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Netpreneur News Issue 78
(C) 2006 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: New Downloads, 7 Secrets To A Profitable Site, Photoshop Box Covers, Giveaways, Marlon Sanders, Reese Report, Marketing Makeover, Downline Secrets, Homepage Workhorse, Private Label Docs, Interesting Links, and more!

Article: "What Works On The Internet?"

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Hello, and Welcome!

I'm not writing new issues as quickly as I'd like, but stick with me. And always remember you can see the latest downloads, offers and news as it happens in the `live` Blog. <http://netpreneurnow.blogspot.com>

I put a lot more into each issue than you'll find across my sites, so it's still worth your while saving the PDF version to your Desktop and popping in now and then. I know attention spans are short on the web -- and that's why Netpreneur News is designed to be read in quick and easy bites :-)

We cover a variety of ways you can make money online, as well as providing the tools and services that will help you. There's an awfull lot of information freely available and the best of

this you'll find right here.

If you're reading this on-line and wish to subscribe please visit our main site, at: <http://www.netpreneurnow.com>

Browse the sidebar there and you'll find a lot you perhaps didn't know was available, from a page packed with interviews to quality products you can re-sell to quick guides to get you started.

Don't forget the Bonus page. I've compiled some of the best free sites and products here: <http://www.netpreneurnow.com/bonuses>

The only way to succeed online is to keep plugging away. Get a site up, and use the many traffic systems to get visitors to it. Build your own list as quick as you can, and offer information and downloads as well as promote relevant opportunities.

As the quote on my main page says: "Success is the sum of small efforts, repeated day in and out" And you can't say it more simply than that!

- Stuart

P.S. To everyone who has joined recently via the Instant Marketing Library, and who couldn't download the package. Please visit <http://www.instantmarketinglibrary.com/download.html> to get it

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I've already updated the Members Site once recently but for this issue I've added some more amazing tools.

1. Instant Report Generator A cool tool with 10 built in mini-reports you can sell or giveaway.
2. Niche Money Machine
3. Product Launch Secrets
4. Public Domain Power A useful links application to public domain texts, graphics and more. Create your own reports and ebooks with the information you find!
5. Interview With Sara Brown You might not have heard of her, but you'll want to know what she's got to say...
6. Free Software List For Marketers.

For full details of these see the Members Site (link below)

Please note, these are in addition to the products already there, which are: Profiting from your Back-End, Get Paid To Watch TV, Pay-Per-Click Profits, Article Page Machine and The Beginner Affiliate, as well as a selection of training videos.

Phew!

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

If you don't have an account, grab one for free from: <http://www.memberssite.net/cgi-bin/locked.cgi>

I'm sure you'll agree this is an incredible bundle for a free Members Site :-)

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Have you ever looked at a site and tried to work exactly HOW it works? Well, I've written a blueprint to my own "Instant Library" site called "7 Secrets To A Profitable Website".

Read it here --> <http://www.netpreneurnow.com/articles/profitablewebsite.html>

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If you sell anything online you'll know a good cover or box graphic can increase your conversion rate.

Unfortunately few of us can make these, and we end up paying professional designers up to \$100 a time to do it for you.

Or you can use the Ecover Generator to do it, or use a graphic template, but the results are far from perfect.

However this new package teaches you how to use PhotoShop to make attractive images, and even includes PhotoShop "Action Scripts" so you can do it literally at the press of a button.

In fact, I made the box image at the Instant Marketing Library with this and it took just 5 minutes.

This is something I've been looking for a long time, and happily it has full resale rights so I can pass it on to you.

Click Here to view --> <http://www.netpreneurnow.com/photoshop>

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There's a cool giveaway running at the moment called the "Spring Fling". If you want to download some great tools and packages at no cost pop on over and join. They're already on Day 5 at the time of writing so act fast!

<http://www.TheSpringFling.com>

John Delavera also released a giveaway site recently, so if you missed that you might want to try the next link too: <http://snipurl.com/o93m>

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I very rarely recommend `other` ezines but the wonderfully named "Eat My Frog" is worth subscribing to. The theme here is "Think Outside The Box" and every aspect of the issues and the site reflect this.

