99 Websites You *Should* Have Bookmarked…But *Probably* Don't

Plus…

8 Tips Every Online Business Owner Needs to Read

By Ryan Deiss

And for the complete story, CLICK HERE to read how I got where I am today...

Finally, if you're interested in customizing this report and making even more profits from it, CLICK HERE.

99 Websites You Should Have Bookmarked...But Probably Don't

INTRODUCTION:

These "99 Websites" appeared as SiteSightings in my "Webs Worth Watching" Newsletter. In case you don't know, a SiteSighting is any website that provides REAL VALUE to online business owners. In short, it's the kind of site that's worthy of a bookmark.

To get the full story on SiteSightings and the "Webs Worth Watching" Newsletter, be sure to visit:

 --> **http://www.SiteSightings.com**

And while you're there, remember to subscribe to "Webs Worth Watching". It's the only way to ensure that you never miss another SiteSighting or "From the Trenches" tip like the ones below...

1. **Doteasy Web Hosting**

    http://www.doteasy.com

    Free, bannerless web hosting...'nuff said. The only complaint I have is that reliability is not up to par with the paid hosts, but then again, what do you expect -- IT'S FREE! While I wouldn't use it to host my main site, it's great for testing mini sites and new products.

2. **Link Counter**

    http://www.linkcounter.com

    LinkCounter is a free service that tracks clicks on any link you want to track, from inside, outside, or within your site itself. It's a great way to track affiliate programs and link exchanges, or to create referring links for sites you trade traffic with. They provide you with an unbiased report that you can use to keep track of your outgoing and incoming hits.

3. **Security Metrics**

    http://www.securitymetrics.com

    Worried about your own site's security? Afraid you might be vulnerable to hackers? Don't wonder -- find out! Security Metrics will give your computer a "FREE Port Scan" where it will test for the 20 most common TCP/IP ports that are often vulnerable. If you're like me, the results will surprise you.

4. S.C.O.R.E.

http://www.score.org

S.C.O.R.E stands for the Service Corps of Retired Executives, and they pride themselves on being the Counselors to Americas Small Business. In effect, S.C.O.R.E. is a non-profit group that offers FREE counseling to anyone who has, or is thinking about starting, a small business. I've utilized their trained counselors on numerous occasions, and have been grateful every time.

5. Spyonit

http://www.spyonit.com

Spyonit has dozens of FREE spy tools that allow you to keep tabs on all the sites and auctions that matter most to you. (Including your competition's.) There's too much there to describe it all, so go to the site now to check it out. They're also adding new "spies" fairly frequently, so check back often. Who knows what they'll come up with next?

6. TracerLock

http://www.tracerlock.com

TracerLock is another "spy" type tool that monitors search engines, UseNet groups, and personal ads for whatever word or phrase you tell it to. It's great for keeping tabs on the competition, and seeing what others are saying about you or your business. They have both a FREE and a paid service, so check it out.

7. ScumWare

http://www.scumware.com

If you've been keeping up with software or e-biz news, then you've no doubt heard of the controversy surrounding traffic stealing software such as Top Text and Surf+. This site is dedicated to eradicating the world of such thieves. It will tell you if your computer is currently "infected", and give you some lines of code that will disable the traffic thieves when they "invade" your site.

8. Trafficoloy

http://www.trafficology.com

This is easily my new favorite newsletter. Trafficology's creator, Wayne Yeager, gives away literally THOUSANDS of dollars each month for new and creative traffic generating ideas. He then turns around and gives these ideas to his subscribers for FREE. I've been receiving the newsletter for a few months now, and I have yet to be disappointed. While some of the ideas are WAY too crazy for me to EVER try, the newsletter is *always* entertaining, and often useful.

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9. Onebox

http://www.onebox.com

Onebox is an incredibly low-cost service (I believe I pay around $10 a month for it) that provides you with an email address, a fax number, and voice mailbox -- all in one place! If you're just starting out and you need a phone service, but don't want to pay hefty charges to your local phone company, this could be an ideal solution.

10. FreeAutoBot

http://www.freeautobot.com

If you've been holding off on purchasing an autoresponder service because you're not willing to pay a monthly fee, you should consider taking a look at FreeAutoBot. Not only are they FREE, but they also don't place *any* ads in your messages and they allow an UNLIMITED amount of messages AND subscribers.

EDITOR'S NOTE: I used this service in the early days of my business, but later upgraded to a paid one for the increased options and support. Here's my final word on these free autoresponder services: If you simply cannot afford to spend $10 or $15 a month for a paid service, then a free one such as FreeAutoBot will work. However, your list is the most important aspect of your business, so as soon as you can afford to switch to a paid service with a little more accountability, I would make the change.

*And if you are in the market for a low cost, *advanced* autoresponder service, I'd check out AutorespondIt. Here's the URL: http://www.AutorespondIt.com*

11. Web Site Garage

http://www.websitegarage.com

I was timid to include this site as a SiteSighting, for fear that it was already too well known. The more I thought about it, however, the more I realized that this site is just too valuable to not feature it in this newsletter. I feel that strongly about it.

Web Site Garage provides services for maintaining and improving your website. It has a Free Tune Up feature, which checks your site for things like browser compatibility, load time, meta tags, and more. The tune up is free, so if you have a site, it's well worth your time to give this one a look.

12. PopUpMaster

http://www.popupmaster.com

When the owner of this site, who is also a member of the SiteSightings community, submitted it as a SiteSighting, I knew right away that it would make

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it into the newsletter. Popup creators are a dime a dozen on the web, but this one is the best I've seen by far.

It allows you to create all kinds of pop-ups, from standard ones, to exit-pops, and even pop-ups that use cookies so they only pop-up once per session. You just type in your specifications and click submit, and PopUpMaster does the rest. Best of all you can use it over and over again and never pay a thing. I even used it to create the pop-ups on my own site! Trust me, this one's a winner. Check it out.

EDITOR'S NOTE: This tool was completely free when I first ran the site in my newsletter, but since then the site's owner, Steve Shaw, has totally repackaged and improved the software and has started charging for it. While it's no longer the free resource that it once was, I still feel that the product is well worth the price.

For software that really puts a *spin* on pop-up marketing, be sure to check out my own product, Pop-Up Rotator. Here's the link: http://www.PopUpRotator.com

13. Translating the Internet

http://www.t-mail.com

If you do a lot of business with people from other countries, or if you just have friends that speak another language, T-Mail could be just the thing for you.

They give you a FREE email account and it translates your incoming foreign language email into English. It also allows you to surf the web in foreign countries in English.

I realize this won't apply to everybody, but for those of you who do a lot of business outside of your native land, it could very well be a Godsend.

14. Free Email Directory

http://www.emailaddresses.com/guide_types.htm

Want your business to go international? This is the best place I've found to get email addresses around the world. Think globally, appear local. It has a few pop-ups, but hey, somebody has to pay the bills.

