

Central Net Marketing, (845) 248-0758

Special Interest Articles

Find out what Mr Over Deliver has in store for you.

Some things to consider when starting your web business...

You've never seen a site like this one...

Find out how to get free traffic to your site with articles...

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New Business, New Look

I remember a while back someone told me that when you make your business "official", it changes the way you do things, and how you even look at your business.

Well, after 4 years of doing business on line (going back to when I did web hosting and script installations) I finally made the move.

Central Net Enterprises, LLC is born.

What I have found after

only two weeks is that "they" were right. I have begun looking at my business a lot differently.

For one thing, in the coming months, my plan is to start centralizing my business (hence the name CENTRAL Net Enterprises). Under that umbrella, you will see the launch of CentralNetMarketing.com, which will be the central point for all new products I release. I will also centralize the support of my products at centralnetsupport.com.



And speaking of new products, I have some great stuff on the horizon, thanks to the strategic partnerships I have with some very sharp people.

Look for the launch of myaffiliatetraining.com, where as the name implies, I will have affiliate training material for all of my affiliates.

As I said, so many new and exciting changes in the coming months. A few things to look for:

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Start Out As You Intend To Continue

Before starting any business, it's wise to envisage exactly where you want your business to be in the future.

That's because, every day you should be doing something to move you closer to where you want to be long-term.

Without some fundamental things in place, no matter how hard you try, you won't be able to deliver the type of service that will keep your customers coming back for more.

So the very first thing you need to do when you start your own online

business is setup a basic infrastructure so that you can effectively manage your business.

Below are two key things you really need to know.

1) Invest in a decent web-hosting company!

If you're serious about doing business online then forget about FREE web hosting. Trust me when I say - you'll regret it real fast!

There's a place for FREE hosting, don't get me wrong - but it has no place whatsoever in the world of online business.

Look at it this way, would you buy from someone who couldn't afford to pay a few bucks for some professional hosting? You'd probably think (like most would) that the product can't be up to much if the owner can't afford to pay for professional hosting for it. And nine times out of ten, you'd be right!

You see - in the long run, free hosting isn't FREE at all. Ultimately you're still paying! You're making someone else rich by plastering ads promoting other people's businesses

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"The REAL beauty of owning an online business is that you can automate just about every aspect of it. Imagine making money while you sleep, eat or are lying on the beach!"

Start Out As You Intend To Continue (continued)

all over your website as a "payment" for the free web hosting.

You'll also find that typically, the servers are slow, and the support is non-existent!

So - forget FREE hosting right now cos it'll only end in tears!

I can recommend many different web hosts, but your best bet is to ask around and find out how happy others you know are with their current web host.

Whatever you do, just make sure that you get an account with at least 200MB of storage space and at least 3GB of bandwidth and multiple domains (such as Reseller Hosting). This should be enough to get you started but you will probably require more in the future depending on your business. Most good hosts will allow you to upgrade as your needs increase.

2) Automate as much as humanly possible!

There are SO many advantages to owning an online business but the REAL beauty of owning an online business is that you can automate just about every aspect of it. Imagine making money while you sleep, eat or are lying on the beach!

It REALLY IS possible but to prevent you from being tied to your business, you're going to want to invest in a few things to help improve automation.

Here's a highly recommended Reseller Web Hosting company:
Unlimited Domains, more – Host Gator

[List Mail Pro](#) - Packed with features, this script offers true value for money and unbelievable support. The product creator Dean Wiebe is a man after my own heart and truly stands by his product! You won't get better value for money and features anywhere else.

[Aweber](#) - Packed with great features and highly respected. The downside is that you do not have any control. This autoresponder is hosted on a domain you do not own. You're also going to be paying a small monthly fee but if you want

to break free of having to maintain your own Autoresponder then this is definitely a good option to consider.

My recommendation is if you can't afford a monthly fee, start with your own script. However, as your list grows, so will the spam complaints, guaranteed. This will cause your deliverability to suffer. You could also lose your hosting or even your domain.

When it comes to choosing an autoresponder, I can't emphasize this one thing

enough... don't use a free service! Like some free hosting, you will be sending ads with your emails, and the service and support will likely be horrible.

Bottom line – it is wise to invest in your business when it comes to these two very critical tools. Don't sell your business short before you even have it up and running.

