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Hot Biz Tips
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"A pessimist is one who makes difficulties of his opportunities and
an optimist is one who makes opportunities of his difficulties."
~ Harry Truman

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visits ONLY! Other hits you generate each day are freebies!
Hot Biz Tips gives this a 5-Star Rating! [NexusExchange](#)
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- Editors Note - Your input
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 familiar. I know, I know. They 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.

I thank those of you who take the time out of your day to send me email. Feedback is what helps me to know what areas you need or want help and information with.

Now I call on you again. I spoke in a previous issue of some surprises coming up soon. Without letting the cat out of the bag I will ask you this. If you had the opportunity to sit down with an established marketer that brings in six figures or more each year, what would you ask them? Send me your questions, 1 or 20, whatever is on your mind. I am sure I can find some software or valuable info product to reward you for your input.

Email your questions to:
hotbiztips@gmail.com

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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. Promote the top traffic exchanges also! Did I mention the system is free?
[MLM Portfolio](#)

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- In The News - Spyware Plagues Online Ad Networks
By Christopher T. Heun - InternetWeek

Imagine if shoppers were told that once they walked into a store, they would have to carry around with them a special sign that once they left would show advertisements everywhere else they went, with no button to turn it off? People wouldn't tolerate it. But they do online.

The black sheep of the online advertising business -- adware and spyware, those pieces of unwanted software so tough to get rid of once they sneak onto computers without permission -- are the products of a flawed system in which a company placing an ad eventually loses control of how it appears, first working through an agency, which pays distributors operating through a network, which in turn has affiliates. On and on it goes until the dreaded pop-up ad.

[Get The Full Story](#)

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- Swedish firm sets the pace with 24Mbps broadband
By Elizabeth Judge - The Times, and Times Online

A SWEDISH internet start-up has laid down the gauntlet to big communications groups such as BT by becoming the first company in Britain to launch a 'next-generation' broadband service.

The business, Be, launched Britain's first super-fast broadband product today. The service, which other companies are only trialling, is three times the speed of current broadband products and 480 times faster than traditional dial-up services.

It will initially be available only in the London area, but the company said it will be extended to other urban areas soon. Individual users will pay £20 per month, while businesses will be charged about £70 per month.

Experts say that the new generation of broadband will allow not only superfast surfing of the internet but also much quicker, smoother downloading of music, television programmes and films.

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[Traffic Wave](#)

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- Article - Basic Points When Designing Your Webpage or Site
© 2005 Lynn Harris

When designing your site, or re-vamping it focus on your visitors' desires, not on yourself. They want to know what's in it for them, not that you won an award for your business. For example, don't make your ad mostly about what you have done, make it about what benefits the reader will get for buying from you, or signing up on your list.

Keep it simple and smooth-flowing. Try not to get caught up in loading your site up with a lot of bells and whistles. Concentrate on your words, they are what does the actual selling. For example, some of those high tech things make your web page load slower and some people won't want to wait around when there are thousands of web sites similar to yours.

Design your web site to be less confusing. Don't use a lot of graphics, links or anything that takes away from your sales message. People will get frustrated and want to leave your web site if they get confused. People want an enjoyable and relaxing experience when they visit your web site. If they don't get that, they may never come back.

Create your own ad copy; don't copy the basic run-of-the-mill ad copy. Don't be afraid of trying something different to increase your sales. For example, get people's attention by using a wacky or funny picture of yourself. Another example would be to spell your headline backwards.

Offer a free online service from your web site. Have visitors fill out their contact information to sign up for the free service. For example, if your visitors are webmasters, you could offer a free web site design critique service. Another example would be to offer an online graphic creation service.

Give people who visit your web site a free course sent via autoresponder. Just ask them to fill out their contact information to receive the free course. Also put your ad somewhere on each e-mail lesson sent. They will see your ad a repeated number of times, giving you a higher selling ratio.

Offer your visitors free software to download. Have them sign up to get an access code to unlock the software. Include your ad in the software if it is possible. If it's not your software, try to get permission from the creator or owner. He or she may agree to get their software to a greater number of people.

Offer other web sites free content to post on their web site. Include your link on all of your content. The content should be related to your web site because it will be in front of your target audience. You could include your link in your resource box or subtly mention it in your article.

When you visit a web site you've enjoyed a lot, write a review for the site. Write about the benefits you gained from it. Tell them they can publish it on their web site if they link to yours. If you can, try to capture people's e-mail addresses by offering a free e-zine or autoresponder course below the review.

Allow other people to publish your e-zine on their web site. Include your web site's ad and link in each issue you publish. This may also help you increase the number of people who subscribe to your e-zine. You could also allow people to use your full issue for their own e-zine as long as they include your links.

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
750 MB space - 50 GB Bandwidth - \$50 Free Marketing
24/7 Support - PHP, CGI, PERL, MYSQL - \$5 a month!
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- Computer Tip - Viruses

What is a computer virus?

