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**Beware Overload**

**By Jim Daniels**

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The Net is a great place to learn about anything from aardvarks to zucchini. And while this information superhighway creates a great opportunity to discover new things, it comes as a bit of a double-edged sword. From day one it was inevitable that "Information Overload" would creep into the equation, and it has.

People are simply bombarded with information and too much of a good thing can be bad. This trend will continue to grow, and if you're doing business on the web you need consider solutions. Not only for your own peace of mind, but for your customers.

Here are some tips that will help you to:

1. Locate information quickly on the web and in your email.
2. Make your website a safe haven for frazzled web surfers.
3. Make sure each issue of your ezine gets read.

**LOCATING KEY INFORMATION:**

o When searching the web, use effective search techniques.

Instead of bouncing from engine to engine, use a multi-search engine like Dogpile or Metacrawler. They are ideal for finding things in a hurry. It's also a good idea to take two minutes and learn the Boolean search terms. A quick explanation is at <http://www.newsbank.com/whatsnew/boolean/>. Boolean searches result in more relevant returns so you'll

find what you're looking for faster.

- o Use your email program as a powerful archive.

This is as simple as saving EVERY email message you ever send. A program like Eudora is ideal for this. Simply create a mailbox called outgoing archive and rather than deleting old outgoing messages, transfer them all to this mailbox. People are amazed when you "recall" conversations you had with them years before. What you're really doing is using the powerful search tools that scan years of old messages in seconds. You can find conversations, old passwords, business

deals and any other detail in just seconds.

#### MAKE YOUR WEBSITE A SAFE HAVEN FOR FRAZZLED SURFERS:

At your website...

- o Tell your visitors why they should stay, as soon as they arrive!

Don't make your visitors guess what your site will do for them. Prominently display a reason for them to stick around. Most successful sites go as far describing their site content right in their URL, so visitors know what to expect BEFORE they get to the site. If your URL doesn't do that, consider getting a few domains that do, then redirect them to your main site. Try this wizard if you're looking for a great new domain name or two: [www.bizweb2000.com/wizard](http://www.bizweb2000.com/wizard)

Once your visitor has arrived, get them to the most popular areas of your site without delay. You have less than 20 seconds to make an impression. Most visitors will be gone if they have not found something of value within that time frame.

- o Ask for a visitors email address as soon as they arrive.

The very next thing you should do is ask visitors for their email address. They'll love you for giving them a way to stay in touch and your business will grow endlessly. Not asking right away was a mistake I was making for years. A recent adjustment at my home page has resulted in DOUBLE the number of subscribers to my newsletter each day. Consider this one-two punch of attention grabbing and

address grabbing as critical to your long-term success.

- o Be brief.

Nearly everything you write at your site can be said with half the words. Remember, paragraphs that are longer than 60 words are too long, particularly on your main page. (This little paragraph is 60 words!) A wall of text scares web surfers away. Stick to the point. Use bulleted lists if you can, they make for an easier read.

### CHANGES TO CONSIDER IN YOUR EZINE:

- o Describe each issue in the subject line.

I learned this lesson personally. My own readership increased when I stopped naming each issue "BizWeb Gazette"

and started telling my readers what each issue contained, right in the subject line. Don't wait to get your readers attention. Grab it BEFORE they decide whether or not to open your message. Take a few minutes to name each issue with a subject that you yourself would be interested in. It should be intriguing and relevant to your subscribers.

- o Shorten your newsletter.

I see more and more publishers streamlining their e-publications. In this age of information overload, less is sometimes more. When subscribers have 100 messages waiting in their inbox it is hard to set aside 15 minutes to read one newsletter. Try to publish something that can be devoured in five minutes or less. A good rule of thumb is to keep it under 20k in size. Your readers will be more likely to read it from top to bottom and you'll earn a faithful following.

Tip by Jim Daniels of JDD Publishing. Did you find this tip helpful? There's plenty more like this at Jim's website, [www.bizweb2000.com](http://www.bizweb2000.com) ... For Weekly Online Marketing Help, get Jim's Free BizWeb E-Gazette! <mailto:freegazette@bizweb2000.com> or visit <http://www.bizweb2000.com> right now!

### **Information Overload**

**By Chrisi Darrington**

## **Information Overload by Chrisi Darrington**

One of the most common things that will happen to a newbie, or even people who don't consider themselves new to the Net, is information overload. It's a very common problem that needs to be kept in check.

Here are a few tips on how to avoid getting lost in the sea of info inside cyberspace.

First thing to consider: What do you need to know? And what should you put aside to learn for later?

If you don't have a website to promote, you don't need to learn about promoting it at this point in time, right? This applies to anything you are going to read.

Before you read it, ask yourself if you're ready to absorb and use the information. If you're not ready to use it, tuck it away for later. I do this everyday.

I subscribe to many different e-zines. What I look for are things to help my subscribers, as well as ways to promote my website, or make it better. I don't have time to read each article now, and I'm not ready to worry about promoting my site today, so I copy the articles of interest and place them inside a folder on my hard drive according to subject and interest.

They are there for me when I need them. I have downloaded many ebooks that I have not read yet as well. I'm not ready for the information today or this week, so I'll read them when I'm ready to use them later on.

This is how I prevent information overload. It's also how I satisfy my need to have things that I know I'll need and use later, but don't want to lose the opportunity to own them now.

Next: Look for things you need today. Do you want to have a newsletter for your website? Is your website built? If your website is built and you're ready to begin a newsletter, then and only then are you ready to learn how to set up a newsletter, and begin to learn how to become a publisher.

If this is the case, then *\*now\** is the time to focus on this subject. The key here would be to focus on this subject until

you understand everything you need to know about it.

One of the problems of information overload is trying to absorb information on too many subjects. Distraction is a bad thing that happens to all of us. You can avoid getting distracted if you set a goal, focus on that goal, and nothing else but that goal, until you've achieved it.

The other reason for information overload, that I can think of, is the big rush to make money. Have you ever known someone that is involved in a MLM program? They are incredibly enthusiastic for a week or two, maybe even a few months, but as time goes by they slow down and eventually they give up.

Why is that? It's because their \*drive\* was all about the fast buck. Their commitment was not based on a true job change. If their desire was to change their employment over to that particular MLM program, then it would change their whole outlook.

However, because they do not see the fast money and huge checks promised within a few months, they give up.

Don't be in a hurry to make a fast buck on the Internet. Think of this as your new job. It's not temporary; it's going to be something you're going to build over time. And in time it will be very good to you and you will earn money.

Did I say earn? Yes, that's it. You will **\*\*earn\*\*** money. The fast buck is not earned. People who make fast money just happen to be in the right place at the right time.

So, learn what you need to know. Try to focus on that subject until you understand it well enough to apply it. Then and only then move on to your next task or goal.

Keep information overload in check. It's a must for any marketer. Stay focused and you'll reach your goals.

Chrisi Darrington <http://www.netwoozy.com> Helping people understand how to profit on the net. To subscribe to Netwoozy's newsletter <mailto:netwoozy-subscribe@topica.com>



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