15. Yale's Web Style Guide

http://info.med.yale.edu/caim/manual/contents.html

This is the definitive web style guide covering everything that has to do with site and page design. If you're new, this site can be a great place to learn the basics. And if you're an experienced designer, this site is a great place to review the basics and polish your skills.

16. Self Promotion.com

http://www.selfpromotion.com

The World Wide Web is littered with sites that want to tell you the best way to get your site listed in the major search engines. Search engine auto-submitters are also a dime a dozen, so it may surprise you to know that that's exactly what this site is all about.

The thing that sets this site apart, however, is this sentence (which can be found on the site's homepage): "If you feel the site is useful, then pay me what YOU think the advice and service is worth!"

That's right! The site owner actually offers access to his research, services, and programs for FREE! You only pay him what you think it's worth. A deal like that is certainly worth a look, wouldn't you agree?

17. World Submit Pro

http://www.worldsubmitpro.com

Here's another useful site for you webmasters out there. World Submit Pro offers many useful services for free, with the hopes that you'll upgrade to their paid services at a later date.

They currently offer FREE versions of their Webstats program (which is basically an advanced counter), a Mailing List program and a Web Polls program that's great for researching new product ideas.

These are some of the most robust free trials I've ever seen for products such as these. If you're currently paying for any of these services, you could save some money by checking them out.

18. Coach Maria's Article Bank

http://www.coachmaria.com/articles/articlebanks.html

While I can't speak for Maria's consulting abilities (I've just never met her or heard anything about her), I can say that this is one of the best compilations I've seen of places to submit NEW articles. Some business owners have achieved maximum exposure by utilizing these free article submission sites. Hey it's worth a shot right?

19. QWK.MON

http://www.qwkmon.com

QWK.MON will monitor your site's server to make sure that they don't have too many downtimes. The fact of the matter is that server downtimes cost websites a

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LOT of money. Don't let your e-business be one of these. Let QWK.MON keep tabs on your server when you can't.

(Just so you know, the first URL you have them monitor is free, but it'll cost you if you want more sites monitored.)

20. Cheap Domains and $8.88 Domains

http://www.CheapDomains.ws
http://40megs.com/888.html

Domain name registrars are everywhere on the net, but this site has some of the lowest prices that I've ever seen. Just imagine, less than $10 for a little piece of Internet real estate...*amazing!* It makes Register.com and Network Solutions look like a couple of highway robbers. :-)

I for one have already purchased dozens of domains through from both of these registrars.

21. ScamBusters

http://www.ScamBusters.org

The submitter of this SiteSighting claims that it's the #1 site on Internet fraud. Well after visiting the ScamBusters site and signing up for their newsletter, I'm inclined to agree.

I think my favorite part of the site is the Urban Legends section. If you've ever received an email about anti-perspirant causing cancer or some kid who needs a kidney transplant, (which I think all of us have) then I'm sure you'll appreciate it as well.

22. Seed Capital Network

http://www.SeedCapitalNetwork.com

The Seed Capital Network is a great place for businesses trying to raise start up money. With a database of over 1,500 private investors, the owners of this site boast that they have an 80-90% investor response rate.

If your business has all the money that it will ever need, then this site is not for you. If you're trying to locate a few investors, however, it could just possibly be the most useful site in this report. And hey, it's free, so what do you have to lose?

23. 123 Dreamweaver Tutorial

http://www.121DreamweaverTutorial.com

This one is for all you current or prospective Dreamweaver users out there. (For those of you who don't know, Dreamweaver is one of the best WYSIWYG HTML editors on the market. I've used it for years and love it.)

Don't let the name fool you - this is not your normal web design tutorial site. Instead of text-based tutorials, this site offers actual video tutorials for FREE. Watch as a profession web designer builds a site from the ground up right before your eyes. I have no idea how they can afford to give this stuff away, but be sure you take them up on it while they still do.

EDITOR'S NOTE: This tool was completely free when I first ran the site in my newsletter, but since then the site's owner has started charging for it. The good thing about it, however, is that he does still allow you to view some videos free of charge and so you can decide if it's worth it to you to pay for it.

24. Pay Per Click Analysts

http://www.PayPerClickAnalyst.com

Pay per clicks are a great way to bring targeted traffic to your site, because you only pay when someone actually visits your site. It's a great idea, but now it's been copied so many times that it's impossible to keep up with which ones are worth getting listed in, and which ones you should avoid.

That's what makes Pay Per Click Analyst such a useful site. They keep tabs on all the new PPCs and tell you which ones are the best. If you're serious about marketing your online business, then this is one website that you need to have bookmarked.

25. Speed Color

http://www.speedcolor.com

SpeedColor.com is a whole new way to order commercial printing. With this site, you can get anything from business cards to books printed quickly and easily. They offer instant online pricing, file transfers, proofs and more, all done over the web. This makes them extremely fast and easy. If you need anything printed, Speed Color is a great option.

26. Free Web Tools, Web Builder 101, and The Free Site

http://www.FreeWebTools.com
http://www.WebBuilder101.com
http://www.TheFreeSite.com

These sites are so closely related that I decided to just include them together as one SiteSighting. Each one of them offers free tools for webmasters and online business owners, so between the three you should be able to find something immediately useful to your business.

27. Setup Generator

http://www.gentee.com/setupgen/index.htm

It seems like creating your own software product is the new hip thing to do, so I decided to include a SiteSighting that would directly benefit all you Bill Gates' out there.

Basically, Setup Generator is a simple freeware installer, designed to help you quickly and easily create installation setup files for your products. Not only does it make the installation process easier on your customers, it also adds a touch of professionalism to your product. Who wouldn't want that?

28. Hosted Scripts.com

http://www.hostedscripts.com

This site provides a lot of great cgi scripts for webmasters free of charge. And the best part is that they host them on their own servers so you don't have to know how to install cgi or even have it enabled on your server. The only downside is that they place ads on the pages that they host for you, but hey, they have to earn a living somehow. :-)

29. CJB.net

http://www.CJB.net

If you're using a long affiliate URL in your promotions, or have an email account that you'd like to get forwarded to your main one, then CJB.net may have just what you need.

They offer free sub-domains, as well as URL and email forwarding, which makes it more than worthy enough to hold a space in my favorites bar. The only downside is that you have the cjb.net ending on your URL, but it's still shorter than some of the affiliate links out there.

30. FreeMarketingVideos.com

http://www.freemarketingvideos.com

Every week this site puts up a new video that covers some aspect of web marketing. So far they've covered how to make and ebook, how to setup autoresponders, and how to make digital product covers for your products. And when you consider it's all free, it's definitely worth a bookmark in my book.

