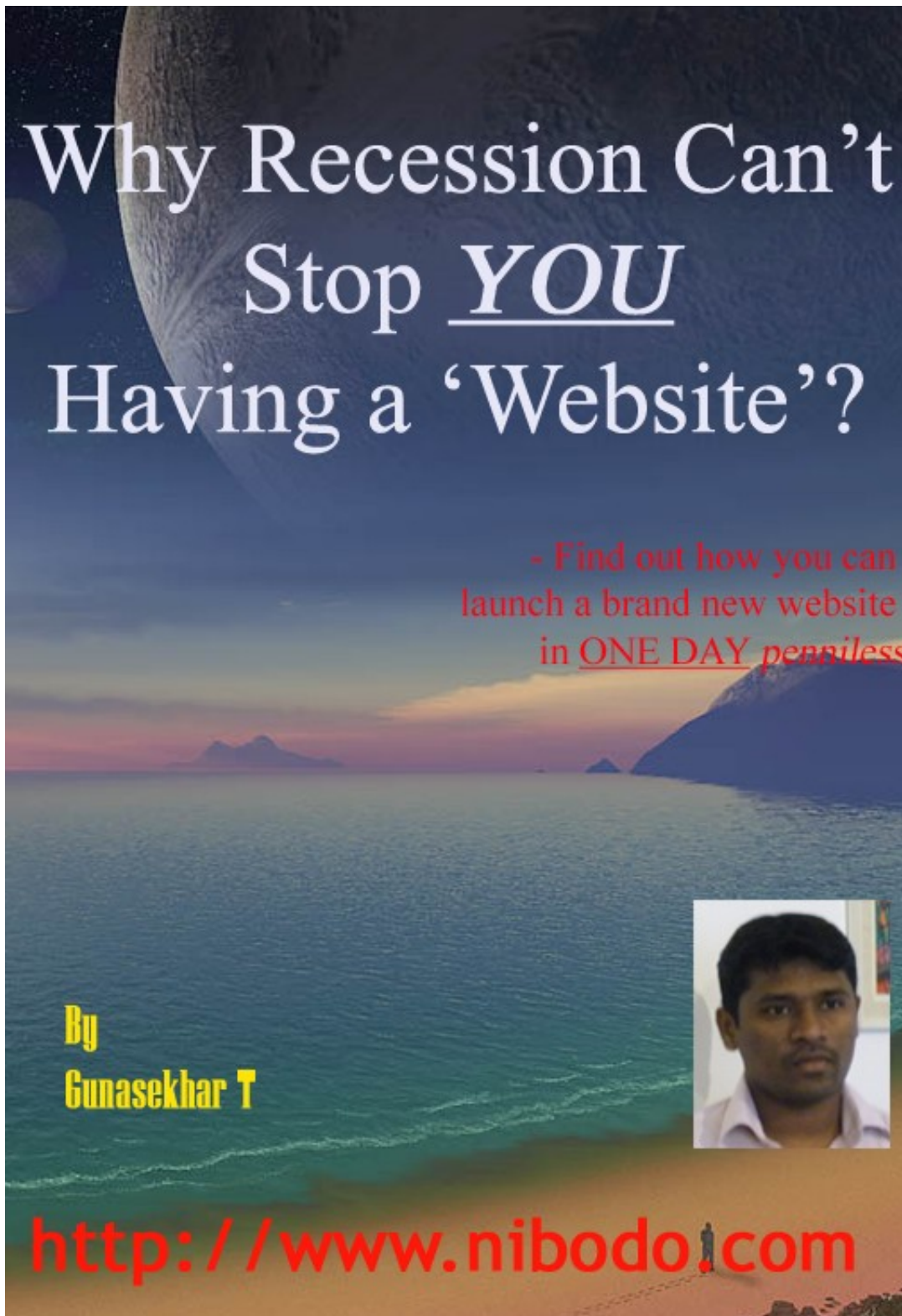


Why Recession Can't Stop You Having a Website


Gunasekhar T



Why Recession Can't Stop YOU Having a 'Website'?

