

This document is part of the Free Advertising Gateway

All of these articles are included in an e-book called “Computers 101: The Questions You Were Afraid to Ask” which is available at www.yourpcguide.com.

You can subscribe to our weekly computer tips e-zine called “Your Computer Connection” by sending an e-mail to: computers@sendfree.com.

Here are the articles for this publication:

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[Shopping for the Perfect PC](#)

Shopping for a new PC can be very rewarding and frustrating. There are so many vendors and so many options to choose from. The first thing you should do is decide what you will be doing with the PC.

Here are some of the categories of shoppers for PCs:

1. Game Playing
2. Music, Television recording, and Video editing
3. General use (word processing, Internet access, pictures, e-mail)
4. A specific use, such as graphics packages, flow charts, picture editing
5. Portability – use when traveling, the ability to use it anywhere
6. Kids – game playing, school research, Internet

Each of the six categories above could mean six different PCs to research. ***Below are the types of PCs to look for each of the categories mentioned above:***

1. Game playing - you would want a fast PC, lot of storage space and 3-D graphics cards.
2. For music and video editing, there are brands out there that are specifically designed to do these tasks.
3. General use can be a slower PC, not much storage space, and economically priced.
4. Graphics packages need lots of storage space, memory, and speed.
5. Portability – there are many notebook PC options on the market.
6. Kids – the younger they are, the demand for a powerful PC is not there. The educational games are not that demanding. However, as they enter teen years, the games they want to

play, encyclopedias, and research all demand a PC similar to the Game playing PC mentioned above.

The two decisions that you need to decide on are:

1. What category do I fall into?
2. How much do I want to spend for the PC and peripherals (*printer, camera, etc.*)?

Questions to ask when buying a new PC:

- Does it have enough ports (*USB, printer, firewire, networking, etc.*) for my needs?
- Does it come with a DVD Re-writeable drive?
- Does the PC have the ability to take extra storage cards, additional memory, another hard drive?
- What type of warranty does the PC have (*one year, two years, the ability to buy additional coverage*)?
- Does the vendor have a return policy?
- Do I need local support, or should I buy it online?

You are buying a computer system and not a processor. In years past the focus has always been on buying the best and fastest processor. The faster the processor you purchase the more money you will spend.

The best thing to do is to look at what software you are planning on using and look at the computer system requirements. Some of the 3-D games out there require 2GHz processor or more. Some graphics packages designed for architects and engineers require a 3GHz processor.

For general use you would not even need the Pentium 4 PCs. A Celeron or AMD or AMD processor would suit your needs, and the PC will be a whole lot cheaper.

With today's applications the size of the hard drive and the amount of memory in the PCs are key factors. You do not want to buy a unit with a small hard drive to record TV. A typical hour show on TV takes up almost 6Gb of storage space. Granted, most of the time after you watch it, it can be erased, but if you bought a PC with 30Gb hard drive the storage will dwindle down to nothing pretty fast.

The PC should have a minimum of 512Mb RAM. These are chips that can be put into the PC that allows you to run applications. Windows XP works efficiently on 256Mb RAM, leaving another 256Mb to run applications. Again, look at the software requirements for the programs you intend to run. Microsoft Office can easily run on a 512Mb PC. Some other applications may need more.

Backing up your PC is something you should consider. The number one cause of a PC's failure is the hard drive crashing. If you do not back up the documents on your PC and the hard drive fails, all of the documents would be permanently lost.

DVD re-writeable drive is a good alternative for saving a copy of your documents. You can keep your video, pictures, documents, etc. on a CD. If you need a particular file or picture, put

the CD in the PC and load it again. Granted there are other external backup devices, but the DVD media (*up to 4.7Gb storage*) is under a dollar per disk. A re-writeable CD (*up to 750Mb storage*) is around 15¢, which makes it a cost effective way of doing backups and can store 750Mb of data.

The majority of computer novices need technical computer support, both hardware and software. It may be better for novices to buy from a local computer store, or a bigger store where you can take the PC back to them if you are having problems, or call them for support. Buying on line may be a cost savings, but to pay additional money for support may be more than what you initially spent. Most places charge \$65 an hour, some also charge for the travel time. It is not unheard of to spend \$130 plus dollars for support for something as simple as not being able to install a printer correctly.

It may be in your best interest to buy on-site support, meaning a technician would go to your home to help you out. This will save a lot of time and you having to spend a lot of time on the phone answering questions to determine the cause and solution for your problem.

You want to find a PC that meets the majority of your needs. This article only dealt with the purchase of a PC. Future articles will cover how to buy a notebook PC, monitor, and peripherals.

Some PCs no longer have a floppy drive inside of them. You can purchase a USB Flash Drive; they come in 64Mb – 1Gb storage space and are very easy to use. One floppy can hold 1.44Mb which means that a 64Mb flash drive could hold the data of 44 floppies.

Computers are generally NOT sold with Office Software such as Microsoft Word, Excel, Access or PowerPoint. You must pay extra for this software. Windows XP does come with Microsoft Works which can be used in place of Word.

Minimum PC Suggestions:

2.0 Ghz (*either Pentium 4 or AMD or Celeron*) Processors

40Gb Hard Drive

512Mb RAM

CD-RW Drive (*the higher the number the faster the drive, ie., 52x is faster than 48x*)

56 kbps Modem (*for Internet – Dial-Up connection*)

10/100 Ethernet (*for Internet – Cable connection*)

Internal Speakers – You can purchase speakers if it does not come with PC

17” monitor

TERMS:

Processor Speed – the speed the computer interprets data

Bays – Place inside a PC where you can install a Floppy Drive, second CD-R or DVD Drives, Zip Drives, etc.