And finally, it's important to have a newsletter, or something similar to send to your list. You will build your credibility as well as have a

Here's a couple of highly recommended autoresponder solutions:
Self Hosted Script – List Mail Pro Hosted Solution - Aweber

way to market your products and affiliate programs.

Not only is having a newsletter an important step in building your credibility, but it's also important that you actually publish it on a regular basis.

Be consistent... if you

decide to make a weekly publication, then make sure you publish weekly.

Now, if you are short on time or simply don't like to write, there are alternatives out there. One awesome resource that I found will create a newsletter for you every week. They are quite good and reasonably priced. This is another wise

investment. This service is called [My Marketing Newsletter](#).

There you have it – 3 critical components for your web business. Take advantage and build your business right.

Start out as you intend to continue.

New Business, New Look (continued)

More training and coaching products. Along with my partner, Fabio Marciano, we are building some comprehensive – but affordable – training and coaching products that will take you through many phases of internet marketing. It will take you from beginner through intermediate. You're gonna love it.

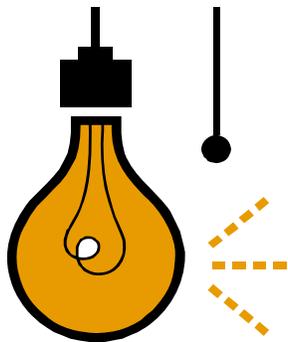
More software products. I have a new partner now, Nick Bulka. He's the one that programmed [Content Box Generator](#) for me a couple of months ago. He's got some great ideas for products and we'll be working on those in the near future.

Richard Driver (my coach and friend) and I are putting together something that I am very excited about. We are planning a weekend workshop that will be pure content. NO selling at this event. This weekend workshop will be aimed at those looking to go from A to D... get to the point where you have a very firm grasp on the basics of how to make money on line. It

will cover many things, but you will leave knowing how to start making money (or if you are making SOME, you will know how to make more). We are lining up some experts who "walk the talk". Look for more detailed news on this in the very near future.

This is only the beginning. This is our opportunity to grow and learn together. And I am looking forward to a prosperous year for all of us.

Comments are welcome. Please send them to: mike@mroverdeliver.com



Some Bright Ideas for You to Look At Now...

In this section I have found some products and services that I think will help your business. Take a look:

One of a Kind Audio Service

One thing that I can say for sure is that audio will be a major player on all websites this year! How about yours?

Audio books, articles, camtasia presentations,

and website commercials are being added to websites everyday! Why? Studies show that while many people learn by listening, not all people learn by reading!

It can be a little confusing too, and you've also probably heard how expensive professional audio can be right? Well, guess what? There's a brand new site that offers you complete audio production at a fraction of the cost! Professional audio custom produced just for you by real humans and for 10 times less than you'd pay anywhere else!! So head over to :

[All Purpose Audio](#)

and see what I am talking about first-hand!

On this one, I'm really letting the cat out of the bag. So do me a favor... don't tell Mike Filsaime I am sharing this link with you. Deal?

Great! The let me tell you what I was able to swing for you...

Two of Mike's best selling products, **Power Link Generator** and the now famous **Butterfly Marketing Manuscript**, together for one great deal.

Each of these two blockbusters sell for \$97.00 every day. And trust me – Mike sells a bunch every day!

Now, for a limited time (that is to say until Mike decides to take this away) you can get both together in one package for a STUPID LOW price.

Grab them while the grabbin is good:

[Mike Filsaime Special](#)



VALENTINES DAY IS COMING!
CHECK OUT THE RANDOM GIFT EXCHANGE NOW!

Exchanging Gifts On Line

Here's a truly unique idea that I have not yet seen on line before.

Exchanging gifts is nothing new. Grab bags are something my family does every year for Christmas and we always have a good time.

Well, now I am announcing a brand new site where you can exchange digital gifts with others. But with a twist (or two)...

The gift exchanging is random!

You can make money contributing your product.

And there is a portion going to a worthy charity every time someone joins!

We have decided that Valentines Day is the perfect time to launch...

[The Random Gift Exchange](#)

Join now and exchange your gift. The exchange takes place on February 14 so you need to join before.

This one is gonna be hot!



Free Camtasia Training...

Video marketing is certainly a very HOT area right now as well as one which is growing at a frantic pace.

Just about everywhere you look there's a new Camtasia (TM) video popping up on a website near you. If you don't get with the times and start using video in your marketing efforts, you could very well get left behind!