- Find out how you can
launch a brand new website
in ONE DAY penniless

By
Gunasekhar T



<http://www.nibodo.com>

- 1 -



Join <http://www.nibodo.com>

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About Me

Hi I am Gunasekhar. I am working as an S/W Engineer and I own the website <http://www.nibodo.com>. All these years I had been learning various things and gained some good expertise on web development. Through a news letter I am sharing good information on internet and how we can use it **better** for passive income.

Nowadays we are seeing the worst things happening in the world. Every day so many people are losing jobs and becoming hopeless. This triggered me to find out if I can really do something on internet that can give some passive income and whether all those financial miracles I heard from various website owners and marketers are true.

In this study I am finding out some very interesting and fascinating things. Many of them are well known to every internet surfer but we



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won't give it a TRY. What ever I tell you here is from my own experience and I suggest only those things which I used and tested. This eBook is one of the outcomes of my learning on the way.

Although I can share my learning through eBooks, it will take a long time to reach more people. If you are reading this eBook then you might have got it from your friend or from my website. To get the updated information, you can join my news letter now by going [here](#) and entering your name and primary email address. (You will not be spammed and you can unsubscribe at any time you want and your information will not be shared with anyone else). After you finish this small eBook you end up launching your own website.

All the best.

Gunasekhar

<http://www.nibodo.com>

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Introduction

Hi, I wrote this book basically to help myself in making my website in a notes form. After sharing this information with some of my friends, I thought it would be more helpful if I can create an eBook so that many people can benefit from it. I tried to put all the useful information here without diluting it without unnecessary stories. The intention of this eBook is to give you all the information and resources to build and upload your website in **one day** without spending even a dime other than buying a domain name. Not only I put the information here, but also shared some of **the scripts and templates** for you so that you need not spend your time and money even on those things.

This eBook written in a style that even a person with average knowledge about internet can understand and build his website. This may irritate



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some of you who are already experts. I ask you to kindly bear with this.

As the title of the book says, you can follow the chapters below and at the end you can see that you have your brand new website with out any extra expenses. You need not follow these chapters as they are. You can skip one and go to the other. Because each chapter is unique and can be done separately.

The chapters here can be learnt by any one without any technical background. In fact you need not know any technical things to set up your website if you follow the lessons below.

You can also go to my website and find more useful information. There are a lot of tips and techniques that I will be sharing with you, if you join my news letter. What I want you to do is., click **HERE**, go to my web site, give your name and your



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primary email address and click '*Free Instant Access*' button. You will be added to my mailing list can get all the news letters.



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Getting a Domain Name

The first thing you should do in order to launch your website is, to have a domain name. Even if you already have a domain name, I suggest you go through this chapter, because you will learn how to create and choose a GOOD domain name. A domain name is a unique string that identifies your website.

There are some services where you can get a sub domain, like “**yourname.nibodo.com**”, but I don't suggest them because it will not be your website and doesn't look professional. So it is always better to have your OWN domain name.

Now let us first decide your domain name. If you already have a name in your mind then it is well and good. For educational institutes, companies or organizations you can go after the institute name. But if you are launching a personal



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website then I suggest to keep in mind the below three principles (Ok! It is not algebra. Don't worry).

1. Your domain name should be short and catchy.
2. Your domain name shouldn't be too generic to any specific field or subject of your choice.
3. You should choose ".COM" domain extension.

Ok, let us look at each of these principles in detail.

Short & Catchy

Why should it be short and catchy? Because it is simple for your '*visitors*' to '*remember and type*'. For e.g: which of amazon.com and english-book-service-online.com is easier to remember and easier to type? You know the answer. You may think it is very difficult to come up with such a name. But I will share my technique of creating such catchy names.



