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**Making money through cyberspace**

**By John Eng**

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Making money in cyberspace has become the most challenging feat for every new netpreneur. We all, including myself, have been on the roller coaster ride to nothing more than stress! Sit back and take a look at how the most successful on line business owners are making a fortune on the net. See how they are making themselves seen. You will realize they are not using such tools as Classified ads; only the 'newbies' are using those. Classified ads as well as FFA pages, Internet 'business promotion groups' ( which you'll find at Yahoo groups or MSN groups) all end up become wastelands "the biz-ops junk yards". Most of the hours spent on on line marketing are wasted on these and similar avenues and you get nothing back but junk mail or counter offers. Not sales!

You want to make money by being seen, that is the focus you need to make, seen by quality traffic. Submitting your site to the search engines is an excellent way to get free traffic; however, you will need traffic in order to get a good ranking and be posted in the top ten, which will lead you back to the drawing board. And one the best ways to build traffic is by building a list or buying high quality leads. You can start by joining programs that can build your own down line of people who want to or are looking into new business options. A good example would be [www.freenetleads.com/free/8091877eng](http://www.freenetleads.com/free/8091877eng) . You can follow their directions on marketing your affiliate URL and gradually build a down line to six levels deep. This can potentially become a very large number of people, qualified leads whom you can send your message to on a weekly basis.

The next option would be to buy high quality leads from sources such as <http://damnsmartads.com/contact4/> . Here you will find targeted marketing tools that will put your business right in front of the people looking for an opportunity like yours. These are effective and powerful marketing options to really consider. Especially if you want to start making money today. They can be more expensive, though some companies such as the one mentioned will have packages for most budgets. It is important to realize you as a marketer will need to spend some money to bring buying customers to your storefront. You just have to be wise as to where you spend your money, otherwise you could be just throwing it away.

## **Abandoned Empires**

**By Larry Johnson**

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Ever wonder what happens to all of those free sites, free auto-responders, free affiliate links and everything else once they are abandoned and forgotten.

You and I are probably both guilty of creating and abandoning a lot of auto-responders, free sites, etc., if you have been online for any length of time as I have.

It does happen.

Years ago folks bought things to last a lifetime. A good watch is an example. Now, we can get a watch in a cereal box that keeps better time, and when it quits you just throw it away and get another one.

Not all that is abandoned is free. Many sites and services that were bought have been abandoned too. There are many abandoned empires lying around the net.

An area that I haven't even touched on is that of SPAM. There is a topic that adds a great deal to this potential problem that we have dealt with in previous articles.

As we change to new computers, change email addresses, ISPs, and web hosts, we lose contact with a lot of things we have created and maintained. The normal flow of email reminders that it even exists is now cut off.

What happens to all of that junk ?

I mean, it's not like there is a cyberspace junk patrol that comes by, cleans up our "mess" and discards it. At least, I don't think that such a

service exists.

So does all of that stuff must just keep floating around in cyberspace forever?

If so, Seems as if eventually it would begin to \*plog up\* things. Someone would stumble across some of it just by accident and say, "Hey, who left this lying here?"

This may be a new opportunity for some enterprising entrepreneur. You could create a new service that specializes in cleaning up all of that Cyber Junk that has just been cluttering up the internet for several years now. Hmmm....?

Or, perhaps cyberspace is infinite. There is no end to the junk we can leave out there and it won't make a dent in the greater picture.

Larry Johnson, author

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