

Hot Biz Tips Newsletter

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Update - New website

"If we did all the things we are capable of doing, we would literally astonish ourselves." ~Thomas Edison

There have been so many new subscribers lately, I wanted to make this special offer available once again! Treasured subscribers, I am offering you a special deal for the next 10 days only! Until midnight Sat, Sep. 10th only!

The collection:

900 Prewritten Business & Marketing Tips You Can Use To Create Your Own eBooks, eCourses, eReports Or Almost Any Type Of Information Product In Record Time!

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Editors Note - Thoughts of those touched by Katrina

I would like to welcome all the new subscribers, and a warm hello to all. Without you my efforts wouldn't have much meaning and would be in vain.

Mom has been in the hospital this week and with the move to the new domain, I don't have anything witty or insightful to put in this spot this week.

This is the first "official" edition from the new domain under the new name, Hot Biz Tips Newsletter. Though the name has changed, the main objective will be the same. To help the newbies to learn the basics of online marketing, to help you to steer clear of the scams, and to share new techniques as they are tried and proven.

I do have some new additions that you will see in future editions. I am excited about this and I think you will be pleased and it will be beneficial to your endeavors. But for now, I am keeping these to myself.... shhhh

Remembering how hurricane Cindy spawned a tornado a 1/4 mile from the house here several weeks ago, and people still putting their lives together. As the remnants of hurricane Katrina passes by, my heart and prayers go out to those whose lives were devastated by this most recent storm.

Though some of us my be half a world apart, we are connected through the marvel of technology and at times it is easy to take it for granted.

With that I wish to share a little something I received a while back...

Dear Lord,

Every single evening
As I'm lying here in bed,
This tiny little Prayer
Keeps running through my head:

God bless all my family
Wherever they may be,
Keep them warm and safe from harm
For they're so close to me.

And God, there is one more thing
I wish that you could do;
Hope you don't mind me asking,
Please bless my computer too.

Now I know that it's unusual
To Bless a motherboard,
But listen just a second
While I explain it to you, Lord.

You see, that little metal box
Holds more than odds and ends,
Inside those small compartments
Rest so many of my friends.

I know so much about them
By the kindness that they give,
And this little scrap of metal
Takes me in to where they live.

By faith is how I know them -
Much the same as you -
We share in what life brings us
And from that our friendships grew.

Please take an extra minute
From your duties up above,
To bless those in my address book
That's filled with so much love.

Wherever else this prayer may reach
To each and every friend,
Bless each e-mail inbox
And each person who hits "send".

When you update your Heavenly list
On your own Great CD-ROM
Bless everyone who says this prayer
Sent up to GOD.com

AMEN

Blessings to each of you and your family members. May you find success in what you seek to do.

Lynn Harris

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**In The News - A New Type Of Worm
By Thomas Claburn - InformationWeek**

On the surface, the so-called Zotob worm, also known as Bozori, doesn't appear to be much different from earlier Internet worms such as Blaster or Sasser. Like those, Zotob exploits a known software vulnerability to spread among machines. But the latest malware didn't have the same kind of far-reaching impact. "We've seen no telltale signs of an epidemic on the Internet," says David Emm, a senior technology consultant for the Moscow-based Kaspersky Lab Inc., via E-mail. "We've had no reports of infection from individual users."

The worm's spread was mostly confined to localized "explosions" inside business IT environments, where Microsoft's Windows 2000 operating system--the target of the attack--is more prevalent than on home PCs. "These organizations, typically made up of 'small internets' behind heavily defended Internet gateways, have experienced infection," Emm says. The outbreak portends a change in scenarios in which businesses are at increased risk of internal infection while the Internet itself avoids much of the impact.

[Full Story](#)

**In The News - Jealous Lover Program Creator Is Indicted
NewsMax.com Wires**

SAN DIEGO - The creator and several buyers of a computer program designed to allow jealous lovers to snoop on their sweethearts' online activities have been indicted for allegedly violating federal computer privacy laws.

Carlos Enrique Perez-Melara, 25, was indicted Friday on 35 counts of manufacturing, sending and advertising a surreptitious interception device and unauthorized access to protected computers.

The Loverspy program, disguised as an electronic greeting card showing images of puppies and flowers, was sent as an e-mail. When it was executed, it would begin recording victims' e-mail messages and the Web sites they visited, prosecutors said. The information would be transmitted to computers operated by Perez-Melara and relayed to customers, authorities said.

"It was marketed as a way to catch a cheating lover," said Assistant U.S. Attorney Mitch Dembin.

[Full Story](#)

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**Guest Article - Affiliate Marketing at a Glance:
Helpful Hints for the Beginner
Copyright 2005 Elisha Burke**

Regarded as one of the choice Internet marketing systems offered to small businesses, affiliate marketing has caught the attention of accomplished entrepreneurs across the globe. With virtually no risk involved in the affiliate marketing game, payment is made only after results are provided. That is one of the several reasons that this form of trade has such a high level of popularity. And with a considerable number of programs currently available online, it is critical to make yours shine brightly above all other professional affiliate marketing systems.

Those with affiliate marketing expertise can easily secure an income of five figures per month. However, less than 5 percent of all individuals involved in these affiliate programs reach this milestone. A huge blunder that many affiliate potentials make is trying to merchandise too many products instead of concentrating on one particular market. In lieu of dispersing your endeavors, focus on your passion, advertise it, and sell it to the best of your abilities.

It is your responsibility to research the product or services that you are offering to the public. With the information you gather, you can produce a resource that builds your credibility with future customers and fellow affiliates. When you have the confidence of your peers, you are building trust in the world of affiliate marketing.