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Shouldn't Be Too Generic

In my research I found that websites with generic names to what they do are not *that* successful. Suppose if you want to launch a website on 'cooking' then having a name 'knowcookingsecrets.com' or 'bestrecipesonline.com' may not be too attractive. I feel you shouldn't reveal much about what you are offering by your website name. You know which is more successful between amazon.com and English-book-service.com. The same is true with google.com and other search engines. Of course you need not take my word for granted, after all not all crazy and strange website names are successful!

Why .COM Domain?

Just open your browser and type 'nibodo' and press '**Ctrl + Enter**'. You see that the URL in the browser address bar changed to



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<http://www.nibodo.com>. Did the browser go to '*nibodo.net*' or '*nibodo.biz*' or '*nibodo.org*'? No. What does it mean? Ok, how does it matter? 99% of internet users are used to type '.com' or don't type the extension at all and just press 'Ctrl+Enter'.

(I had a very hard time going to a German bank website because its extension is '.de' and in the initial days I always went to '.com' site and came back, because I had to. Otherwise I couldn't).

So if you go for a .Net or .Biz domain then the chance of your visitors going to .COM site are more. I have seen some people register the '.COM' domain of other popular companies (those companies had .net or .biz domain names) just to capture such visitors. Why to take chance? Why to lose your visitors to another website? Your website is not yet that popular to grab users back. (ofcourse in future it will be, I hope so...) Go for a .COM domain.



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How to Create Domain Names?

There is no hard and fast rule for this. I tell you what I do, to come up with new, attractive and catchy names.

1. Gather some names either related to your subject or completely different.
2. Now try to mix two or three names both vertically and horizontally. You get new names. (If you have seen cross word puzzle diagrams, you can easily do it).
3. Out of this new name try to find out if any interesting combination of words are there.
4. Do this until you have three or four strange names.

I was thinking about many names for my site. One day I have seen a movie DVD named '**Comodo**' and then immediately saw another name that starts



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with N. Flash... a new name 'Nibodo' came out and my friends told me its *strange and catchy*.

Once you have **some** domain names ready then you have to register the available one. This means you have to buy this name. This is not free. You can buy a domain name for 10\$ from many of the providers on the internet. I recommend Namecheap.com and GoDaddy.com. In my research I found that these two are the leading companies and have a good reputation.

Go to namecheap.com with your credit card ready (you can pay using PayPal account also). Do a search as shown below. If your domain is available then go ahead and buy it. Remember, buy only .com domain unless you have a reason to go for other domain extensions.



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Home Register a Domain Transfer Your Domain Privacy Protection FreeDNS Web Hosting SSL C

REGISTER YOUR DOMAINS FOR JUST \$9.69. SEARCH NOW!

1 Enter the domain name you want **2** Choose your preferred extension(s)

www.

com net org us biz info eu me **Search**

> Bulk Domain Search

Domain Search Results

<input type="checkbox"/> DOMAIN NAME	STATUS	MORE INFO
<input checked="" type="checkbox"/> nibodo.com	TAKEN	Whois
MORE CHOICES ▼		
<input type="checkbox"/> nibodo.me NEW	AVAILABLE	
<input type="checkbox"/> nibodo.net	AVAILABLE	
<input type="checkbox"/> nibodo.org	AVAILABLE	
<input type="checkbox"/> nibodo.mobi	AVAILABLE	
<input type="checkbox"/> nibodo.us	AVAILABLE	
<input type="checkbox"/> nibodo.biz	AVAILABLE	
<input type="checkbox"/> nibodo.info	AVAILABLE	
Limited Time Offer! \$2.98 for the first year.		
<input type="checkbox"/> nibodo.tv	AVAILABLE	
<input type="checkbox"/> nibodo.co.uk	AVAILABLE	
<input type="checkbox"/> nibodo.org.uk	AVAILABLE	

If you don't have a credit card, then search for a local provider in your area where you can pay in other ways. In every country you can find a bunch of providers nowadays.

Getting FREE Hosting

Now you have your own domain name and the next thing is to find out a hosting account. In this



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section I will discuss only about FREE hosting. For your own needs you can go ahead buy some other hosting. I have given the resource links at the end of the books. You can check.