31. Who-Not How Review

http://who-nothow.com

If you're sick of review sites that are really just people trying to sell their latest affiliate product, then Gordon Sears' Who-Not How site and "Guru Review" newsletter will be a breath of fresh air.

Gordon isn't afraid to go after even the "big-boys" on the Internet (which he admits has got him into trouble before), but it certainly adds to his credibility in my book. I'd be sure to take a look at his site before you buy your next product.

32. Publicity Insider

http://www.publicityinsider.com

Even though this site sells a product, it still has a whole lot of free info on how to get quality PR for your business. And as a person who recently benefited from an online news article, I can tell you that it's quite possibly the best form of advertising you'll ever see.

33. GoToMyPC.com

http://www.GoToMyPC.com

I just have to say that I love this service. It's not free, but it sure is convenient! Imagine being able to access your home computer from any other computer with an internet connection. You can travel with confidence and know that if worse comes to worse, you'll always be able to get that file you forgot, or send that email that just can't wait. It's great!

34. Best Affiliate Tracking Software.com

http://www.Best-Affiliate-Tracking-Software.com

If you plan on starting your own affiliate program, I would make it a point to visit this site first. They'll help you choose the software or service that's right for you, and give you some useful tips along the way.

35. ePrompter

http://www.eprompter.com

ePrompter will check up to 16 of your password protected email accounts automatically as well as reply to, compose and even forward messages. Depending how many accounts you have, and how often you check them, this little tool could easily save you hours a day.

36. MySiteStinks.com

http://www.mysitestinks.com

It's not cheap, but if your site isn't pulling the kind of results that you'd like, this site may be able to tell you why. Check it out for yourself and find out if your site STINKS!

Side Note: They also have a tool to tell your friends that their sites stink. I wouldn't be mean with it, but it could be a good joke if your friend has a sense of humor.

37. Vista Print

http://vistaprint.com

A lot of people already know about this site, but it's certainly worth mentioning again, just in case. I don't know how they can afford to do it, but Vista Print will give you 250 free, color business cards.

You'll have to pay for the shipping, but the quality is superb, and you really can't beat the price. If you haven't been to this site, be sure to check it out right away.

38. Click Tracker

http://www.webmasterinabox.net/ct/

This web site offers a free link and click tracking services, and even the pro version is ridiculously cheap. I especially like the fact that their software allows you to have your own domain in tracking URLs instead of the link tracker's URL.

39. Safe Internet Business Solutions

http://www.safeinternetbusiness.com

Scams are everywhere on the internet, but this site provides a haven from bad business practices.

Their mission is to provide safe Internet business solutions that offer high quality, free or low cost products, services and information; all backed by excellent customer service and a money back guarantee.

Their services include copywriting, web design, website analysis, domain and web hosting solutions. If you're in the need of any of these services, I would make a point of checking them out first.

40. PageSucker.com

http://www.PageSucker.com

This product will "suck" an entire webpage on to your hard drive so you can read it off-line. It's great for people who use dial-up connections, and best of all it's totally free.

41. StatsFly

http://www.StatsFly.com

Here's an easy, copy and paste script that will give you more web site stats than you will ever be able to use. It's free if you don't mind the whole world being able to see your stats. Or you can pay $10 a month and have your stats page protected. (That's what I'd suggest. <grin>)

42. RefDesk.com

http://www.RefDesk.com

The submitter of this site said, "Think of something you want to know. It's there!" And you know what...he was right. :-) This site will help you find anything from people, to your local weather, to just about any other random fact that you could find the answer to anywhere else. Check it out if you need to do some product research.

43. FILExt

http://www.FILExt.com

How many times have you downloaded something only to have your computer tell you that it didn't recognize the file type? You then try to open it using the "Open As" feature, but even you don't know what the file extension stands for. That's where a site like FILExt comes in hand. FILExt has just about every software extension listed so you can easily do a search on your "mystery file".

44. Hostica

http://www.Hostica.com

I admit that I didn't have time to check this site out, but the submitter claims that they'll give you a domain free of charge without forcing an ad or banner on the site. They're site also offers web hosting at $0.25 a month, but like I said I haven't tested them. With prices like those, however, it may be worth checking out if you're on a shoestring budget.

45. MailWasher

http://www.MailWasher.net

The submitter of this SiteSighting claims that it has made his life better again by allowing him to manage all the spam. I haven't personally tested it out, but since it's free I'd say it's worth giving it a shot it you're like me and you receive a lot of spam.

46. TurboNotes

http://www.TurboNotes.com

I've previewed free list hosts that are also ad free in this report before (see #10), but this one seems to have more features than anything else I've come across. I also like the fact that you can upgrade to a Pro account for only $47 a year and get even more features. If you're in the market for a list hosting solution, I'd give them look.

But if you're in the market for a truly low cost, *advanced* autoresponder service, I'd check out AutorespondIt.

47. Ezine Ad Auction

http://www.EzineAdAuction.com

Ezine advertising is one of the cheapest and quickest ways to get the word out about a product or service. This site allows you to bid for ultra-cheap ad rates in a wide assortment of newsletters. If you're serious about marketing online, then this site is one that you need to have bookmarked.

48. Site Viewer

http://www.anybrowser.com/siteviewer.html

Sites created for one browser type can very often look horrible when viewed through other browsers. This site allows you to avoid such embarrassment by "viewing your own site as your visitors do." I'd make it a point of testing out your website using this tool before launching any new sites.

49. WebAssist

http://www.webassist.com

Give your ecommerce site PayPal functionality without having to touch a line of code. PayPal is one of the most popular payment processors online so by including them as a method of payment could very well increase your sales in and of itself.

50. Keyword Wizard

http://www.keywordwizard.com

There are a lot of sites out there that help you choose keywords for your site, but the thing I love about this one is that the program is downloadable. That means you don't have to get online or leave your site every time you want to do a little keyword research.

It's a great tool for you search engine junkies out there. :-)

51. Query Server News Search

http://www.queryserver.com/news.htm

When I saw that this SiteSighting had been submitted by my friend Phil Wiley of http://www.ozemedia.com/, I knew it had to be good...

And boy was I right! Query Server News Search is a meta search engine that queries the following sources: ABC News, BBC News, CNN, The Financial Times, The Guardian, The Independent, The Los Angeles Times, The New York Times, The Washington Post, and USA Today. Results are sorted by date and then score, and are optionally clustered by content.

If you're looking for specific news, this is the place to find it. They also have specific searches for health, money and government issues.

52. Boogie Jack

http://www.boogiejack.com

BoogieJack has a lot of terrific information. One amazing little program is called Background Magic. This awesome little tool will create your buttons, borders, background - even skins and screen savers. There is a free version and a PRO version. Works like a charm.

