

Hot Biz Tips Newsletter

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A snowflake is one of God's most fragile creations, but look what they can do when they stick together! ~ Author Unknown

Hot Biz Tips Tested

New manual surf traffic exchange. Credits are used for UNIQUE visits ONLY! Other hits you generate each day are freebies! Hot Biz Tips gives this a 5-Star Rating

Editor's Note - Katrina's victims still in our hearts

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.

Some of you may think you are in the twilight zone because the computer tip looks like a simple one. I hope you are familiar... With the change in name after the new domain, I want to get the basic tips back into the newsletter for the purpose of getting them archived and available for future new subscribers. Please allow me this little repeat.

This is my second issue since the Katrina disaster. I am sure that most of us being online know someone either personally or maybe through our online correspondence that was affected by Katrina. Our hearts and prayers go out to the victims and their families.

Though the major news media seems to focus on the tragedy of it all, and pointing fingers. The real story is how the American citizens have pulled together and extended a hand of help and a heart of compassion. This is the real story.

It is times like this when the human spirit shines. When homes and hearts are opened to our neighbors in need. Please be extra cautious if you donate money for relief, use only known and trusted organizations, the scam artists wasted no time in jumping on this one!

Also after reading the article from our guest Diane Hughes, I will take her advice. I ask that you visit my site and spend some time there. Give me some feedback about your experience. Was it easy to navigate? Was it confusing? How does the layout appeal to you? For a little trick you can go in on this page and let me know your thoughts on Merlin. If you like Merlin I can send you the program.

Send your impressions of the site and/or Merlin to the contact email above.

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Marketers! Free Business Management and Duplication! Automate the duplication process of network marketing. Grow multiple businesses simultaneously. This system can even train your members for you, and their members. The training material provided for free is really amazing! Promote the top traffic exchanges also! Did I mention the system is free? Get yours here!

In The News - The battle for the blogosphere By Juan Carlos Perez

Until recently, most providers of blogging software and services were relatively small startup companies, but now big-footed competitors are joining them, changing the dynamics and philosophies of the so-called blogosphere.

As heavy entrants such as Microsoft storm into blogging with groundshaking steps, the question is whether the changes they are bringing will be beneficial or detrimental to the market.

Blogging is a medium whose skyrocketing popularity in both the consumer and enterprise spaces is widely credited with how simple and easy it made publishing text on the Web. Already, however, Microsoft has single-handedly introduced what many credit as a significant variation to the original stripped-down approach to blogging with its MSN Spaces service.

Full Story

In The News - Yahoo Gives Up Reporter's E-Mail Associated Press

HANGZHOU, China -- Yahoo had to comply with a demand by Chinese authorities to provide information about a personal e-mail of a journalist who was later convicted under state secrecy laws and sentenced to 10 years in prison, the company's co-founder Jerry Yang said Saturday. Yang, responding to questions during an internet forum in this eastern Chinese resort city, said he could not discuss the details of the case involving Shi Tao, a former writer for the financial publication Contemporary Business News.

Overseas-based human rights groups disclosed days earlier that Yahoo Holdings (Hong Kong) paid a Chinese government official provided e-mail account information that helped lead to Shi's conviction.

Full Story

Advertisement

If you would like to learn how one simple little email ad sent to a small list of only 4300 people snowballed into \$4600 in Cash Earnings deposited to our "PayPal" account - YOU NEED TO REQUEST MORE INFORMATION Get the full story

Article - Email Etiquette Copyright 2005 Lynn Harris

If you are marketing online, email will be a major part of your communications. In order to put your best foot forward there are some simple rules you need to practice when you are writing your email messages. You want to present yourself as professional so your prospects will take you seriously and feel confident to do business with you.

#1 - KEEP YOUR LINES TO 65 CHARACTERS OR LESS

Whenever you write an email, ALWAYS format the lines so that they're 65 characters, or less, across. To do this, you may need to do a "hard return" by hitting "Enter" at the end of the line.

Wondering why to limit your lines to just 65 characters? (Good question! It shows you're thinking.) There are two reasons that "less is more":

-- The first thing to remember is that looking at a computer screen for a long time causes EYE FATIGUE for many readers. The shorter span of characters across the screen makes reading easier and more appealing to the recipient of your email message.