A hosting server is where you put all of your website's data: source files, data bases, email accounts, etc... There are a lot many sites advertising that they are giving away free hosting. After reading some reviews and research on the features provided for FREE hosting, I found that many free hosting providers are really not giving a free hosting, but forcing user to use their sub domain, which is not at all useful. I personally signed up for accounts and found that they are not suitable for hosting a website but for using a sub domain.

I found that AWARDSPACE is a good provider for free hosting. This site is also ranked high by its users and reviewers. In the initial days I hosted my



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site here and my experience with them is really good.

It is giving away 1GB space, 5GB transfer every month and one MySQL database. Their customer service is also good. You can click here [FREE HOSTING](#) and register for a FREE hosting. Usually you will get your account activated within 5 minutes of registering.

.
. .
.

Now you have your hosting account ready. 😊

Getting FREE Auto Responder

What is an auto responder? An auto responder is a piece of S/W code which will do the following things.

1. Saves your subscriber's data (name and email) into a database.



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2. Sends a conformation email to your subscriber.
3. Sends a follow-up email to your subscriber once his account is activated.
4. Manages all your communication with your subscribers.

You may ask why should I have this when I have nothing for people to subscribe. I can tell you this: There will be at least a small group of people for whom your work (what ever it may be) is useful and want to be in communication with you. Also, you should build a subscriber list because.

1. A mailing list that you build is always a prospect.
2. You can offer so many useful things to people in your list for the benefit of both you and your subscriber.



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3. E-mail list is the only way you can inform people about what you are doing instantly. 90% people won't come back to the site again.

Apart from the above, you can use your email list as a source of passive income. Don't think that they will call you a spammer. This is not spamming. You will be sending permission based emails. Spamming is sending emails for which the user didn't opt for. Personally I feel that every website owner should build an email list.

Now getting to the auto responders, you have three choices.

1. Make your own auto responder
2. Buy an auto responder from providers
3. Use a FREE auto responder.

If you want to have a personalized and own auto responder then you can build your own in any programming language. Or if you want to buy



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some very good auto responder then you can do that also (See links below). Coming to free auto responders, there is a danger if you don't choose the right one.

Many FREE auto responder providers use your email list. When ever you send an email to your list, they will add they ads and links into the email and it looks like an email sent by them and not by you. Some may even use your list to promote their products. After doing some research I came across one very good FREE autoresponder. It is FREEAUTOBOT.COM. Here I found that they have some pretty features.

1. You can add a member to the list manually. It will send them an email automatically.
2. You can add the return URL so that when they subscriber details are stored it will automatically redirect to the page you mentioned. I use a custom thankyou.html. So immediately after storing the data user will see



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this page, giving a feeling that he didn't leave the site.

3. You can pre compose emails and set an order. So I composed two emails one is an introduction email that's sent immediately after the user activates the subscription and another with important links to the news letter and downloads data.
4. You can filter subscribers before sending an email.
5. Track the campaign emails.

So go [here](#) and register for your free email list.

Once your registration is done, you have to get the html code for creating the subscription box. The sample code from freeautobot will be as below and you have to modify the highlighted values before including it in the form.

```
<form name="myForm" action=http://freeautobot.com/cgi-bin/autos/autos.cgi method="post" >
  Enter Your Name: <input name="Name" value="" type="text">
  Enter Your Email: <input name="Email" value="" type="text">
  <input name="Submit" value="Free Instant Access" type="submit">
```