53. Fresh Devices

http://www.freshdevices.com

Here's another site with some nifty utilities for you PC users out there. (Sorry Mac users.) They offer free utilities that help you optimize and diagnose your own system. If your computer seems to be getting slower over time, their products may be worth trying.

54. Courses U Seek.com

http://www.coursesuseek.com

Courses U Seek.com is the one of the first educational website to offer affordable courses by email. Courses are offered on a variety of subjects including – Online Marketing, eBook Writing, Web Design etc. All of the courses are under $10, and some are totally free. It's worth checking out, because as all 4th grade teachers tell us, "Knowledge is power!" :-)

55. People Building People

http://www.PeopleBuildingPeople.com

Even though this SiteSighting is not free, I couldn't help but include it in here because I think it is truly one of the most valuable resources on the Internet. Rick Beneteau, the site's founder, is an online legend in his own time - and for good reason.

I am a member of PBP and an affiliate, but I am NOT including my affiliate link so that you know my recommendation is sincere and not motivated by an affiliate commission.

56. eFax

http://efax.com

This is a great service, especially for companies based outside of the USA who want a US based phone number. It is free and allows people to either leave a short message or to fax you. Messages and faxes are delivered right to your email box. Easy!

57. c2it

http://www.c2it.com

Here's a great alternative to PayPal if you need to send money to someone (even overseas). Best of all it's FDIC insured and they have 24 hour, live customer support.

58. 404 Research Lab

http://www.plinko.net/404

For those of you who don't know, file 404 errors occur when you try to go to a webpage that no longer exists in a particular location. This is a fun site that shows you the do's and don'ts of creating 404 pages, and how you can even profit from them. Most of all it's fun!

59. Free Advice.com and Legal Zoom

http://www.freeadvice.com
http://www.legalzoom.com

Both of these sites are legal in nature so I decided to group them together. Free Advice.com is just what it sounds like it would be <grin>, and Legal Zoom has some of the cheapest legal rates I've seen. If you plan to setup an LLC or incorporate your business at some point, I would check them out. They also offer excellent rates on patent and copyright applications.

60. Cool Archive's Logo Generator

http://www.coolarchive.com/logogen.cfm

If you're just starting out and you need a nice looking logo, this could be a great solution for you. Granted, it's no where near as nice as a professional's work, but what do you expect...it's free!

61. RoboForm

http://www.roboform.com

If you're familiar with Gator then you already know how this little tool works. Basically, RoboForm helps you fill in website forms and can store your usernames and passwords. The great thing about RoboForm over Gator, however, is that RoboForm does not place any annoying ads on your system...a nice feature in the constant battle against scumware.

62. HelpOnThe.Net

http://www.helponthe.net

Totally free tech support for all your computer related questions. Heck, how can you top that? :-)

63. Bookmarklets

http://www.bookmarklets.com

Their website says it best:

"A bookmarklet is a cross between a bookmark and a JavaScript applet. Bookmarklets can be saved and used in the same way you use normal bookmarks. While you're on a web page, you can use them to perform certain functions, from highlighting content converting numbers (like currencies and measurements), search in advanced ways and much more. You do not have to download or install software to use them. For example, I use a word count bookmarklet to quickly count the number of words on a web page since my copywriting fees are based on the length of a page."

As you can see, it's a pretty nifty little tool so check it out!

64. Ad-Aware 5

http://www.lavasoft.nu

This free software finds the scumware that weasels its way onto your computer and helps you get rid of it. It's a great tool if you keep getting random pop-ups and you don't know where they're coming from.

Note: If you're not familiar with scumware, there's a website that's solely dedicated to this menace. Here's the link --> http://www.scumware.com

65. Deleted Domains

http://www.deleteddomains.com

DeletedDomains.com is the ultimate tool for uncovering both "on hold/expiring" domains and "deleted" domains. Unlike other services that simply offer a list that is updated once or twice a week, Deleted Domains updates their database at least once each day, meaning it is the most up-to-date service of its kind.

Best of all it's free!

A Note from Ryan: I have personally used this site to locate many top quality domains, the latest of which was DrivingTraffic.com. This one domain was appraised by GreatDomains.com at $7000-$9000. Not too shabby when you consider it only cost me $9.95. Now I just need to figure out what I'm going to do with it. :-)

66. Email Education Center

http://www.emaileducation.com

Access to articles, how-tos and whitepapers on everything email marketing - best practices, privacy issues, acquisition strategies, etc.

This site also offers free online Webinars and "Ask the Expert" segments. Don't you just love quality, free information?

67. Jan's Freeware Collection

http://www.jansfreeware.com

This is one of the best freeware sites on the net. Some of their new products include a free ebook creator and pdf generator.

68. So You Wanna.com

http://www.soyouwanna.com

Learn how to do everything from write a business plan, to run a marathon, to mix a great drink. Some of the entries are a little bizarre, but the Money and Technology parts are "must sees" for any small business owner. (And if nothing else it's good for a laugh.) :-)

69. TinyURL

http://tinyurl.com

This is a great site that allows you to change your long URLs into shorter ones. It's a Godsend for people who use free webspace providers, as well as affiliates.

The service is free, but donations are appreciated.

70. Any Browser

http://www.AnyBrowser.com

AnyBrowser offers every tool you'll need to make your site viewable, as the name suggests, in any browser. It's a great site for people who design their own websites, but even if you had a "professional" design your site for you, I'd suggest checking their work against this site.

71. ROI Calculator

http://www.marketingtoday.com/tools/roi_calculator.htm

Marketing Today's ROI calculator is an easy-to-use little device that allows you to accurately estimate what kind of return on investment you can expect from your upcoming direct mail or e-mail campaigns and promotions. The ROI calculator is a simple tool that acts as an excellent reality check when you're determining your marketing costs.

72. Top Marketing Forums

Warrior Forum:
--> http://www.WarriorForum.com/forum

Entrepreneurial Success Forum:
--> http://www.ablake.net/forum

Between the Warrior Forum and Tony Blake's Entrepreneurial Success Forum, you should be able to get just about any question regarding internet marketing answered. These forums are "must have" resources and should be in any online marketers "Favorites" list (or Bookmarks for you 'Netscapers' out there). :-)

73. Dynamic Drive

http://www.dynamicdrive.com

This site has lots of cool javascripts...just make sure you don't overdo it because a million scripts on one page can get really annoying.

74. Digital Page Author

http://www.digital-page-author-software.com

Here's an alternative to both PDF and HTML compilers that may excite you ebook authors out there. The Digital Page Author format emulates the experience of reading a real book by letting your customers flip through the pages at the click of a mouse. I haven't tested the software myself, but they have an example ebook on their site and it looks pretty slick. Check it out and let me know what you think.

75. BotSpot

http://www.botspot.com

This site has tons of bots to help you do everything from finding a news article to spying on your competition. Even if you don't use it for "business purposes" it's still just a lot of fun.