A computer virus is a program that spreads itself by infecting executable files and/or the system areas of hard and floppy disks and then making copies of itself.

Experts estimate that the Mydoom worm infected approximately a quarter-million computers in a single day in January 2004. (Times Online).

Back in March 1999, the Melissa virus was so powerful that it forced Microsoft and a number of other very large companies to completely turn off their e-mail systems until the virus could be contained. The ILOVEYOU virus in 2000 had a similarly devastating effect. That's pretty impressive when you consider that the Melissa and ILOVEYOU viruses are incredibly simple.

What kind of files can spread viruses?

Viruses can infect any type of executable code not just 'program files'. Some viruses infect executable code in the boot sector of floppy disks or in system areas of hard drives.

Another type of virus, known as a 'macro' virus, can infect word processing and spreadsheet documents that use macros. It's even possible for HTML documents containing JavaScript or other types of executable code to spread viruses or other malicious code.

Since virus code must be executed to have any effect, files that the computer treats as pure data are safe. This includes graphics and sound files such as .gif, .jpg, .mp3, .wav, etc., as well as plain text in .txt files.

You can't get a virus just by reading a plain-text E-mail message. What you have to watch out for are encoded messages containing embedded executable code (i.e., JavaScript in an HTML message) or messages that include an executable file attachment (i.e., an encoded program file or a Word document containing macros).

If your E-mail or news software has the ability to automatically execute JavaScript, Word macros, or other executable code contained in or attached to a message, I strongly recommend that you disable this feature.

My personal feeling is that if an executable file shows up unexpectedly attached to an E-mail, you should delete it unless you can positively verify what it is, who it came from, and why it was sent to you.

If you surf the web, download files or share files of any type, or even just use e-mail, you need, GOTTA HAVE an anti-virus program! A virus can be gotten very easily and before you know you have it, it can wreck havoc with your computer.

Some may just annoy you, and others can and will DESTROY your system or share your personal info with shady characters! Below is a link to a FREE antivirus software package that receives praise from those that use it. I am one of those myself....
AVG Anti-Virus
http://www.grisoft.com/us/us_index.php

Even if you use an anti-virus program I recommend visiting Trend Micro Systems Housecall at least once a week just to double check. It is free and will do a thorough scan. They keep their site up-to-date and have an extensive library with info on any virus you may encounter. The first time you run a scan from there, it will download a portion of their software to your computer, then the other times the scan will run faster because it is installed.

[Trend Micro Systems](#)

Also Panda Software now has an online scan:

[Panda Active Scan](#)

Safeguards:

Install and REGULARLY update a dependable anti-virus program. Do a daily scan of your system. Scan ALL new programs before running (even commercial programs have spread viruses on floppies and CDs)

If you receive an executable program attached to an email and you are NOT expecting it, DELETE IT!

Do frequent back-ups of important data.

Being vigilant in protecting your system will make your computing experience much more enjoyable, and possibly save you time, frustration and even money in the long run.

Surf Safely,
Lynn

-<===== - Advertisement - =====>-

New software tool just released. Now anyone can write professional classified ads with a couple of clicks!

[Classified Ad Factory](#)

-<===== - Advertisement - =====>-

- Guest Article - How To Start An Online Business in 5 Easy Steps And For Under \$50!
By Gabriel Aguinaga

One of the biggest misconceptions that newbies have about internet marketing is the believe that they must have truckloads of money to start an online business. I have targeted this article for newcomers with a low budget who wish to start a home business but are not quite sure where to begin: Here's an idea...

So you want to start an internet home business?

There are five important steps that you must follow:

- (1) Find a product to sell
- (2) Design your sales page
- (3) Setup credit card processing on your website
- (4) Find a website host and upload your sales pages
- (5) Promote your website products

Now the question remains: How can I follow the above steps with a \$50 budget?

FACT: I have found that buying resell rights to quality digital products is by far the easiest & cheapest way to start a successful online business.

- 1) Find a product to sell. Average cost: \$30

You can buy resell rights to quality information & software Products for as little as \$30. A quick search for the terms "resell rights" on any major search engine will produce plenty of product offers for you to choose from.

Once you have bought the product/resell rights you will be able to sell the product yourself and keep 100% of the profits every time. A distinct advantage of selling digital products online is that they cost nothing to deliver. Translation: huge profit margins.

- 2) Design your sales page. Average cost: \$0.

That is right, \$0. Most, if not all, digital products for which resell rights are available come with a professional ready to take order websites.

This means that as soon as you buy resell rights to a product -- not only will you have a product of your own -- but you will also have a professionally designed sales page to help you start selling your product immediately.

- 3) Setup credit card processing on your website. Average cost: \$0

There are various ways to this; however, since we are trying to keep our expenses to a minimum we are going to use [PayPal](#).