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```
<input name="do" value="add_lead_external" type="hidden">
<input name="Username" value="xxxxxxx" type="hidden">
<input name="Stop_Status" value="Active" type="hidden">
<input name="Cycle_Number" value="0" type="hidden">
<input name="Success_URL" value="http://www.nibodo.com/thankyou.html"
type="hidden">
<input name="Failure_URL" value="http://www.nibodo.com/error.html" type="hidden">
<input name="Notes" value="Added from opt-in form" type="hidden">
</form>
```

The highlighted values are specific to your account and your website. Success URL is where the user will be sent if his registration is successful other wise to the failure URL.

After doing the changes you can keep it in one file and you will be using it shortly.

Getting Freeware

In order to create your site html pages and upload them to your hosting server you need two soft wares. One is HTML editor and another one is an FTP software. You can even use a notepad as a html editor but you have to use browser to check the look and feel before uploading. So an editor



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doing both will be handy for you. You can use Dreamweaver for this but that's not a freeware.

NVU editor is free WYSIWYG editor for html. You can download this by going to PortableApps.com. The version you get in this site doesn't need any installation. Just download and use it. Also you can get FileZilla FTP software for uploading your site pages. You can get both of them from PortableApps.com.

Building Your Web Pages

Now we came to the main step of the process. Creating the home page and thankyou page for your site. You need not do any coding for this. I am providing you sample templates for homepage and thank you page. A home page is the landing html page of your site. A thankyou page is the one where you say 'Thank You' to the user for subscription and give instructions for next steps.



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Now go here

<http://www.nibodo.com/quickstart/> You will see a page showing links for downloads. Download these zip files Homepages.zip and ThankyouPages.zip. After saving these files in your computer, unzip the files and save in a directory.

In Homepages.zip there are two templates. One is a squeeze page where user is encouraged to opt-in for your news letter. Another one is a classic home page template. I encourage you to find out so many free templates in the internet and choose the one best suits your requirement. Any how building the web pages does not dependent on the type of template being used. So once if you are ready with the files, you can follow the below steps.

1. Open your chosen template in NVU editor.
2. Change the page title. You can set something like 'Welcome to Nibodo.com'.



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3. Change the meta tags for description and key words. Just put the best description of your site and the best key words that are related to your website. If your site is on football, then you can choose some football related terms, some player names and etc.
4. Now update the content of the page. Just use some emotional language so that the visitors can easily identify the need to opt-in.
5. Now the most important thing is put your 'Auto Responder' code in the page. I suggest copy the code in the center of the page, at the bottom.
6. Make sure that there is a lot of white space on the page and the text is easily readable. Do not use any graphics that divert the user or irritate him.
7. If your goal is to build subscription list then don't put any links in the page so that the user leaves the page without opting in.



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8. If you are authoritative in your field then put your signature in the page.
9. Mention that the user details are 100% safe and will not be spammed.
10. Prepare your thankyou.html page also the same way.
11. You can check the look and feel of the site as you are building them in NVU editor.

Now your site is ready to be uploaded.

Uploading Your Site

Before uploading all your pages to the hosting server, you have to do one important thing. That is changing the name servers of your domain. Name servers tell the internet servers where to look for the website files. So log into the website where you bought your domain name.


Go to the control panel and you can find an option to change DNS. If you have difficulty finding