Once you have decided the affiliate market you are interested in, it is time to actively recruit partners. It is in your best interest to find individuals that have already developed traffic and would profit from your offer. You should provide your partners with promotional material, and make their affiliate marketing job as fun and easy as possible. Always keep in contact with your partners, and be sure to deliver updates or changes on products and services. It is also advisable to send tips on how to be successful in the marketing environment.

Promotion is a major component in any form of marketing. Several top affiliates use pay-per-click search engines. However, use these search engines with caution. If you don't know what you are doing you may lose money. It is best if you discover how to obtain natural search results or employ a search engine marketing firm.

Becoming a marketing guru is definitely not something that will happen overnight. Affiliate marketing takes research, motivation, and most of all, patience. But, as with all things, in the end it is all worth it.

By far, one of the best resources to learn the basics of making serious money in affiliate marketing is Rosalind Gardner's The Super Affiliate Handbook: How I made \$436,797 Last Year Selling Other People's Stuff Online. For additional information on this easy to understand handbook visit <http://burkepublications.com>

To keep yourself motivated and to receive more helpful information about the nuts and bolts of starting and maintaining a profitable online business subscribe to Manna Success Newsletter. Get this free weekly newsletter at <http://news.burkepublications.com>

Another source of essential information for making money in affiliate marketing is ClickBank Mall's Red Hot Products for Online business. Click here or visit <http://burkepublications.com>

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Dr. J. E. Burke, an educator and entrepreneur, has been involved in various business enterprises via his business, Burke Publications for 11 years. Dr. Burke is an educator, writer and motivational speaker on a variety of topics. He is also known for his expertise on nonprofit organizations and grant proposal writing. Dr. Burke can be contacted at <http://burkepublications.com>

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Computer Tip - Windows XP Security Tips

This checklist outlines the steps you should take to reach a baseline of security with Windows XP Home Edition and Windows XP Professional computers, either on their own or as part of a Windows NT or Windows 2000 domain. Additional information about these checklists can be found on the Microsoft Website - <http://www.microsoft.com/security>

Important: The purpose of this checklist is to give you information about the nuts and bolts of starting and maintaining a profitable online business subscribe to Manna Success Newsletter. Get this free weekly newsletter at <http://news.burkepublications.com>

Windows XP Professional Configuration - 12 Steps

1. Verify that all disk partitions are formatted with NTFS
2. Protect file shares
3. Use Internet Connection Sharing for shared Internet connections
4. Enable Internet Connection Firewall
5. Use software restriction policies
6. Use account passwords
7. Disable unnecessary services
8. Disable or delete unnecessary accounts
9. Make sure the Guest account is disabled
10. Set stronger password policy
11. Set account lockout policy
12. Install anti virus software and updates

* I also advise using [Micro Soft Anti-Spy program](#)

These security tips are suggested by Microsoft to provide a baseline level of security for your computer.

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**Guest Article - The Advantage Of Niche Marketing
Copyright 2005 Patric Chan**

"Do You Know The Most Common Question I Get All The Time About Internet Marketing?"

The question is ...

"How Do I Make Money On The Internet?"

Now - I want to be honest with you. It's a valid question but it's impossible to answer that question because there are just too many things to talk about in that topic!

I mean, other analogies to that question are ...

"How can you make a girl/guy likes you." or

"How can I be a good parent."

There are so many ways to achieve that!

But ...

If I can sum it all up to give you the secret of making money online fast WITHOUT competing with experienced internet marketing gurus, the answer is ...

"Build an online niche business."

What? Online niche business? What's that?

It's niche marketing.

For the record, I'll define an online niche business as a business that is not about 'How To' make money online or offline and internet marketing related topics.

Here are a few niche marketing examples:

A website about dog training ...
A website about digital camera ...
A website about wedding planning ...
A website about baby sitting ...
A website about fresh water fishing ...
A website about Thai kickboxing ...
etc, etc.

You get the idea, don't you?

However, I have to agree with you that the 'How To' make money niche market is a profitable market.

No doubts about that.

So, why am I still insisting to everyone who has asked me how to make money online to explore the income potential of niche marketing?

Am I afraid of competitors?

That's silly.

Does Anthony Robbins worry about the other 1000's of motivational speakers in United States?

I don't think so.

The reason I highly recommend someone to build a niche business is because he/she will not be competing with experienced internet marketing gurus.

Like, if you're planning to build a niche market for martial arts, you can focus on 'ninjitsu for women' etc. Don't build a niche market purely on 'martial arts'. That's too huge a market.

Now -- How many experienced internet marketing gurus are you going to be competing with in 'Ninjitsu for women'? Hardly any.

But hey, don't go and do 'Ninjitsu for women'. ok? That's just an example that I plucked from the air.

But here's the most important advice:

It's not about making \$100,000.00 from a niche market or whatever amount of money you set yourself to earn.

It's how you're going to make the first \$1 from that niche. Once you have done that successfully, there's nothing stopping you from improving that online niche business's income.

Let's talk about 'Ninjitsu for Women' again.

The first product that you sell might be an ebook titled,

'10 Easy Ways To Master Ninjitsu Martial Art For Women'.

Once you sell that, you can expand the business and start selling:

- i. More ebooks
- ii. Ninjitsu tools and gear (Sell as an affiliate to reduce the handling inventory and order fulfillment cost)
- iii. Ninjitsu classes
- iv. etc etc

The sky's the limit for what else you can sell in the same niche market as long as you know how to make your first dollar online.

Patric Chan is a direct response expert, internet infopreneur, marketing strategist and author. His product, Online Niche Secrets Audio Course reveals how he started a niche online business and make it profitable in less than 48 hours at <http://www.onlinenichesecrets.com>

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- Update -

I have the new site up, you can visit it at:
<http://HotBizTips.com>
Please add to your white pages or approve receiving email through your Spam filters. They are very aggressive now days.

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.

To Your Success,
Lynn Harris
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