-- The other reason to go short instead of long is this: some email clients AUTOMATICALLY ENFORCE LINE-WRAPPING at 60-65 characters on received messages. If your email is WRAPPED at 70, the content will arrive all "chopped up." This makes the content unreadable and creates a horrible viewing experience.

Email clients such as Outlook Express allow you to SET THE LINE-WRAP to any character-width you choose. That means you won't have to hit Enter each time after typing 65 characters.

You can type 65 asterisks or dashes in a Notepad file to create a template. Then paste your email below it to see if any lines extend too far to the right.

# 2 - BE CAREFUL USING ALL CAPS

How many times have you changed the TV channel to avoid listening to a screaming car salesperson? No one likes a screaming salesperson...and no one likes a "screaming" email message, either. Odds are, when someone has over-amped the volume of their message by using too many capital letters (not to mention too many exclamation points and other punctuation) - you're going to be turned off.

On the Internet, email messages written in all caps are considered yelling. Its okay to write some sentences and some words in all caps, but don't go overboard. (As you can see in this message, I've tried to use capital letters to help break up sections of the content from time to time)

Consumers buy from a source they trust. Emails in all caps are perceived as "shady" or uneducated, and have an appearance that damages the credibility of an offer.

#3 - WATCH YOUR PS & Qs (Spelling and Grammar)

Would you be influenced by an email selling you something that had noticeable spelling and grammar mistakes? Sure you would...and the influence would be negative, not positive! When a consumer reads a sales message that's filled with errors, they think to themselves, "Good grief, this person doesn't even take the time to get his emails right. His product is probably the same quality as his emails."

When you're in business, YOUR IMAGE IS YOUR REPUTATION and your reputation is the reason people buy from you or the guy down the block. Its essential that you create an image of INTEGRITY, CREDIBILITY, and HONESTY in the mind of your prospects. Sending emails filled with errors destroys your professional image.

Good Luck In all your endeavors! Lynn

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Are you looking for a reliable web hosting company? Hot Biz Tips gives a 5-Star rating to Dot5 Hosting 75 MB space - 50 GB Bandwidth - \$50 Free Marketing 247 support - PHP, CGI, PERL, MYSQL - \$5 a month! Check it out Here!

Computer Tip - Why is my computer slower?

To keep your PC running as smoothly and fast as possible requires a little regular maintenance on your part. Just a few simple steps can make a big difference in your PC's performance.

Here are steps I have made a habit of doing on a weekly basis:

- 1. go to "CONTROL PANEL",
2. select "INTERNET OPTIONS"
... 11. go to "start", "programs", "accessories", "system tools" and select "DISK DEFRAGMENTER"
run DEFRAGMENTER - if this is the first time you have run Defrag, it may take quite a while to run.

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This system has generated thousands of ads for me. It's awesome... Once you sign up, you create an ad with their built in HTML editor that works just like your average word processor. Get your AdGizmo Here!

Guest Article - Whose Site Is It Anyway? Copyright 2005 Diane Hughes

I spend a lot of time emailing with online business owners. Since that's my specialty, I find a lot of people asking me questions about my success. What amazes me is that many of those people are asking the wrong questions!

The questions I'm talking about come from site owners who want to know how to make themselves look good online. These site owners want to write copy that is all about "their" company. They want to have a flash home page because "they" like it. They want to use "their" favorite colors in the design. <Some of you might be thinking, "So?">

The problem is, it isn't "their" site! Let me explain....

Think about it a minute. Why do you believe most department stores now willingly offer refunds? Years ago they didn't. In fact, it was a well-known fact that, if you bought it, you owned it for life. Yet, in just the last 15 years or so, that way of thinking has been completely reversed. The reason? Customer demand.

Retailers recognized a customer need, and they filled it. They understood that customers were the ones who made the purchases and, therefore, the ones who kept their retail stores in business. The smart thing to do? Reverse the refund policy and keep customers happy.

Was it the store's idea to offer refunds? No. If it were up to the stores, no money would ever be returned. After all, it's "their" store, isn't it? They can do what they want. Yeah, right! Not if they want to stay in business.

The same principle applies to your website. Sure, "you" may want to use certain colors on your site, but what would your customer prefer? Your favorite thing in the online world may be flash intros, but your customers might despise them. You may not like the idea of offering warranties, but what about your customers? Whose site is it, anyway? Yours? No, not really.