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it then see the help file provided by the site and still if you have problems then write to customer care. Name servers will be like 'ns1.providername.com' and 'ns2.providername.com' ...and up to ns9. You have to update the first two name servers. They will be always like the format I gave. Once you update the DNS servers of your domain name, usually it will take 24 hours max. to get these changes reflected.

 **Modify Domain: nibodo.com**

▶ CHANGE EXISTING DOMAIN NAME SERVER INFORMATION

You can change the existing domain name server (DNS) information below. This option is typically used when you change your web hosting company etc. Please note that it will take up to 24 hours for the changes to take effect.

1.	<input type="text" value="ns1.yahoo.com"/>	*
2.	<input type="text" value="ns2.yahoo.com"/>	*
3.	<input type="text"/>	
4.	<input type="text"/>	
5.	<input type="text"/>	

[Add More Nameservers](#)

Please note that you are also free to [Transfer the DNS back to us](#) * to take advantage of our free features like e-mail & url forwarding, dynamic dns etc.

Check with your hosting account whether the DNS changes got activated or not. One easy way is to see if the default page displayed by the



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company where you purchased the domain is still coming or not. Once you are sure that the DNS changes had taken effect then you can go to your hosting account and login.

Go to the control panel and you can see a screen similar to the below one. Your website will be listed under the File Manager section. In many hosting sites it will be 'httpdocs'. So don't worry if you don't see a folder with your site name.

Delete Rename Move To

Options	Name	Size	Type	Date Modified	Permissions [?]
	.	-	Folder	May 3 17:49	drwxr-xr-x
	..	-	Folder	May 3 17:49	drwxr-xr-x
<input type="checkbox"/>	listbuilder	-	Folder	May 3 17:49	drwxr-xr-x
<input type="checkbox"/>	nibodo.com	-	Folder	May 9 21:26	drwxr-xr-x
<input type="checkbox"/> Select All	Total: 4 folders				

Now start the FileZilla FTP application that you downloaded earlier. Enter your website's login parameters as below.

Host: Your website name

User: Your hosting account user name.

Password: Your hosting account password.

Port: 21



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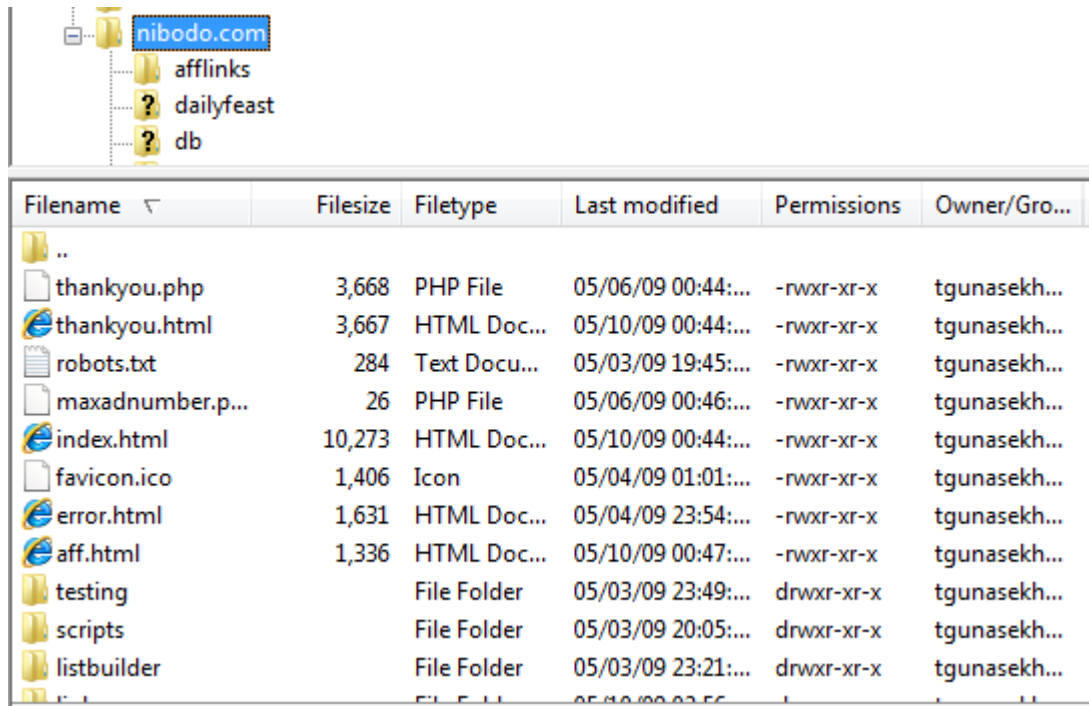
Once the login is successful you will see your website directory in the right hand side. This is the folder where you have to place your website's files. You can export all the files along with their folders.

From the left hand side of the application, you can browse to the folder where you have all your website files and just drag and drop them to the right side. This application will copy all the files to the hosting server. You can first upload 'index.html' and 'thankyou.html' pages and test them.



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Filename	Filesize	Filetype	Last modified	Permissions	Owner/Gro...
..					
thankyou.php	3,668	PHP File	05/06/09 00:44:...	-rwxr-xr-x	tgunasekh...
thankyou.html	3,667	HTML Doc...	05/10/09 00:44:...	-rwxr-xr-x	tgunasekh...
robots.txt	284	Text Docu...	05/03/09 19:45:...	-rwxr-xr-x	tgunasekh...
maxadnumber.p...	26	PHP File	05/06/09 00:46:...	-rwxr-xr-x	tgunasekh...
index.html	10,273	HTML Doc...	05/10/09 00:44:...	-rwxr-xr-x	tgunasekh...
favicon.ico	1,406	Icon	05/04/09 01:01:...	-rwxr-xr-x	tgunasekh...
error.html	1,631	HTML Doc...	05/04/09 23:54:...	-rwxr-xr-x	tgunasekh...
aff.html	1,336	HTML Doc...	05/10/09 00:47:...	-rwxr-xr-x	tgunasekh...
testing		File Folder	05/03/09 23:49:...	drwxr-xr-x	tgunasekh...
scripts		File Folder	05/03/09 20:05:...	drwxr-xr-x	tgunasekh...
listbuilder		File Folder	05/03/09 23:21:...	drwxr-xr-x	tgunasekh...

Once this is done, you have your website ready. Open a browser and type your website name <http://www.yoursitename.com>.

Congratulations.... You have your **own** website now. 😊



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Skip This If You Don't Like to Earn Money

Now you have your website and virtually your task is done. But I would like to ask you if you would like to earn some money from your site. If you don't want to, then you can skip this chapter. After all this is FREE money.

Any website owner can start earning a small amount of money from his website by following some simple and easy steps. These are once and for all action steps so that you need not worry about them frequently.