76. Site Level

http://sitelevel.whatuseek.com

SiteLevel can set you up with effective, free search tools for your web site. If your site is more than a couple of pages and doesn't have a good internal search tool, you're probably losing many a frustrated visitor. Best of all, the free version should be enough for most small business owners.

77. Make Your Own Business (From TalkBiz News)

http://www.talkbiznews.com/myob.html

Paul Myers, of TalkBiz News, really has a beauty here. It's a free service that generates a personalized, step-by-step tutorial for how to start a business online. Just fill in the blanks, and his system will crank out a tutorial, customized to your own skills and goals. I've never seen anything like it, and best of all it's free. *Give it a shot!*

78. SWiSH

http://www.swishzone.com

Swish is software that allows you to create great Flash presentations without even learning (or buying) Macromedia Flash. But do me (and your visitors) a favor...don't go overboard with your new talent. :-)

79. Paid Search Engine Tools

http://www.paidsearchenginetools.com

The Keyword Bid Optimizer (KBO) at Paid Search Engine Tools helps you keep tabs on all your pay per click bids. They even let you try it out for free. If you use PPC services like Overture and FindWhat, you should be using a service like this.

80. Archive.org

http://www.archive.org

This is one of the coolest sites I've ever seen.

The Wayback Machine at Archive.org allows you to view old versions of your favorite websites. This can be especially useful if you want to see what changes your competitors have made over the last few months or even years. Who knows, it may give you some ideas for things that you might need to change on your own website.

81. Answer Tool

http://www.answertool.com

This handy little tool can save you hours worth of work by no longer having to type in the same answers to emails over and over again. If you're spending too much time answering emails, this tool could be a godsend. They even let you try it free for the first 30 days.

82. ChangeDetection

http://www.changedetection.com

This site tells your visitors about changes to your website every time something is updated. It's great for archives and membership sites, and best of all, it's completely free!

83. Yahoo! Expired Domain Finder

http://www.obleam.com/yahoo

The Free Yahoo Domain Finder will help you find expired domains that are still listed in the Yahoo! directories. These can be instant sources of traffic if you find one that meshes with your business.

84. The eMasters Courses

http://the-emasters.promote-sell-profit.com

The owner of this site is giving away a free eCourse every month. It can be a great way to get good content for your site, the only problem I saw is that the reports are only offered in .exe, so Mac people are pretty much left out in the cold. Still, it's free and you can always just copy and paste the parts you like.

85. ixquick

http://www.ixquick.com

This is my new favorite search engine...

It works the same as other SEs, but adds an extra twist. ixquick also tells you how many *other* search engines the sites you find are listed in. It's a great tool to use when researching new product ideas and scoping out the competition.

86. TrafficRanking.com

http://www.trafficranking.com

Here's a free site where you can see how your site ranks in popularity, number of links, and overall visitors. My suggestion: check out your competitors' sites as well and make sure you're at the top.

87. TheTrafficSystem.com's "The Online Free Alley"

http://thetrafficsystem.com/MoneySystem/freereports.html

You can find free reports with reprint rights all over the Internet, but never before have I seen so many in one place. You can literally spend hours on this site digging through original reports and articles. This is one of those sites that I look at and think, "This person could charge a fortune for this kind of information." The good news is - they aren't. :-)

88. URL in One

http://www.urlinone.com

The owner of this site claims that you'll love their service so much, you'll want to make it your homepage. And you know what, I actually agree!

The URL in One concept is a little too complex to cover completely, but here's what the site's owner had to say about it...

"For anyone who ever opens more than one browser window at a time, URLinOne gives you control and power. You can auto-open or manually open a site or sites, organize them into groups, and reuse open browser windows. This is a new and powerful way to manage and access your favorite, frequently visited sites. Best of all, there's no software to install, and it's free."

Check it out!

89. emailStripper

http://www.webmasterfree.com/emailstripper.html

emailStripper is a free program for cleaning the ">" and other formatting characters out of your emails. It can also restore "forwarded" or "replied" emails back to their original state so they're easier to read.

90. Keyword Miner

http://www.engineready.com/freeware/keywordminer/index.html

Keyword Miner is a free software tool that helps you find the perfect set of keywords for your web pages, while also measuring your success by comparing your traffic with that of your competitors.

Best of all it's completely free - no nag screens, no advertisements - you don't even have to register it!

91. SnipURL

http://www.snipurl.com

If you're familiar with TinyURL.com, then you already know what this site does. Basically, it allows you to "snip" your long URL's (such as affiliate links) into much shorter ones. It's a pretty slick little resource for all you affiliate marketers out there.

92. FreeSticky

http://www.freesticky.com/stickyweb/

Free content sites are all over the Internet, but this one has to be one of the best. It doesn't matter what your website's topic is, chances are you'll find something here that will add value to it.

93. Stickies 4.0

http://www.btinternet.com/~tom.revell/

If you're like me, your monitor is covered with sticky notes. Some of them are to-do lists, others are ideas, but in the end they just make your desk area look cluttered. Well here's a handy piece of software that will help you cut down on the clutter. Oh yeah, and did I mention it's free. :-)

94. GotLogos

http://www.gotlogos.com

Do you need a logo for your product or business but don't want to spend hundreds of dollars in the process? If so, then this site is definitely worth adding to your "Favorites" list. I'll admit that I've never personally used their services, but at $25 for a custom logo, what do you have to lose? *(Other than $25 of course. <grin>)*

95. FreeStats

http://www.freestats.com

There are tons of hit tracker services on the web, but this one does everything I need and is dirt cheap. (What more can you ask for?)

96. FindArticles.com

http://www.findarticles.com

FindArticles.com is a vast archive of published articles that you can search for free. It's constantly updated and contains articles from more than 300 magazines and journals in every possible category you could imagine.

It's a great way to add content to your website and a little more beef to your promotions.

97. SpamNix

http://www.spamnix.com

This program uses the same filter criteria as Spam Assassin, and while that may not sound like a good thing it can actually be a tremendous asset. Essentially, what SpamNix allows you to do is to "test" your emails to see if they'll make it through the Spam Assassin filters.

Just send your email to yourself using the SpamNix filters and you'll know for certain if your email message meets the Spam Assassin criteria.

It's a shame that honest online marketers must go through all this trouble just to send an email to our opt-in list, but as tools like Spam Assassin become more and more commonplace, tools like SpamNix will become more and more necessary.

By the way, SpamNix only works with Eudora so make sure you download a free copy of it by going to http://www.Eudora.com.

EDITOR'S NOTE: While this SiteSightings was submitted by a subscriber, I can say with a fair degree of certainty that it first appeared in Paul Myers' "TalkBiz News" ezine and was originally conceived by Jeff Walker, of http://www.lowrisk.com. By the way, if you're not already subscribed to Paul's ezine I highly recommend doing so by going to http://www.talkbiznews.com. It's one of the best...plain and simple.

