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🔍 In this issue...

October 13, 2006

Today's circulation: 150,222

🔍 Jim's Website Marketing Tip of the Week...

"Mentorship programs... the answer? Or more money down the drain?"

About the BizWeb eGazette...

BizWeb eGazette is published by Jim Daniels of JDD Publishing.

[\(More about Jim.\)](#)

[JDD Publishing Co.](#) - has been mentioned in SmartComputing, Opportunity Magazine, Inc.'s 301 Marketing Ideas, Wealth Building Magazine, Six Figure Income, ZDNet and more...

[Click here for a free subscription to the gazette.](#) You'll also get a free Beginner's Guide to Web Business ebook.

Jim,

"You have a brilliant product and a great approach. As someone who is being forced to attempt to make a living via the web you have given me hope. Brilliant software! I am 'Information Technology Stupid' and even I am getting on well with this [software](#)."

Roger Macdivitt
Haslemere, United Kingdom



In today's issue...

"Mentorship programs... the answer? Or just n money down the drain?"

Mentorship programs are becoming increasingly popular on the Inte Usually, they require a significant investment of money and time - b worth it?

Find out in today's gazette...

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Imagine this scenario.

You get out of bed early (as usual), sit down at the computer and open your email program. As you watch a flood of emails pour in, you feel overwhelmed. This is understandable: you're putting in hours and hours at the computer. You've tried one income-earning method after another; you've worked hard building your list; you've uploaded a ton of content to your sites. Surely you should be getting close to 'pay off' time? Yet the income level never seems to rise.

Maybe you're having one of those "Should I just give up and look for a real job?" days.

Then an email header catches your eye. It says "Don't Use Johnny New Software Before You Read This!" You realize it's a subject line crafted to get attention, but it's also from one of the marketing 'gurus' you actually trust. You are pretty sure that there's substance behind this statement.

Jaded as you might be, your interest is piqued. You'd been thinking about trying this new software. You've been trying not to put too much on your credit card but if it helps your bottom line... Hmmmm, you'd better check this out to make sure you are not wasting your money.

You open the email and find a short paragraph advising you that this information is essential reading for any would-be buyer. There's a link provided for you to read the rest of the story on the website. You click through... find a credible explanation of why you shouldn't use this software but you do learn a few essential facts. In essence, your trusted guru is explaining to you without key knowledge that surrounds the use of this software, your chances of success go way down. It's a brilliant product, he admits... but there are several essential techniques that will guarantee better results. He's going to explain the most important one in detail.

And he does. He also briefly lists the other four techniques. You have a basic understanding of the Internet to know that this is really good stuff. You wish you had the other four techniques fully explained, but this valuable info is available only to those in his mentorship program.

You sit and think. You click a link and read the details of the program. It says you can use it for a year and you are guaranteed an in-depth analysis of your current situation and a step-by-step plan for growth. You will find out the best current strategies and approaches to use. It sounds perfect for where you are now. However, it costs big bucks.

You mull it over some more. Your mind goes over the struggles you face today, and the thought of a helping hand is incredibly tempting. You do a quick search with that objective overview of your business. Your hand hovers over the mouse - and finally, you click through and.... sign up?

But wait! Will this be worth it to you? It could be - but this depends on several factors.

(More after this important message.)

If you missed a recent issue, you can [read past](#)



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It is absolutely imperative that you consider these factors before sig a mentorship program. You may want to print this list and save it...

1. The Promise: What does the mentor actually promise to do?

- Is there a guaranteed figure or result, or does he just promise to w and show you the way?
- Is there a safety net if he doesn't deliver? (Such as a refund of all your money.)
- Will you work with the mentor PERSONALLY? Or with his "helper:
- What exactly does he require from YOU in order to achieve what I promises?

2. Credibility: Do you have good reasons for believing that you will deliver the goods?

- Does he have a background of success himself? Is he living what preaches?
- Have you purchased other lesser-priced products from this persor deliver?
- Has he coached others to success before you? Can he let you err them?

3. Your Own Work Ethic: Will YOU deliver the goods?

- Are you prepared to work hard to make the most of your time?
- Can you take direction? Do you usually work well with others?
- Are you willing to believe that an experienced marketer can see y path more clearly than you can?
- Can you stick it out for the full year?

4. Can You Afford It?

- Can you afford the payment without unnecessary hardship?
- Can you afford the time?
- Can you afford the emotional investment?
- Be sure to read the fine print! Some mentorship programs expect share of your profits when your site becomes profitable. Watch for t



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contract.

In closing... A good mentor can save you days, weeks and years of frustration. A bad mentor can result in your losing money, time and health.

My best advice is this...

Before you sign up, evaluate the program and your mentor carefully him or her directly and ask the questions above. Check with a few previous students and ask if they felt it was worth the investment. Ask what results they have had. Finally, if you decide to commit, be prepared to work hard to get the results you desire.

That wraps up today's gazette. I hope you found a tip or two that will accelerate your Internet business success.

See ya in a few weeks...

Jim Daniels - JDD Publishing Co.

P.S. Before you spend ANY money on your new Internet business, grab a copy of my special [work at home report](#) -- I'll even let you bypass the \$97 order form. Just use the **Gold Key** at the site, it will bring you right to the download area.



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A Letter from a Subscriber:

Hi Jim,

"I wish I had your [EZ Web Business Builder](#) two years ago. Like me trying to build a home business I read all the ebooks, paid for courses to start an online living and got nowhere."

"In the last nine days I have built and up loaded a twenty nine page only working part time (evenings). I have learned more from your [C](#) last week or so than the last two years reading ebooks, course etc. I have gladly paid double or triple just for the time it saved me on the curve."

One happy chappy. Thanks for saving my day.
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