What does it mean for you getting passive income? Can you feel that confidence it gives? Pretty sure we all want that kind of a strategy... don't we? I bet.

Let me tell you that there are three main ways of earning from your website.



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1. Displaying other companies' ads and getting income from any sale that is made through your website.
2. Selling your own products.
3. Selling other people's products.

Let me explain briefly about these three ways of easy earning.

Ad Revenue

Displaying ads is very simple. You decide on which place of the page you want to display ads and what type of ads you want to display. Now there are so many companies like Google, Yahoo and Microsoft that would like to display their ads on your website. You can register for them and they will give a small piece of code. You can paste that in your site and everything is done.



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Apart from these companies there are other websites that I listed here on my website which give you more money for any lead or sale; simply because the value of their products is more.

Selling Your Products

This is one of the best ways to start earning money. If you have expertise in any field, you can simply create a digital product on that and start selling on famous websites like amazon.com, ebay and so many and market that on your site.

Selling digital products is the best because there are no headaches of packing and delivery. You can simply send a URL to your customer where he can download the product. That's done.

Don't worry whether people will buy your product or not. As I told you earlier, you are unique. Your thoughts and actions are unique.



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What you produce is unique. And there definitely will be at least a small group of people in the world who needs your work; for whom your work is valuable.

Believe in that. The only thing you have to do is passing information about your work and your products. There are so many ways of doing this. Although internet is flooding with sites and messages where some group of people say they are earning millions of dollars every month and some even show you the screenshots of their earnings. Don't bother about those messages and go into a myth that you can't earn that much because you don't know how to do it. You can **LEARN** to do it.

This learning is very interesting. Its not about making money on internet but its about how we can connect with more and more people. When we



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can add value to them then automatically they help us make more money.

You can't be rich otherwise. If you look deep into the stories of internet millionaires, you can find that ~~they are earning a lot~~, they are helped to earn that much by others because they are adding value to other people's lives with quality information and tools. I strongly believe that when we can learn to do that we can also start building such big internet empires.

I don't tell you not to buy any courses. There are few courses that are very nice to learn such as the links at the bottom of this book. They give all the information without distortion and colouring it. Go ahead and learn what ever you can.

Selling Others' Products



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This is one of the easiest ways of earning there isn't the effort of creating your own product. You can simply become affiliate of a website and can promote their products. You can recommend your subscribers some of the products and when they buy them, you get your share. It is that simple.

But be careful about what you are suggesting to your subscribers. It may change your relationship with them. If your website is about football training, then it doesn't make sense if you promote online marketing materials.

If you were to ask me a suggestion to choose among the above three I would say go with this order: *Selling your products, Displaying ads and Selling other's products.*

I have created a web based tool to enhance the throughput of the ads you are displaying on your site. Suppose you have a very good article on



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'How to raise Kids' and it takes few minutes to read it for a visitor (Obviously). Then the possibility of making a sale from this page is more; either your product or other's product. For that you can display ads in that page much relevant to the content.

