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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Back to the Future**

**By Ron Jackson**

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For decades the likes of Money magazine, The Wall Street Journal, Investors Business Daily and many smaller print financial publications have ethically and quickly earned hundreds of millions of dollars by fully leveraging their assets.

But most web sites do not leverage all of their assets. I know, I've been a web publisher for the past three years and a "print" newsletter publisher for nearly a total of 20 years.

I'd like to share this money making idea with you by telling you about three men I've worked with and how they built wildly profitable print publishing empires by using a simple but highly effective marketing concept...

In the 1960s Bill Bonner, Howard Ruff and Brian Smith built their print financial newsletter companies solely on the marketing power of direct mail. Those men are largely unknown by Internet publishers.

By using direct mail those publishers literally generated billions of dollars in both paid financial newsletter subscriptions and in list rental income.

Now in 2000 the Internet has eclipsed print newsletters but not one web based financial publication is as remotely profitable as those of Bonner, Ruff and Smith. Why?

Because Internet marketing has not yet developed the most basic direct marketing tool that connects directly customers with financial services providers.

## Back to the Future

That tool for Bonner, Ruff and Smith was the direct mail list, now it's direct e-mail lists.

A well constructed file of e-mail names can help you instantly leverage your assets and income in the same way print publishers like Money magazine, Time, Newsweek and The Wall Street Journal rent their subscriber lists.

By merging your e-mail names and addresses into a vertical database you can receive list rental income every time your names are rented to other providers of similar services.

I know you have several legitimate concerns about "renting" your e-mail names but please give me one more minute...

First "renting" is renting, not selling. You will rent your list for a one time rental fee — you NEVER give up list ownership or control.

Of course a major concern is SPAM, which is unasked for e-mail.

I'm talking about opt-in e-mail and opt-in mail is not SPAM. It's the opposite.

Before adding your names to a well constructed Data Base your e-mail names must be given an opportunity to opt-in OR opt-out of future mailings. If they opt-out they WILL NOT be rented or mailed. It's as simple as that, they will not be mailed — SPAMed.

If they opt-in they will receive mail. Every mailing ALSO gives them a continuing chance to opt-out of future mailings if they so choose. By opting-out they will come off the data base but NOT off your list. They will stay with your for as long as they choose.

This opt-in/opt-out procedure is endorsed (and required) by the Direct Marketing Association and all major ISPs. Opt-in mail (asked for mail) is very different from SPAM which is NOT asked for.

This project requires almost no work from you. All you'll need to do is upload your names to computer house. Your names are secure and NEVER leave or are given to anyone who rents the list. You have no out of pocket expenses. You will receive a monthly check and financial report.

The purpose of a "dot-com" is to make money. Using all of your assets can help you become more profitable by helping you generate additional monthly income through list rental.

## **How to travel on journey of life successfully?**

**By Ajay Pats**

### **How to travel on journey of life successfully? by Ajay Pats**

Life, as I see it is not a location, but a journey. Everything is in flux, and is meant to be. Life flows. We may live at the same number of the street, but it is never the same man who lives there. You don't see many hearses with luggage racks on them. We're privileged to be here, so instead of just using God's resources, we should leave the place a little better than we found it—or at least leave it the same.

Dividing moment is the moment that divides the past from the future. And this is the moment that you control. It's a powerful place to be. What you do right now will determine what you carry from your past into your future.

You can choose to hold on to all the good, empowering things such as your knowledge, your positive relationships, your wisdom and experience. And you can choose to move beyond those things that have held you back, such as negative habits and low expectations.

If you've dragged yourself down, if you've held yourself back, now is your opportunity to begin moving yourself forward. Now is the time when you can put all your past experience, whatever it has been, to positive and productive use.

The past does not equal the future, and right now is the moment that proves it. Right now is a doorway through which you can carry those things that will bring a brighter future.

See this moment for all it is, and live it fully for all you can be

Ajay Pats is a professional manager working as sales manager. He runs inspirational ezine "Rediscover true colors of life" available at <http://www.topica.com/lists/venturemall>; a community for home based business entrepreneurs "Venturecon" available at <http://groups.msn.com/venturecon> and a real estate site "Real estate broker" available at <http://realestatebroker.tripod.com>



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