To join, just visit: <http://www.EatMyFrog.com> and feel free to put me - Stuart Reid - as the referrer :-)

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I've long been an admirer of Marlon Sanders so I took the opportunity to create a special page honouring this man. I cover some of Marlon's top products and include a bunch of PDFs you can download from him packed with tips, and even a complete package with resell rights called "How I Sell Thousands On The Web".

Download now from: <http://www.netpreneurnow.com/marlon-sanders>

No catch here, no sales, no signup. Just take advantage of my generosity this month!

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Jimmy Browns new Membership Site costs just \$10 to join.

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

Discover exactly how to build your e-mail lists and generate traffic, from one of the masters.

Watch his free video here: <http://netpreneurnow.com/special.html>

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Get a free copy of "The Reese Report" , including a video, here --> <http://www.reesereport.com/netnews>

This is John Reese's premium newsletter, and as you'd expect it contains many hidden gems. Download and read before it's taken down.

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One Time Offers are a great way to make money. With this marketing method you can give something away for free, and a good percentage will take advantage of a offer you give them. In my case, I've been averaging around 16%

My One Time Offer is on it's own site and comes with a free custom tool that will build you an exact clone, tailored to your site. This file can then simply be uploaded and start earning for you! You get 100% of the sale. I host the graphics and downloads, manage updates, and all the tedious tasks.

The One Time Offer is a popular package that includes premium products such as 16 of Louis Allports video books. It's recently been updated to Version 2 and includes over \$1040 worth of products.

Everything comes with Master Resale Rights and Salespages.

<http://www.onetimeoffer.net>

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If you've despaired of making your own bells-and-whistles website then look no further than "Marketing Makeover". This new project from Armand Morin and Alex Mandossian will let you easily create a site with audio, video, autoresponder, customer surveys and more. You literally fill in the blanks and choose a template and it's done.

Highly professional.

You can see it in action here: <http://snipurl.com/o93p>

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Don't forget we have a deal with Jeremy Gislason to give you a free full years Silver

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

This site goes beyond most `get rich` programs in that it teaches you the principles of investment and risk. It's aim is to help you build a long-term income through Internet Marketing, but you can work your way to a million in as little as 5 years!

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Here's a cool tool I just came across - Homepage Workhorse.

And Wes Blaylock who made this is allowing me to give it you for free!

http://www.homepageworkhorse.com/a/essjayar_free

This is an amazing time-saver. Store your notes, ideas, and bookmarks in one place. Access your computer, organise your files, and even search Google. And it comes complete with a pack of Private Label Articles as a bonus (bonuses with a freebie?).

This is something I think you may end up relying on every day.

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Some Useful Products:

Ever wanted to make your own software? We now include "Software Maker Pro" at NetpreneurNow.com! <http://www.netpreneurnow.com/software-maker>

And... you may also like the Shareware Creator. With this, you can turn anything into a time-limited or use-limited product. In fact, you can get a 3-limit tryout of the ShareWare Creator below: <http://www.netpreneurnow.com/shareware>

Do you want a comprehensive guide to making money with Resale Rights? Then you might like this --> <http://www.netpreneurnow.com/resalemagnate> One of the most comprehensive products I've seen covering this highly profitable market. (I've also thrown in "How To Create An Ebook Without Writing A Word" as a bonus/bribe)

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Google are continuing to experiment with new services, and you can now try the Google Page Creator to build quick websites. You'll need a Gmail account to use this and other Google services. I have some invites left at: <http://www.netpreneurnow.com/gmail.shtml>

What Works On The Internet? by Stuart Reid

There's so much conflicting information around it's hard sometimes to know exactly what you should be doing. Everyone has their own angle, and they all want you to buy in to theirs.

Stop for a moment.

Take a deep breath.

Let's tear some of these illusions apart!

1. Don't spend a penny unless you know in advance it's worth it.

Research whatever you want to spend on. See if it's cheaper elsewhere, and see if the product delivers. Find out what existing customers think. If you're buying into an opportunity decide whether you can at least break-even on it with your current setup. If you're getting resale rights, for example, one sale would negate your cost (if you sell at the buy price). If it's an affiliate product, then two sales at 50% would be the same.