There always will be multiple companies having products on any topic and you can go and promote the best of them. But displaying ads of only one of these best products is not a wise utilization of your website.

Because even though the visitor is interested to buy a product after reading your article, the ad you displayed may not be much suitable or much attractive for him to give a try. Then obviously he leaves your site after finishing the article.

But, if you can show all the best products to him on the same page, then the possibility of making a sale from it is 90% more. If you can show



Why Recession Can't Stop You Having a Website

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him 10 products then he may likely buy one because he is already in the state of buying after reading your article. So here you should be able to show him all the best products dynamically and when he clicks on any one, you should send him to the website where he can buy it. To clearly say, you should rotate all the ads with a given time of gap and keep the links of the ads **without** refreshing the page. And this is no easy job without a good technical expertise.

Ok, don't worry about it. On my website I revealed this and exposed this web application where you can manage all your ads. You first categorise up to 400 ads into 20 groups and get code for each group. Paste the code in your page and your task is done. Our web application will rotate the ads for you without refreshing the page and with different links for each ad. You can register for my newsletter "DailyFeast" to know more about this technology and how you can get



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FREE access to it (Only for limited period of time.
So take action immediately).

To register, go to: <http://www.nibodo.com/>

All The Best. I Wish You All Success.

My Other eBooks For You

I know you got some interesting and useful information in this eBook. I will be sharing a lot more in my news letter so go and register now.

Below are few of my other works that I will be releasing in a few weeks time.

	<p>This is my next eBook where I will be revealing many website related scripts. The same scripts are being sold by other companies on a monthly subscription basis.</p> <p>Keep checking my website for release of this eBook. As a promotional offer first 500 people will get this book for free.</p>
<h2>Your Online</h2>	<p>This is a package of ALL the tools, information and strategies you need to build</p>



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<h3>Business In a Box</h3>	<p>and succeed at your online business. This comes with</p> <ol style="list-style-type: none">1. Top 10 Best templates for your site.2. 'Traffic Generator' – eBook (Basics and advanced strategies).3. 'Traffic Generator' – Video demonstrating the implementation.4. 'All About Article Marketing' – A course on how to write articles and how to generate up to 72000/- visits a year from them.5. How to setup automatic business process including customer support – video and eBook.6. And many many more... <i>(Get registered to get a very high discount).</i>
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Feedback

You can send your questions and feedback to
'nibodosupport@googlemail.com'

Have a look at my recommendations.



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Resource Links

The below are my recommendations for your success online. These recommendations are based on my information gathering about them and evaluating the reviews by users in various forums.

Educational Tools

	<p>'Mining Gold On Internet' is one of the best books I have ever seen. It has many techniques to get massive traffic in few days to your website. Claim it here.</p>
<p>AUTO PILOT PROFITS</p>	<p>This is a packaged solution for your online business needs by Shawn Casey. Everything you need is there for you. Grab it here.</p>
	<p>Claim 495\$ valued Internet Business Secrets for Free here before it is too late.</p>
<p>Desperate For Money</p>	<p>This is one more resource you can have a look at here.</p>



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Affiliate Programs

1. **MoreNiche** – Is a good affiliate program with a lot of educational tools. They educate you once you join. Become a member [here](#).
2. **Gold Affiliate** is another such program. They have some good offers for early joiners. Be a part of this big team [here](#).

Auto Responders

1. Aweber is the best provider for auto responders. Check here and join for attractive bonuses [here](#).