98. AutorespondIt

http://www.AutorespondIt.com

Ok, I admit it...this one's a shameless self-plug of my very own autoresponder service. Even still, you'll be hard-pressed to find an *advanced* autoresponder system like this for such a minimal investment. If you already have an autoresponder service or if you're still shopping around, you owe it to yourself to check out AutorespondIt.

99. SmartBoardXP

http://smartboardxp.com

SmartBoardXP captures everything as you copy and paste, stores all your regularly used data, and lets you paste back into the document you are currently working on with as little as one click or two keystrokes... and it even works in all your applications.

The best part is that it helps you organize everything into categories so it's especially helpful when you're researching your hot new product. Just think of it as your regular Windows Clipboard on steroids. **:-)**

Exclusive "From the Trenches" Tips that Every Online Business Owner NEEDS to Read

INTRODUCTION:
These articles appeared in my "Webs Worth Watching" Newsletter as special "From the Trenches" Tips. The philosophy behind these tips is to expose my own experiences (both victories and failures) in operating an online business.

My hope is that somewhere buried in these tips, you'll find *at least* one thing that will help you reach your goals a little bit faster.

Enjoy...

"How Do I Get Started Online If I Don't Have My Own Products" (Part I)

>> By Ryan Deiss

This "From the Trenches" Tip is an answer to the question that I get asked more than any other. That is...

"How Do I Get Started Online If I Don't Have My Own Products?"

You know the internet is a great place to start your own business, but you have no idea how or where to start.

You've tried the affiliate programs and the so-called "opportunities" only to be disappointed time and time again.

You want to have your own products, but you don't have the time or starting capital it requires to roll them out.

In short, you're stuck...

You have the desire but you don't have the vehicle. Oh sure, you've read about how some "guru" wrote a best-selling book or came up with some million dollar idea. But what about the average Joe or Jane who can't write and isn't bursting with ideas?

What do they do?

What do YOU do?!

Well I don't claim to be a guru, but I can tell you what I did and what worked for me...

When I first got started online, I had almost no spare cash and even less spare time. I knew I wouldn't be able to sit down and write and entire ebook, and so I decided instead to publish a newsletter.

That's right...my newsletter, "Webs Worth Watching", was my first product!

If you haven't considered having a newsletter as your first product, then take a look at this...

- **They're cheap to develop**
- **They require less time than writing a full ebook and most importantly...**
- **They allow you to build a base of potential customers *before* you even release or start to develop a single product**

So if you're still looking for a way to get your foot in the online door, don't take months and months to write an ebook or develop a product - start a newsletter and build a site that can "sell" it!

Not only will this put you on the map, it will also be great practice for when you start rolling out your own million dollar ideas.

And who knows? One day you may be looking at your own online empire and thinking to yourself..."Gosh, and it all started with one simple newsletter." :-)

I hope I've given you a fresh idea that you can take and apply to your own business. If you have any questions about this week's "From the Trenches" Tip, please feel free to email me at:

`-->` mailto:Ryan@SiteSightings.com

"How Do I Get Started Online If I Don't Have My Own Products" (Part II)

>> By Ryan Deiss

In the last "From the Trenches" Tip, I said that people should publish a newsletter as their first product, because it's cheap, easy, and lays a strong foundation for future product rollouts.

To read that entire "From the Trenches" Tip, send a blank email to the address below:
--> mailto:trenches1@SiteSightings.com

I received a lot of great feedback from that article, the majority of which was people thanking me for FINALLY giving their business some direction.

However, I also receive a few emails from people asking me,

"How in the heck do I go about starting a newsletter, and what topic should I pick?"

Those are very fair questions and so I'll try to address them right now...

You have to keep in mind that there are literally millions and millions of people that can be reached on the internet, and so virtually any topic (within reason) can be in demand.

===================== Side Note =====================

"Hang Gliding", for example, was searched over 5000 times on Overture alone. Is that enough interest to start a business? I don't really know, but I do know that you should be able to find a topic that has a slightly broader appeal than hang gliding. :-)

===================== Side Note =====================

My suggestion is, first and foremost, to pick a topic that you know *something* about, and really enjoy doing. I know it seems like a cop-out, but this really is the best way to succeed online.

Once you've chosen a topic, then see if other people who would be interested in that topic can be easily reached through the internet. Check out the search engines and the newsgroups. See if there's anyone else out there who shares in your passion.

If there isn't anyone, then just come up with a different topic until you find something with an audience. Once you have your topic (and a known following) then just choose how you will form your newsletter and build yourself a site to "sell" it.

Advertise it a bit to this group, and then send out your first issue after about a month of advertising. Depending on the response, you should have a good idea of whether or not it would be profitable to continue to nurture a relationship with this group.

If the response is good, just keep doing what you're doing and before you know it you'll have a list of raving fans who trust and respect you, and will pay close attention to any product that you rollout in the future.

Ok, I admit that I have dumbed the process down quite a bit, but there have been whole books written on this topic and so it would be ridiculous of me to try to cover everything in this one article. What I want to do, more than anything, is to outline the basic steps so that you can adapt them to your own business.

In short, I'm trying to teach you how to fish rather than just handing you baked salmon.

So start thinking about what you really really love, and then isolate a niche that you can reach on the Internet. If other people online share in your passion, you could very well have a profitable newsletter on your hands.

===================== Side Note =====================

I said earlier that whole books had been written on the topic of ezine publishing...

Well one of the best of seen is Jimmy Brown's "Profit Pulling Newsletters", and so if you really want to give your own newsletter a jump start I highly recommend it.

Here's the link if you're interested:
`-->` http://www.optinautomator.com/ppn.htm

===================== Side Note =====================

If you have any questions about this week's "From the Trenches" Tip, please feel free to email me at:

`-->` mailto:Ryan@SiteSightings.com

"Complexity...The Most Infectious Disease in Product Development"

>> By Ryan Deiss

I'm not a programmer, but since my first two products, Opt-In Automator and Pop-Up Rotator, happened to be software-based, I get a lot of emails from people who want me to work with them on their own software projects.

And of the literally dozens of requests that I've received, can you guess how many I've taken?

The answer...**none, zero, zilch**. And do you know why? Because every single one of the projects that have been proposed to me all suffer from the same **disease**...*Complex-itus*.

Now I'm not going to claim credit for the term *Complex-itus* because it was coined by a friend of mine, Ben Prater of **"Software Secrets Exposed"**, but what it essentially means is over-complicating a product (or project) until it's virtually impossible to complete.

For example, I had a guy email me with an idea for the **ultimate HTML editor**. The way he made it sound, his product would do everything that Dreamweaver and Photoshop could do, but faster, easier and better.