Today I've got a real treat for you. I've managed to

hunt down some no cost training videos on exactly how to use Camtasia.

You can actually watch as three projects are created from start to finish.

Grab your videos at:

[Mastering Camtasia](#)

More Traffic To Your Site From Niche Articles

Clever Internet marketers have long used a variety of ways to usher targeted traffic to their web pages. Pay-per-click campaigns, email marketing, search engine optimization, and ezine advertising.

However, there is a simple, effective method that

many marketers have missed. And that is submitting brief, 400 or 400+ word articles, so that they appear all over the Internet.

What are the advantages of niche articles?

1. They link readers back to

your website.

The time and effort you spend on these mini-articles is a wise investment. Every article you submit contains a link back to your website. Every link helps your website gain link popularity, one of the factors in your search engine ranking.

If your article's content matches the content of the web page you have linked it to, the search engines will regard this as a relevant link. Relevant links to your website are valued even higher by the search engines.

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More Traffic to Your Site from Niche Articles (cont'd)

The higher your site is ranked, the more traffic you will get.

2. People are always in need of information.

It helps to keep in mind that people who use the search engines are looking for information. If they happen upon one of your articles and find it interesting and useful, they will likely click on the link to your website to continue their research.

The more places your articles appear, the more people will find and read them and the more traffic that will be channeled to your website.

How do you create one of these articles?

Your article should be around 400-800 words long and contain just enough information to offer the reader some useful facts; motivate the reader to click on the link to your website for more information; and attract the attention of an ezine editor who may republish your article.

A good article should contain 1 or 2 tips extracted from an information product you are selling on your website. You could also use paraphrased information from a web page you want the reader to visit. Also effective is a review of a product you would like the reader to purchase. The review would contain a link pointing to your affiliate

page through a link tracker or to a page on your own website where you offer more details.

What can you do if you do not have time to create the articles yourself?

Pay a ghostwriter to write them for you. Simply visit websites where you can post a description of the articles you want written and writers will contact you.

Once your articles are done, you may want to submit it to as many places as possible. Article Directories. They will run a quick content check and then publish your article. Once posted to one of these directories, it will likely be republished all



"The more places your articles appear, the more people will find and read them and the more traffic that will be channeled to your website."

"Once your article is published in an ezine, you will get lots of publicity..."

over the Internet.

Many publishers are routinely on the lookout for quality articles. You simply allow them the rights to re-use your article and in exchange they leave intact the link back to your website contained in the bio at the bottom of your article. You just gained another link without lifting a finger.

Ezine Editors: You will get lots of well-targeted traffic by submitting your articles to popular ezines that are related to your niche website. Ezines are always in need of new, good quality content.

Once your article is published in an ezine, you will get lots of publicity in return. Getting your articles

in ezines read by hundreds or even thousands of people is an excellent way to quickly increase traffic to your website.

Your Own Article Directory:

Many ezine publishers and webmasters do not realize that article directories even exist. Once they read one of your articles from a directory, they will visit your website, which could prominently display a link to your own article directory.

The link should make clear the fact that your content is free for use in any website or ezine. "Free Content For Your Ezine" should appear in a link that is prominent on your directory website.

Keep in mind that article writing is a huge win-win

process for all involved. Authors get free publicity and links back to their website, publishers get free information for their websites, and readers get free quality information for their research and buying needs.

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*Marketing For Tomorrow ...
Today!*

Have You Got Any Comments?

This is your chance to speak out.

Comment on articles I've run in the newsletter, give me your thoughts on changes or your ad testing results or questions relating to your business, etc.

In other words, just talk to me about what you think I need

to do to improve the newsletter.

Be sure to include your website address too, because if I use your comments in a future issue of the newsletter, I'll thank you by posting your address so that you can get additional free traffic to your site!

Email your questions or replies here:

[MrOverDeliver](mailto:mike@mroverdeliver.com)

About Our Organization

Central Net Enterprises, LLC was officially formed in 2007. It encompasses several sires:

CentralNetMarketing.com
CentralNetSupport.com
MrOverDeliver.com
MikeAmbrosio.com

MyAffiliateTraining.com
DatabaseBackupGenerator.com
ContentBoxGenerator.com
PLRProfits.com
PatrTimeDads.com

And many more.



We're on the Web!
See us at:
www.mroverdeliver.com