2. Everytime you do spend a penny, make sure you know where it's going.

Track every click you pay for or work for. If you start suddenly making sales, you can find out where they are coming from and put your cash and effort into that area. Conversely, if you're not making sales you can stop whatever isn't working and move on. There's no point throwing money down the drain!

3. Listen to the people who really know

Everyone seems to proclaim themselves a Guru but of course they can't all be. If you're going to buy into a system or a blueprint it makes sense that the person who made succeeded at the same thing. Unfortunately, many money-making schemes just head nowhere. For example, the person selling you a certain guide made their money selling that guide. It's an endless loop with no cash really coming in, it just get's recycled. Look to the people with the money and for household names. Try GuruDaq.com for an overview.

4. Once you have something that works, stick to it until it doesn't

If it ain't broke, don't fix it. The very nature of the internet seems to cater for people with ADD - it's hard to focus with the sheer amount of data. Information Overload is a real problem. If you're making money with something, no matter how small, see how you can improve it. Sometimes it's easy, e.g. write more articles, recruit more affiliates. Sometimes more difficult. But stick at it until you're absolutely sure the product is dead. But even then you can breathe

new life into it, with a new edition, or even by selling off resale rights, private label rights, or adding new bonuses.

5. Develop multiple streams of income and exploit current products.

Don't put all your eggs in one basket. You can earn in many ways from a single product, and you can earn from many products simultaneously. Offer upgrades, upsells, and special offers. And do this across a range of products - some complimentary, some not. Target various markets with products aimed at them. This is exciting stuff and something that's almost impossible to do offline!

6. Keep your customers with you, and happy.

Provide content, information, and advice as well as sales pitches and offers. The mix is sometimes hard to work out, but give as much as you receive and you should be ok.

7. Don't go alone.

Sometimes you may have a brilliant idea but don't have time to act on it. Or sometimes you might not have the ability or the knowledge, especially in a new niche. It is possible to do all this yourself, and sometimes a new book is just re-packaging and re-writing existing information (this is the Internet after all!). But luckily today there are services such as e-lance and scriptlance that will put you in contact with someone to help. Want graphics? A web page? An Article? A Program? No problem! Post your project, wait for tenders, accept. And this is very, very cheap. Often the people who will work on your project are in countries with low wages, and what seems low-priced to you does not to them. Read their feedback first, you don't want to pay for an e-book that will turn up with bad grammar and broken english. And you don't want to pay for a webpage that breaks on every browser.

8. Stick to proven techniques.

Perhaps the most valuable tip here. It's easy to get tempted by new methods but almost everyone who's succeeded online has used the same system.

i. They have a product that fills a need, and a customer base they can reach. Good research is essential for this.

ii. The product looks and sounds appealing, and a good percentage of interested people who see it will buy. The price has to be right, the sales-copy has to be right, and the page has to look professional, trustworthy, and attractive.

iii. People have to know it exists. This is the biggest part of the puzzle. Proven techniques here include word-of-mouth (viral), affiliate promotion (or a joint venture), search-engines, and placing relevant information about the product where they will see it (articles, press-releases, site and email advertising).

Hopefully this will help you get on the straight and narrow. It is sometimes hard to focus when you're working online. Plan ahead, stick to that plan, and work on it each day. Time to play later!

-Stuart Reid

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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)

- Bonuses ==> <http://www.netpreneurnow.com/bonuses>
- 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>
- Site Tour --> <http://www.netpreneurnow.com/tour.shtml>
- FREE 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>

Banner Exch. --> <http://www.buttonswap.com>

Submit Articles <http://www.netpreneurnow.com/submit-article.shtml>

AdSense HowTo -> <http://www.netpreneurnow.com/adsensesites.shtml>

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

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

> 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>

Newbie Article > <http://www.netpreneurnow.com/newbies.shtml>

"No Bull" Guide <http://www.netpreneurnow.com/howtomakemoney.shtml>

Ultimate eBay -> <http://www.productpacks.com/ebay>

Forums List --> <http://www.netpreneurnow.com/boards.shtml>

Interviews --> <http://www.netpreneurnow.com/interviews.shtml>

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

<http://gmail.google.com> - Ask me for an Invite

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