Before you get too entangled in making your site everything you want it to be, consider your customers' wants and needs.

ACTION STEP 1
Make Your Copy Customer Focused - Go back to your site and read your copy. Does it say anything similar to this?
"Welcome to my website. My company does this, that, and the other thing. I am the best company of my type on the Internet. My site has been online since 1999. Buy from me."
If so, you have some work to do.

Focus on your customers. What are their needs/wants? Rather than copy that says, "Me, me, we, us, I, I, I," you want the copy that acknowledges visitors, makes a connection with them, defines their needs, and offers solutions to their problems.

ACTION STEP 2
Turn Your Site Into An Invitation, Not An Eviction - Do you have a flash home page? If you check your stats, I'll bet you'll find more people who skip the flash intro of your site than people who actually view it.

Flash is extremely popular with Web designers, but it is extremely unnerveing to site visitors. Don't force flash on your customers.

ACTION STEP 3
Check Your Navigation - Can your visitors find their way around your site easily? How would you know? The best way to find out for sure is to ask a few people who have never seen your site before to surf on over and take a look around. Ask them to spend 10 or 15 minutes browsing. Then ask them to tell you about their experiences.

Paying due attention to your customers and their needs is one of the best things you can do to improve your online business. Put yourself in your customers' place. When you turn your site into a welcoming environment specifically designed for your service, they can't help but want to return again and again.

Diane C. Hughes \* ProBizTips.com
FREE Report: Amazingly Simple (Yet Super Powerful) Ways To Skyrocket Your Sales And Build Your Business Into A Tower of Profits! ==>> http://madmarketer.com/diane

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OK. Call me sneaky if you want... I marketing that the reason you have subscribed is to gain knowledge about online marketing. Here is my gift to you, free exposure in my newsletter. For those of you that have read this far you will get 1 ad posted at no cost to you in an upcoming issue.

This will be limited to one line ad copy per person, not including your URL or email addy, 65 characters per line.

Submit your ad by emailing it to: lynn@hotbiztips.com

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A little funny to hopefully brighten your day... http://www.mlimportfolio.com/2hotbiztips/funny-video

Guest Article - My Ads Aren't Working! by Willie Crawford

My ads aren't working! I don't get much response to my ezine ads! How can I improve my ad response rates? These are comments I hear frequently from associates who advertise regularly online. After taking a look at their ads, here is the advice I often offer them on improving their ads:

First of all, the ad must be BELIEVABLE. Fully 80% of the ads that I review lack credibility. Yes - people want to believe that they can earn a fortune - in a month - with absolutely no work. However, things don't work that way! If it were THAT easy, everybody would be doing it.

After all, we like to share secrets with our family and friends. Anyone discovering a way to earn money THAT easy would have shared it with their friends... who would have shared it with their friends... and their friends would have shared it with their friends... and so on. Everyone would know about it and be making a fortune.

This great moneymaker would not need to be advertised since it would be spreading so fast by word-of-mouth.

Your potential customers are very intelligent. They can spot a hyped-up exaggeration when they see one. Don't use them - make your ads believable.

Starting with the most important part of your ad - the headline. It must be believable and it must grab their attention.

How do you get their attention? You tell them how you are going to solve a problem for them, or how you are going to prevent them from having a problem in the first place. There are many "hot words" that have been proven to grab a persons attention better than others. You need to use these in your headlines too. Examples of these words include:

- "Free"
"You"
"Discover"
"New"

Any good book on copywriting will give you more of these terms so I won't elaborate on that here. If you want a good ebook on how to write language that excites a customer get a free copy of "Magic Letters - How To Write So People Buy Now!". You can get it at: http://williecrawford.com/puremagic.exe

The KEY to writing an effective ad is telling the customer "what's in it for him." Spell out specific benefits in both your headlines and in the body of your ad. Talk directly to your customer in your ad, telling him what you are going to do for him. Don't list product features - list benefits!

Many ads don't even tell the customer WHAT they are selling. Instead they npe how much money can be made with the "ground floor opportunity" or "proven program."