The problem...a project of this scope would cost literally millions of dollars and untold years to develop. (This person had neither.)

Now I understand that we've been taught our whole lives to **"Think BIG,"** but when it comes to product development, whether it be software, an info-product or whatever else, my advice is to **"Think Small"**.

So, instead of creating the HTML editor to end all other HTML editors, why not just create a simple program that can fill a common need. That's how you make a lot of money! And instead of writing a 500 page ebook for your first project, why not just create a short, 30-page report on a more targeted area. Not only will it be easier to create, it should also sell better than a lengthy, unfocused manual.

I can assure you that if you follow this advice, you'll **finish** a lot more projects, and earn a lot more money. If all else fails, you can "delay" your really big ideas until your "little ones" are bringing in some cash. **:-)**

If you have any questions about this week's "From the Trenches" Tip, please feel free to email me at:

--> mailto:Ryan@SiteSightings.com

"How NOT to Joint Venture"

>> By Ryan Deiss

I get dozens of emails everyday from people wanting me to joint venture with them on their latest ebook or software project, the majority of which are barely worth replying to.

Now don't get me wrong, I'm always open to joint venture opportunities, but **please please please** if you're going to make an me an offer, you better make sure it's one I can't refuse. (And this goes with other marketers as well.)

Here's what I mean...

All too often, the joint venture offers I receive go something like this:

"I just wrote an ebook and would like it if you could advertise it to your list. It sells for $17, and I pay 50% commissions. I'd really appreciate your help."

Ok, this joint venture offer has 2 major problems...

1. **You can expect any marketer to get excited about an $8.50 commission.**
   (Actually it's less than $8 after the merchant company gets their part.)

   If you want someone with a large responsive list to promote your product, your commissions really need to excite your potential partner. Personally, I expect to make at least $25-$30 off of every sale I make. Anything less and it's really not worth it to me to send out.

2. **Don't expect big-name marketers to "help" you for next-to-nothing.**

   I'm a pretty nice guy, but when it all comes down to it, **I got started online to make money.** And so while I try to help people whenever I can, I have to make sure that I'm meeting my own bottom line.

   So please don't beg me (or other marketers) to help. It just isn't fair to ask someone to sacrifice their own profits when they also have a family to provide for.

Ok, so all that being said...how do you formulate the perfect joint venture offer?

Well like I said before, the name of the game is to make someone an offer that they can't refuse. You do that by **selling high margin products, and offering huge commissions.**

And it may sound crazy, but don't be afraid to offer people with really huge lists even more than 50%. If there's a person that you really want to joint venture with, and they tell

---

you that they expect $25 off of every sale (but your product sells for $40)...*give them $25!*

The way I look at it, $15 is a heck of a lot better than $0, and this way you also get your name out there and have the potential to make more sales in the future. (Just make sure that you cover your own costs, especially if the product you market is physical.)

This tip isn't a full blown explanation of joint ventures, but hopefully it'll lead you in the right direction when you go to email **Mr. or Ms. Big** about your brand new product.

As always, if you have any questions about this week's "From the Trenches" Tip, please feel free to email me at:

`-->` mailto:Ryan@SiteSightings.com

"STOP Buying Internet Marketing Products"

>> By Ryan Deiss

I'm going to take a lot of heat from some of my buddies in the Internet Marketing field for this article, but some things just have to be said. Ok here goes...

"You should stop spending all your money on Internet marketing related products!" (And yes that also includes my own products, Opt-In Automator, Pop-Up Rotator, and "The Great Ezine Experiment".)

So why am I saying this?

Well, it all springs from an email I received a few weeks ago from a guy wanting to make a trade for Opt-In Automator. The email went something like this:

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"I'm very interested in your product, Opt-In Automator, but I'm really low on cash right now so I was hoping to trade you [product name withheld] for it. If you're not interested in this product, I have many more that I can offer you."
==============

So out of curiosity, I asked this gentleman to send me the URLs to his website(s) so I could check out these "other products" that he mentioned.

Here was his response:

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"Actually I don't have my own website, yet. Right now I'm just trying to acquire all the Internet marketing materials I can so I know what I'm doing when I finally launch my own site."
==============

If you were paying attention, this response should have thrown up quite a few **red flags**.

For starters, Opt-In Automator does you absolutely no good if you don't already have your own website and mailing list. So this guy is spending his time and money acquiring products that are *useless* to him and his business. (That's not a great formula for success.)

Second, *(and this is really the whole point of this article so pay attention)* the notion that you must have all the wisdom, resources, and software at your fingertips *before* you start is simply **ridiculous!**

Sure, you need some basic knowledge so you have some clue as to what you're doing. So read an ebook here and there and digest all the free information you can.

But above all else, try something! Just get out there and do it. That's where you really learn what works and what doesn't.

I see way too many people fall into the trap of **"Perpetual Preparation"**. They spend so much time getting ready to start their business that they never actually get around to doing anything.

And whatever you do, stop wasting all your money buying every ebook and hot new software product under the sun. Instead, buy a domain name and a year of hosting. Buy an autoresponder account, and a payment processor.

In short, invest in the things that *directly* benefit your business *before* you waste all your money on knowledge you can no longer afford to use.

Once you start turning a profit, you can let your business fund your continuing education and also purchase that great new piece of software you've been eyeing for the last few months. (Hopefully it's one of mine.) **;-)**

As always, if you have any questions about this week's "From the Trenches" Tip, please feel free to email me at:

--> mailto:Ryan@SiteSightings.com

"The Single Most Effective, Yet Unused, Joint Venture Tactic"

>> By Ryan Deiss

Here's a joint venture technique you can use that I *guarantee* will get the attention of even the busiest, most successful website owners.

Consider this...

If you were going to approach someone about forming a joint venture or partnership, what method would you use? Well if you're like 99.9% of the people out there, then chances are you would simply send them a personal email and then wait for a reply.

Sometimes the reply comes, and other times it doesn't. Well here's a way to virtually ensure a reply of some sort...

Don't email your potential partners your offer - **MAIL it to them.** That's right! It's time to dust off those old stamps, break out envelopes and actually send a real, live letter. I realize this sounds a little backwards, but that's the beauty of it.

Here's an example...

I receive dozens of joint venture requests every day, some of which are worth replying to, and some of which are not. The funny thing, however, is that of the thousands of JV requests that have cross my path, not a single one has been delivered via postal mail.

So what do you think my reaction would be if I did receive something in the mail? Don't bother guessing...I'll tell you! *I'd be shocked, amazed, and impressed all at the same time.* Even if the offer was not for me, you better believe that I would give it extra-special consideration. (And that's really all you can ask for when approaching a potential partner.)

But let's take this one step further...

