To Make Money Using Google Adwords [PDF]
- Yahoo Group Promotions [PDF]
- The Internet Marketers Classified Files [EXE]
- How To Set Up A Secure Members Area For Fr'ee!

Last weeks downloads are now on the normal Tools, Tips or Ebooks pages.

P.S. If you missed the Fr'ee Resale Rights Vault it's still available: <http://www.netpreneurnow.com/resalerightsvault>

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New Articles in the Database this week:

As requested, I've added all the Stuart Goldsmith articles I have!

Just visit the link below, and click "Stuart Goldsmith" in the category list on the left-hand side. There's about 6-8 articles worth of great content in Stuarts eye-opening style.

Stuart Goldsmith is a well known British entrepreneur who achieved success using many of the internet marketing techniques we see today ... before the internet was around!

He knows how to teach successful thinking strategies as well as practical direct sales advice and training. You can get his free book from:

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

...and if you're quick check the book/email for a link into his private insiders circle!

Find them at

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

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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: [This Link](#)

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

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>

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>

Randomizer --> <http://www.netpreneurnow.com/random>

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>

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

Downline Clubs: All are fr'ee and allow you prime entry into their respective target programs! Most have generous user areas with downloads, forums, help and advice.

Advanced Entry ==> <http://www.netpreneurnow.com/ae.html>

The Now Team ==> <http://www.netpreneurnow.com/tnt.html>

One World Line ==> <http://www.netpreneurnow.com/owl.html>

Ultimate Free Downline ==>
<http://www.ultimatefreedownline.com/1795>

Benefactor DLC ==> <http://www.benefactordlc.com/members/essjayar>

Fr'ee Advertising Co-Ops:
Send your ads to hundreds of thousands of eZines!

<http://www14.brinkster.com/promcf/free30.htm>

<http://www.subscribeme.net>

<http://marketinglifestyle.com/averdell.shtml>

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:

