



Three months of clicking, testing and tracking have sorted out the OK traffic exchanges from the true performers. By performance I was looking for actual amount of hits delivered compared with results from those hits. The cream has risen to the top and are listed here.

<http://hotbiztips.com/website-traffic.html>

\*\*\*\* I have a VERY special gift for you! \*\*\*\*

Joe Cooper, one of my newest business partners, has just released an incredible \*New\* course that takes you step by step through his proven methods of making insane profit in niche markets.

He will be selling it for \$97, but check this out...

He gave me permission to share the thank you page with my subscribers, so you can get his amazing \$97 course for free right now!

I urge you to take advantage of this because I don't know how long I will be allowed you let you have it for free!

<http://hotbiztips.com/recommends/nicheprofitscourse.html>

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<a href="http://hotbiztips.com/recommends/mlmportfolio.html">AOL users</a>

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- In The News - In the latest preview of Windows Vista, IE 7 offers some significant new additions. However, it's still a work in development.

While computer users are watching the slow release of builds of Windows Vista (which Microsoft calls the Community Technology Preview, or CTP), part of that anticipation includes the first new version Internet Explorer in several years. The latest widely distributed version of Windows Vista, build 5231, also known as the October CTP, is significant primarily because of the new features it delivers in Internet Explorer 7. (You can also read Scot's latest review of this version of Vista.)

Internet Explorer 7 First Impressions:

We first looked at IE 7 in August, 2005, where we reviewed Beta 1 of IE 7 for Windows XP (which, except for some of the security functionality, is supposed to be nearly identical to the Vista version). Among the features we surveyed were two major additions: tabbed browsing and RSS features. Both the appearance and the functionality of those two features are upgraded in this version of IE 7.

Microsoft has added to its tabbed-browsing functionality with a thumbnail-tab overview feature called Quick Tabs, the ability to save and reopen sets of tabs known as Tabbed Groups, and a small new tabbed-browsing configuration dialog in Internet Options.

Full Story:  
<http://www.internetweek.com/172901664>

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Ads fuel soaring Google profits  
BBC Online

Internet search engine Google has reported a jump in quarterly profits on the back of strong advertising sales. Google saw its net income rise to \$381.2m (£215m) in the three months to 30 September, from \$52m at the same time in the previous year.

The US web giant said its revenues in the third quarter hit \$1.578bn, up 96% on the same quarter last year.

Most of Google's revenue comes from ad sales. Shares in the firm rose more than 8% in after-hours US trading.

"Incredible quarter"

They gained significant market share from every search provider. "Although this is typically a slower season for internet properties, we had another exceptional quarter," said Google chief executive Eric Schmidt.

Full Story:  
<http://news.bbc.co.uk/2/hi/business/4362490.stm>

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- Article - Viral Marketing

To some people if you mention viral marketing, they may take a step back and be cautious. And with good reason. In the body, and in modern times with computers, a virus is well known as a bad thing.

A virus in effect will take on a life of its own, replacating itself until it overwhelms its host.

In the marketing world, it is a good thing. A viral marketing campaign will have other people help you promote your product or service. Word of Mouth know for years as a much wanted form of advertising (as long as it was positive) is in itself a form of viral marketing.

The classic example of viral marketing is Hotmail.com, one of the first free Web-based e-mail services. The strategy is simple:

1. Give away free e-mail addresses and services,
2. Attach a simple tag at the bottom of every free message sent out: "Get your private, free email at <http://www.hotmail.com>" and,
3. Then stand back while people e-mail to their own network of friends and associates,
4. Who see the message,
5. Sign up for their own free e-mail service, and then
6. Propel the message still wider to their own ever-increasing circles of friends and associates.

Like tiny waves spreading ever farther from a single pebble dropped into a pond, a carefully designed viral marketing strategy ripples outward extremely rapidly. I am sure that you have seen many others following their example.

There have been many variations of this.

- \* E-Mail and Tell-A-Friend forms on webpages
- \* E-Books
- \* Software Downloads
- \* E Greeting Cards

As you can see the list is only limited by the imagination. Anything that will benefit the user and give value for them to use, share or tell a friend about the product or service can become viral and grow exponentially.

An example of a viral website promotion can be found at:  
<http://pyramid.futurewebworks.com/?91>

In this example you visit the list of websites and in return a new site is created with your ad in the #1 position. Now you have a reason to promote this page to get exposure for your site, at the same time promoting the others on the list. When anyone joins through your website, a new site is created with the the newest member's ad in the top position and your site will move down to the second position on the newest member's website. The process continues as your site moves down the list and you have others promoting your website as they promote theirs.

Maybe this was a shameless plug, but I hope also to have passed along the concept of viral marketing to you.

Happy Marketing  
Lynn  
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- Computer Tip - Firewalls

What is a firewall? A firewall is a security system that acts as a protective boundary between your computer and the outside world. Internet Connection Firewall (ICF) is firewall software that is used to set restrictions on what information is communicated from your home or small Office network or personal computer to and from the Internet.

A firewall monitors your connection, it will automatically "know" some programs and allow them access to the internet. Others you may have to tell it to allow and remember your choice. It will not let anything in or out that isn't approved thus securing your computer from outside threats.

Even if you do happen to get one of the Adware or Spyware I mentioned in the previous issue, a firewall will block it from sending info out, unless you allow it to.

Everyone should be running a firewall. There was a time when only high-speed users needed to be concerned but now even dial-up connections need this. Remember? There are people trying to plant "spies" on your system...

If you are using Windows XP, you have a firewall built in, check your help files to find out how to check if it is on and how to turn it on. I still use an additional one over and above the XP firewall.

For others I have used two different firewalls, again for free! (notice that is my favorite word?)

- Sygate -  
[http://smb.sygate.com/products/spf\\_standard.htm](http://smb.sygate.com/products/spf_standard.htm)

- Zone Alarm -  
<http://www.zonelabs.com/store/content/company/products/znalm/freeDownload.jsp>

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- Guest Article - Selecting a Quality Domain Name  
Copyright 2005 Shelley Lowery

When you're ready to launch your web site and you're trying to select a good domain name, there are many factors that need to be taken into consideration.

#### Select a Domain Name that Reflects Your Web Site

Above all else, your domain name should reflect what your web site is all about. For example, if your web site is about grooming a dog, you certainly wouldn't want to select a domain name like 'mybusinessname.com,' as this would have nothing to do with your web site's focus. You would want to select a domain name that tells the world what your web site is all about -- something like 'doggrooming.com.'

#### Select a Domain Name that Contains Your Web Site's Keywords

Another consideration of great importance are your keywords. Try to select a domain name that contains your most relevant keyword phrase, as some Search Engines place relevancy on them. A keyword phrase is two or more words that best describe your web page. If your web page is focusing on grooming a dog, your best keyword phrase will be "dog grooming."

#### Select a Domain Name that will be Easily Remembered

With millions of web sites accessible on the Internet, it is also very important to select a domain name that will be easily remembered. As in the 'doggrooming.com' example above, 'doggrooming.com' is very easily remembered, contains the most relevant keyword phrase and describes the web site in explicit detail. It is the 'perfect' domain name for this particular web site.

#### Select the Best Domain Extension

Another consideration of importance is the domain name extension. Although there are many new domain extensions available, dotcom is still the best choice. When typing in a web address, Internet users automatically want to type in a .com extension, as this is the extension that has been embedded into our brains from the start.

#### Avoid Using Numbers in Your Domain Name

Although you may be tempted to do so, avoid using numbers within your domain name. Including a number within your domain name can cause problems, as when you tell someone your web address, you will continually have to tell them it's a number and not the word. For example, if you selected a domain name like number1host.com, if you were to tell someone your web address, they may try to type it as 'numberonehost.com' instead of 'number1host.com.' This type of domain name would cause confusion.

#### Avoid using Dashes and Underscores in Your Domain Name

Although many people do it, don't make the same mistake I made when I first started out. Avoid using dashes, underscores or any other characters within your domain name that may cause confusion. When I registered my domain name, Web-Source.net, I actually wanted websource.com; however, it had already been registered. So, I settled for Web-Source.net. Now, when I tell someone my domain name, I have to say it like this: web dash source dot net.

Don't get me wrong, www.Web-Source.net is now a high traffic web site, but I can only imagine how much traffic I've lost over the years due to my domain name. I have received many emails over the years from visitors who had a hard time finding my site. They said they couldn't remember the domain name and kept wanting to type in websource.com.

#### Avoid using Abbreviations within Your Domain Name

Although well-known companies, such as IBM, can get away with using abbreviations within their domain name, most companies can't. As a rule, try to avoid using abbreviations or anything that will be difficult for your visitors to remember. Not only will this cause confusion, but it can also cause your potential visitors to make spelling mistakes when trying to type in your web address.

#### Avoid using Long Domain Names

Although you may now register long domain names, it's really not a good idea. I learned this lesson the hard way. I registered 'www.workfromhomebusinessguide.com' and the sad thing is ... I can't remember the domain name half the time. How can I expect my potential visitors to remember it? Try to keep your domain name as short as possible. The longer the domain name the harder it is to remember and the more apt your potential visitors are to make a typo when typing it into their browser.

#### Ensure Your Domain Name is Not a Trademark Infringement

Prior to registering a domain name, you may want to consider searching the Trademark Electronic Search System, <http://www.uspto.gov/main/trademarks.htm> to ensure your potential domain name isn't infringing on any trademarks.

Please don't take this point lightly, as trademark infringement could cost you your entire business. It is your responsibility to ensure that your potential domain name doesn't infringe on any registered trademarks, as the trademark laws that apply in the hard copy world also apply on the Internet. Any company that registers a trademark has the right to protect their trademark and has the right to notify you that your domain name is infringing upon their trademark.

When you're ready to begin, create a list of a dozen or more potential domain names, as chances are, your first choice will already be taken. With any luck, one of the domain names on your list will be available.

Take your time and select a quality domain name that will grow with your business. It will be well-worth your time and effort in the long run.

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Shelley Lowery is the author of the acclaimed web design course, Web Design Mastery. <http://www.webdesignmastery.com>  
Visit Web-Source.net to sign up for your complimentary subscription to Etips and receive a copy of Shelley's acclaimed ebooks, "Killer Internet Marketing Strategies" and "Work from Home: A Complete Guide..."  
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- Guest Article - Multilevel Marketing - Good Or Bad?  
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If you've ever dreamed of running your own business from home, whether on a full or part-time basis...and are good with people but have very little business knowledge, then Multilevel Marketing (MLM) may be for you. This is especially true if you have a minimal amount of start-up cash.

MLM companies provide a product or service to the consumer via a network of "independent" distributors, who usually work from their home.

Reputable MLM companies also provide a low start-up cost, all the training you need, advertising in one form or another, and supply you with a product line-up or service to sell. They also allow you to recruit other distributors and make commissions on their total sales.

The United States Federal Trade Commission, however, cautions anyone from joining a MLM company that pays you for each distributor you recruit, as opposed to only paying a commission on the total sales they generate. This is called 'Pyramiding' and is illegal.

The U.S. FTC also encourages you to thoroughly research a MLM company before signing on the dotted line, and not to sign anything under pressure, but instead, take time to consider all the details. You can check out their Multilevel Marketing Caution Web Page at:  
<http://www.ftc.gov/bcp/online/pubs/alerts/pyrdalrt.htm>. On this page, they also list seven checks you should do before making your decision whether to join or not.

Research is always an important component of any business venture and considering a distributorship with a MLM company is no exception.

Searching the Internet under "Multilevel Marketing" returns a recipe of results. These range from government agencies, general information web sites, encyclopedia type sites to a host of disgruntled, former MLM distributors. People who are "pro" MLM don't write web sites on the topic because they're usually too busy building their network.

#### THE GOOD SIDE

Here are some of the benefits of finding a reputable MLM company:

- They have an established and very marketable product line or service, and strive to improve or add to the existing line-up.
- Recruiting new distributors will be a streamlined process, and the company will not be involved in Pyramiding.
- As a company, they will have a solid track record and good work ethics.
- No experience will be required. A good MLM company will provide one-on-one training, as well as motivational seminars and a full compliment of training materials. After all, in Multilevel marketing, when one succeeds all succeed.
- A reputable MLM company will be "Family" rated, meaning that crude conduct is not tolerated.
- They will provide an excellent bonus plan with many incentives for those who excel.
- Well-established MLM companies should be able to provide you with resource material to aid you in not only product sales but in recruiting.
- They will have minimal start-up fees.
- A strong support system.
- You will be led by example.
- Healthy team competition.
- There will be a successful business and marketing plan in place that can be successfully duplicated by others, assuming they apply themselves to the plan and are motivated to succeed.
- There exists the possibility of full-time or part-time commitment.

These attributes would definitely belong to an ideal Multilevel Marketing Company, however not all reputable companies excel in all these areas. Some companies will be better in certain areas than others. Do research on the company. Don't just accept the motivational hype used by most MLM companies in order to recruit.

Some MLM distributors are so highly trained that they have a "come-back" for almost every statement you make or concern you have. This would be considered a 'high-pressure' invitation to join. Always take time away to cool off - especially if you're excited by what you heard. Sit on your decision for a while and do research. If the company is good, they will still be there when you wake up tomorrow; and yes, you will get a follow-up phone call.

#### THE DOWNSIDE

While the MLM model can be a great tool to achieve what you want in life, it would be remiss not to mention the downside.

- It is easy to get 'taken' by a disreputable MLM company. Do your research. - If you plan on developing a network - a "downline" - it will cost you more money than you realize and take you longer than you think - although this is slight compared to the cost and time required to start up a traditional business. You will spend a lot on resource and training materials that you will end up giving away to prospects and to your downline distributors. - You might spend a lot of money on fuel for your vehicle, meals out, hotel rooms or neck surgery from sleeping in your car. - Some companies insist on a minimum monthly order to maintain your distributorship. - Some companies only pay you for recruiting other distributors and not on their total sales volume. Beware, as this is called 'Pyramiding' and is illegal in most countries. - While you may initially be led to believe that the products sell themselves and that you can make a lot of money with little effort, beware. Most businesses, whether they are traditional, online, or MLM, take a lot of energy and effort to make them successful. Consider a rocket: 60 - 80% of the fuel is used just to raise it a few inches off the ground. - Be ready for a lot of rejection. Approximately 80%+ of the people you contact will turn you down. - It is easy to get caught up in the 'dream' and overspend because, "Winners always find a way." It is also easy to be pressured into 'willingly' spending beyond your means. - It could very easily become your life's vocation, with everything centered on it. Some distributors even refuse to attend family weddings etc., because it falls on the same date as their MLM seminar. - Also, like most businesses, when you begin you will be spending much more than you make.

The final judgment: Most business entrepreneurs face the question, "How much am I able and willing to lose if it doesn't work?" That is the question you have to ask yourself before you get into Multilevel Marketing. Another question you need to ask yourself, how motivated am I? One thing you will need to do continuously is recruit. Many of your downline will drop out, its like a bucket of sand with a hole in the bottom. You have to constantly keep filling it with more sand (recruits) or you end up with an empty bucket. There are ways to do this fairly automated but that is a topic for another article...basically either buying or acquiring quality leads.

And of course, what do you want from life and what are you willing to do to get it?

If you enjoy helping others succeed so that you can succeed, are willing to take the risks associated with being in business for yourself, even on a part-time basis, and are willing to put in long days, then Multilevel Marketing may just be the tool you are looking for to achieve your business and life goals.

Here's to success!

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Dan Farrell has been marketing his own digital products and affiliates for over 8 years. He is offering a new "Hands Off Residual Income" Mini-Series that will give you the step by step instructions to create residual income through Google Asense.  
For A Free Subscription.  
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- Update -

I am working on getting a forum set up for some interaction between subscribers. I have about 50 Megs of ebooks, reports and scripts that I am in the process of uploading for the subscribers!

Trust me, these are not your usual junk ebooks. These have been weeded out by me because they have useful information and tips that can be valuable to all of us that are not making a \$100,000+ income online yet.

Some I have acquired with master resell rights, some I can pass those rights on to you. Give me time because there is more to it than just uploading the files, I will have to make the pages too.

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In closing:

I would like to thank the new subscribers for joining us. It is just the beginning of the success you seek. You are seeking to gain knowledge and that is one of the most important steps you can take.

Some of you I have met through email already. I want all of you to feel free to drop me a line anytime, just to say "hi" if for no other reason.

Drop me a line to let me know your thoughts on the newsletter. Have questions? Feel free to ask, I want to provide the training and guidance that you desire. This isn't a classroom where you sit and listen to lectures. I want to fill a useful need, if I don't know you needs then I am just throwing out information.

To Your Success,  
Lynn Harris  
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