Visit [paypal.com](#) and open an account. Their website is very well designed and it does an awesome job of guiding you through the registration process. NOTE: paypal will setup your merchant account at no cost but will deduct 1.9% + \$0.30 transaction fee.

4) Find a website host and upload your sales pages. Average starting cost: \$13.

Well, you can do this for free but I wouldn't recommend it. I suggest that you choose [godaddy.com](#) because they are highly reliable. Note that I am not affiliated with go daddy in any way; I advocate them because I am a customer myself and I have experienced nothing but 100% top service.

You can register a ".COM" domain for as little as \$8.95 per year and get hosting for only \$3.95 per month. If you choose to get free hosting, go with [freewebs.com](#). They provide free bannerless web hosting, which is extremely rare to find.

5) Promote your website products.

Now that you have completed steps 1 through 4 you need to drive traffic to your website. I suggest that you start by advertising on free classified sites, joining free traffic and banner exchange programs, join list builders, use free email safelists as well as other similar programs.

Note: Although it is not free -- I suggest that you start a Pay Per Click Campaign at any of the top search engines in order to drive highly targeted visitors to your site/s. Overture, Google Adwords and Findwhat.com are my top picks for this type of marketing.

Final Thought.

There you have it: a fully functional online business in 5 easy steps and for under \$50. Always keep in mind that knowledge is money... the more knowledge you have the more profits you will rake in. Always keep learning about internet marketing, stay focused and never quit.

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Gabriel Aguinaga owns and operates several successful websites. Among them is One-Incredible-Offer.com. Visit <http://www.one-incredible-offer.com> to receive the most incredible offer on products with resell rights.
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- Guest Article - How Enthusiasm Can Help You Reach Your Goals
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If enthusiasm can be bought as an item from a store, do you think it will sell? And if it does, just how much are you willing to pay for it?

I believe your response will be: "You must be kidding. It'll be a sellout. The store might probably run out of stock, you'll have to wait in queue for a long time before you can get your order no matter the price."

Just how important is enthusiasm in goal realization; in one's life? It is so important that it occupies one of the top slots in the list of elements needed for successful living. It is so important that it is one of the deciding factors to realize one's goal.

There is no doubt that everyone likes talking to enthusiastic people, unless a person likes to be in a gloomy state, which I doubt that person does. Enthusiastic people keep the conversation alive and upbeat. You feel like you are partying. And when you feel like partying, you'd wish the night will never end.

Enthusiasm brings out the hyper character in us. It is like adding more wood to a bonfire making you feel like you want to roast marshmallows in it. Honestly, as I am writing this, I'm beginning to be more enthusiastic myself.

The point is, enthusiasm is contagious like a disease. This is one contagious disease that has a desirable effect. Matter of fact, enthusiasm is the only disease everybody wants to contract. If there is a category in the Guinness Book of World Records of being the contagious disease most people would like to have with them, it is enthusiasm. Law enforcers would probably ban quarantine of this disease.

Now, just how do you get enthusiastic especially when your surroundings, the weather condition, and the general situation feels down and out?

Here are some helpful tips to develop enthusiasm:

- Adopt the "as if" principle. It is believed that this was first stated by Professor William James, at times known as the father of American Psychological Science. This is an effective time and people tested principle.

I would suggest at this point that you try to apply the "as if" principle with someone near or beside you to confirm its effectiveness. Think creatively.

Another similar principle is the "what if". If you are in the business of developing products of specialized use, you are most likely exposed to a lot of experimentation. When you come up with an idea on a product you'd like to try even if the idea seems unconventional, would you try it? Would you be saying to yourself: "What if I try to."

- Adapt enthusiasm into the "practice makes perfect" principle. In other words, be enthusiastic on almost everything you do every day no matter how insignificant they are, no matter how small they are. All those small things when added up become big. This is the "as if" principle in small ways.

- As you wake up each morning, be enthusiastic about the things you are going to do that day. Bring enthusiasm to even the routinely morning chores like taking a shower, getting dressed, eating breakfast, taking the bus or driving your car (even in heavy traffic), in the office up to the time you reach home for dinner till you go to bed, enthusiastically looking forward to tomorrow.

- Remember that each day in your life is God's gift to you. Show your appreciation to Him for the gift you receive by being nice to other people, helping others and thanking Him through prayers.

Arina Nikitina is the owner of
www.RecipesForYourSuccess.com
where she shares proven tips and techniques on how to
lead happy and fulfilling life you deserve. Visit:
<http://www.RecipesForYourSuccess.com>

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- Update -

I have the new site up, you can visit it at:
<http://HotBizTips.com>
And yes, the newsletter has changed it's name to:
Hot Biz Tips Newsletter. 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. Yippee! That will help with my getting the loose ends together.

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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
hotbiztips@gmail.com
[Hot Biz Tips Newsletter](#)