Instead of just sending a personal letter via First Class mail, try sending it through Federal Express, or even registered mail. *Heck, make the person sign for it!* **:-)**

Obviously you don't want to go too overboard with this, but if the joint venture could earn you thousands of dollars, isn't it at least worth the cost of a postage stamp. I think so...

As always, if you have any questions about this week's "From the Trenches" Tip, please feel free to email me at:

--> mailto:Ryan@SiteSightings.com

"How to Price an Ebook"

>> By Ryan Deiss

The title of this article is deceptively simple, but I promise there's more to pricing an ebook than you would think. The inspiration for this tip came from an email I received from a subscriber, which read...

"I'm planning on releasing my ebook soon and I'm trying to decide how to sell it. (i.e. with resell rights, customization rights, etc) Any tips you could give as to how I should sell it for maximum profits?"

The way I look at it, you create a product because you want to accomplish one of two things:

1. **Make *a lot* of money or...**
2. **Build your list and generate publicity**

You really can't do #1 very effectively if you don't charge a premium for your ebook, so in my opinion if you don't feel your ebook is worth at least $37, then you should **consider refocusing your marketing plan from profit generation to list generation**. (*Note: The $37 figure is not set it stone, but it's what I've found works best for my business.*)

So how do you transition from profit generation to list generation? Simple...just offer low-cost (or free) resell rights to your ebook.

If your ebook has resell rights available (and it's of high quality), it *will* spread much faster giving you more recognition while building your list at the same time. But let's not forget...you'll also make a tidy sum selling the ebook on the front end, and then charging extra for resell rights and customization.

Then all you have to do is roll out another (more expensive product) to your new list, and watch the *really* BIG profits roll in.

I realize that this idea isn't anything new, but so few info publishers are actually using it that it's worth discussing. Far too often I hear of people trying to "make it big" off of a $17 ebook. I hate to burst your bubble, but it isn't going to happen!

So instead of busting your butt for a small fortune, bust your butt for a HUGE list. It may not seem as sexy at first, but I promise it will pay much larger dividends over the long-haul.

SPECIAL SIDE NOTE: If you want to see this strategy in action, just check out my new ebook "The Great Ezine Experiment".
--> http://www.EzineExperiment.com

Though I made a nice profit off of the front-end sales of this product, my main focus was to build my list and increase my name recognition.

THE RESULT: A 30% increase in my opt-in list in the first month alone, and a sharp increase in sales for my other products.

See...it does work. :-)

As always, if you have any questions about this week's "From the Trenches" Tip, please feel free to email me at:

`-->` mailto:Ryan@SiteSightings.com

"Marketing Is NOT a WAR"
(Why I Disagree with Mark Joyner)

>> By Ryan Deiss

It's becoming very hip lately to refer to marketing in military and especially warlike terms. Mark Joyner, of Aesop.com, is especially big about this.

In fact, in his new book Mind Control Marketing (which I just finished reading), Mark takes the perspective that selling something is a **"fight to the death"** between you and your customers where your goal is to **"conquer their resistance"** (see Mind Control Marketing, pg. 79).

WHAT?!

Now, maybe I'm still young and naive when compared to the great Mark Joyner, but I like to think of marketing as a bridge between people's wants and a solution to extinguish those wants (which is where the products come in). **In short, I still see marketing as a benevolent act that should be undertaken with honesty and sincerity - not a battle to be won.**

When I buy a product, it's because I *wanted it*. Sure, I've been scammed before, but I'm still pleased with the *vast* majority of my purchases because I wanted something that a particular product or service could fill. The owner didn't need to wear down my resistance, she simply needed to recognize my wants and seek to meet them at a reasonable price.

So if you're reading this with an open mind, here's the lesson I hope you take with you...

Seek to create products (and services) that genuinely help
people and meet their most pressing wants.

If you do that, then all your marketing has to do is isolate the targeted prospects and show them how your product does what it says it will do. Do that and you won't need any "mind control" tactics or "hypnotic selling" strategies.

But then again, that's just my take on it...let me know what you think...

As always, if you have any questions or comments about this week's "From the Trenches" Tip, please feel free to email me at:

--> mailto:Ryan@SiteSightings.com

Here's a little bit about me...

Since 2001, Ryan Deiss has made a career for himself on the Internet by creating products that make people say, "Why didn't I think of that?"

Ryan's first project, the "Webs Worth Watching" newsletter, was launched out of a desire to offer something different in an ezine. Since then "Something Different" has remained his battle cry. In November of 2001, Ryan launched Opt-In Automator, which has since helped hundreds of ezine publishers achieve higher opt-in rates in highly competitive markets. Its characteristic "javascript warning" pop-up has now become commonplace on many of the top marketing related websites.

His next product, Pop-Up Rotator, literally sent the controversial world of pop-up marketing spinning. Using Pop-Up Rotator, online marketers could now display multiple pop-ups on their site in a defined series so that visitors were exposed to a new ad every time they returned to the site. This not only increased profits for the marketers, it also made pop-ups as a whole less annoying to visitors since they were no longer forced to see the same pop-up time and time again.

Ryan's fuel for starting his online businesses came from a highly unlikely source...a girl. As Ryan tells the story...

"In May of 2001 I decided that I needed to buy a ring for my girlfriend. Now this wasn't just any ring, mind you, this was *THE RING*. By that I mean, the ring that I would give to the girl of my dreams when I asked her to be my wife. But there was a problem...

Engagement rings are anything but cheap. In fact, they're the anti-cheap. But since I had no money, I decided that after two years of sitting on the sidelines I would finally try my hand at this 'crazy Internet thing' to see if I could bring in enough cash to eventually pay off the ring."

Fortunately for Ryan, he surpassed his original goal and started making serious cash from his websites in less than 4 months. Now, Ryan's primary focus is on new product development and teaching others how they can rollout and market products using the Internet.

**Here are some of Ryan's "Why didn't I think of that" products.**
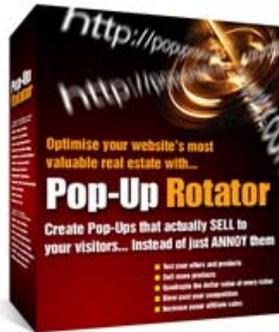
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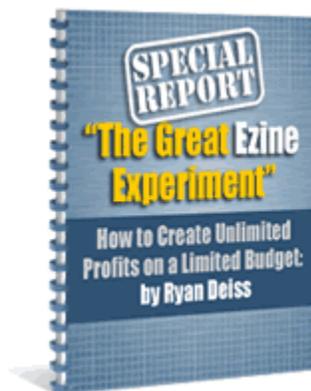
"The Great Ezine Experiment"

www.EzineExperiment.com

"How I Turned a Simple Ezine Into an Online Empire That Earns Me THOUSANDS of Dollars Each Month." (You won't find this strategy taught anywhere else.)

"Webs Worth Watching Newsletter"

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Thanks again for reading,

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