Others yell about how many will already be placed in your "downline." Why would anyone respond to such an ad? Many online people are sooo fed up with trying different hyped up opportunities that they are indifferent, at least tell the customer \*how\* it's different and \*what\* it is. More importantly, tell the customer "what your product or service is going to do for him."

After you have a good headline and good body copy, you need a call to action. You need to tell the customer what action you want him to take. Do you want him to: visit a website; request more details; download a trial copy; get a sample chapter; vote? Tell the customer what he should do next. Your ad may have him marginally interested but he often will not take action unless you tell him to.

Give the customer several ways of taking advantage of your great offer if appropriate. For example, you may want to give both a website url and an email address.

Consider what you want him to do AND the medium you are using. For example, if your ad is in an ezine that is sent out via email, you may not want to force you prospect to open a browser and visit a website. Maybe he doesn't want to open his browser at that time, and maybe an autoresponder message would better serve your purpose.

If you ad will be posted on a webpage, maybe you don't want to force your prospect to open his email program to respond to your offer. The preferred method of having the customer contact you depends upon a lot of circumstances including what you are ultimately trying to accomplish with you ad.

While on the topic of methods of contact, a lot of ads turn the customer off with the email address or website url.

If your ad offers a free email address for contact (such as Hotmail) or a website hosted at a free site (such as Freeyellow) a major percentage of qualified prospects will not respond to your offer. They will reason that if you are not serious enough - professional enough - to invest a little in your business, you probably are not stable enough to risk doing business with.

If you don't have your own domain name at least use the email address provided by your ISP. People who have been online for a while associate many of the free email addresses with fly-by-night operators. Regardless of how fair this assessment is, you will loose many potential orders if you don't acknowledge this point.

Having your own domain name makes sense for the same reason. Many people who have been online for a while associate websites on free hosts with fly-by-night operators, or those not really serious about their business. They reason that if you will not invest a few dollars in your own domain name, how serious and credible are you?

Domain names are dirt cheap!

Professional web hosting comes in a range of prices - depending largely upon the amount of customer support and website capabilities you want. If you want readily available customer support, then the web host needs to charge enough to have technicians standing by. If you can wait a day or two to have someone respond to your email when your website is down, then the web host doesn't need to have technicians standing by and they can charge less. If you want to run cgi scripts, have a shopping cart, have a database or other such features, you will be using more of your web host's server resources. He needs to charge more to afford greater capability.

Proof positive that having your own domain name, professionally hosted, dramatically increases your chances of online success is readily available. Simply log online and visit a few successful online businesses. They will ALL have their OWN professional-sounding domain! If you don't do this, your ads referring people to your website will NOT pull.

A final element of creating successful ads is testing. You must test EVERY ad that you use. Experiment by changing different elements of your ad. Change the headline or a few words in the ad body. Record the response rate that you get.

Now change the url or capitalization and note the results you get. Just changing one element in an ad can result in 100 times the response rate. Then, when you find an ad that works, stick with it until it stops working. Continue to test other ads for the same product or service, but don't stop running the one that's working!

You never know what ad is going to strike just the right chord in your prospects. At the same time, what worked today may not work tomorrow. There are certain advertising concepts that never seem to change but many do.

A classic book called Scientific Advertising is one of the best books on writing and testing ads available anywhere. I use techniques from the book every advertising campaign I run. If you would like a free copy you can download it from my site at: http://williecrawford.com/scientific.exe

Download this ebook and study it carefully. Some of the most successful copywriters around regularly mention this book as one they learned to write great ad copy from. Then it's largely a matter of creating an ad following the proven steps and testing, testing, testing!

To your success - Willie Crawford http://williecrawford.com

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Willie Crawford is an expert on internet marketing, joint ventures, buying and selling reprint rights, and building business through networking. His directory of seminars, workshops, conferences, and tele-events is at: http://InternetMarketingSeminarsSchedule.com

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Search Engine Submission - set it and forget it website Monitoring - Keyword Density - Ranking Link checker - Link Popularity - Link Relevancy Top Keywords - Google PageRank - More Affiliate program pays 40% every month SEO Traffic Tools

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.

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.

Finally in the update section, I will be getting DSL here in a couple of weeks. Yippeee! That will help with my getting the loose ends together.

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 any time, just to say "hi" if for no other reason.

Drop me a line to let me know your thoughts on the newsletter. Have a question? 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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