PCI – Peripheral Component Interconnect. These are boards that can be purchased to expand the system. Many PCs come with only one or two PCI slots, towers generally have more.

AGP Slots – Accelerated Graphics Port. Mainly for graphic cards, especially 3D cards.

Form Factor – Do you want a small compact unit, a tower (*floor model*), or a desktop? The smaller the PC, the less expandable, but they usually come with more components built into it. Towers generally offer more available slots than desktops.

CD-RW – The ability for a drive to record music or data onto a CD.

DVD-RW – The ability to record music, data, and video onto a DVD-CD.

AMD – Advanced Micro Devices. An Intel compatible processor.

Celeron – These are chips with the same processor as the Pentium II PCs, and they are not expandable. They are used in low cost PCs.

USB – Universal Serial Bus. A replacement for serial and parallel ports. Devices include digital cameras, keyboards, mice, external hard drives.

RAM – Random Access Memory. This memory comes in two types: Dynamic RAM (*The memory is refreshed thousands of times per second*); Static RAM (*Does not have to be refreshed, so it is faster and more expensive*). Turning off the PC or device will lose whatever was stored in this temporary memory space.

Firewire – An external port that is extremely fast. It is also more expensive, but the speed is faster than a USB device.

Networking – The ability to connect computers together using a network wire or wireless.

[If you are planning to buy a PC, click on this link and it will send you to a link of my recommended vendors.](#)

Safety on the Internet

by John Gontowicz

Do you think you know who your children are chatting with on the Internet? When my daughter was 11 years old, she was going online like many other kids and using AOL Instant Messenger. In the beginning, it was clear to see who she was chatting with—mainly her friends. As time went on, I noticed that her Buddy List had grown to contain about 70 screen names.

One evening, I started questioning my daughter about the people on her Buddy List. She basically said that they were all friends of friends and that I shouldn't worry. Well, I did worry. One of the requirements I have with my kids is that I know their current screen name and password. They both know I can track everything they do, which eliminates lying as an option.

I began to check the kids' screen names listed on my daughter's Buddy List. If I could not find out their profile online, I blocked them from being able to send messages to my child's screen name. One profile stood out because it was not written in the way an 11- or 12-year-old child would write. In other words, it was not "kid" talk. So, I performed a few searches online for the "kid's" name, which I was able to get from the chat log on my PC. I had logs on my PC that showed every chat the person had with my daughter. I found that this "12 year old" who was on my daughter's Buddy List had a registered website. I then discovered that the website was pornographic and was selling adult-related products.

Once I was on the website, I started to search for information about the owner of the site. I found his AOL screen name and it matched the name my daughter had on her Buddy List. After intensifying my search, I found out that this man was 22 years old, lived outside Philadelphia, and preyed on young girls. I notified the authorities that this man was impersonating a 12-year-old girl, and I gave the authorities the links to the site and the man's AOL screen name. The website was down the next day and the AOL account was canceled.

I was livid. I told my daughter what happened and instructed her to clean up her Buddy List. If I did not know the person, the person's name was to be deleted. Her list went from 70 names to about 15. Now that was an acceptable list made up of people that we knew.

After these events, I began to present an Internet Safety class at different schools and organizations to increase security awareness. I wanted to show the danger in giving out personal information over the Internet and how a small amount of information can lead to someone knowing where you live. Children may not know the risks of giving out information during an online chat. As the parent, you should become more safety conscious and inform your children as well. Children and parents must be aware of the dangers posed by predators who seek out children on the Internet.

[Curing Computer Phobia: 10 Easy Steps](#)

There are many people, especially older adults who fear computers. There are people who exhibit signs of anxiety, intimidation, or general discomfort. As my dad says, "I do not understand those damn things". My dad does not even use an ATM machine.

There are two major phases to overcoming computer phobia.

- The first is the fear of the computer itself.
- The second is that people are afraid of computer terminology.

Let's go into a little detail here. If you fear the computer, that is because you are not comfortable using it or familiar with how to use it. Some people fear that they'll "blow up" the PC just by touching the wrong key. But the computer is a lot tougher than you think, especially today where the operating system, applications and hardware are customer oriented, unlike the old days. Unless you spill beer or drinks on it, or use your CD-ROM player as a cup holder (*true observation once*), you are not going to cause any harm. As for losing important data, just learn the save command on your software application and save frequently. Even if you made a mistake right now, you still have a good copy on the PC.

Computer terminology makes many people afraid. Let's be honest here. Cars make me afraid. Yes, I know some of the "key" words, but when a mechanic starts with the car mechanic lingo, do I care? No, I have no idea what they are talking about. Do I need it, or can I live without it? I just want the car to take me from place to place with minimal inconvenience.

When a computer phobic hears someone say My HP Presario has a Pentium 4 with many gigabytes of RAM and is faster than Joe's PC, etc. they're likely to run screaming from the

room. But the translation is fairly simple: My HP computer is fast and can store a lot of information. Furthermore, you don't have to know much terminology to use a computer, just like you don't have to know all the technical details of a car's engine to drive.

Here are the ten steps:

1. Relax! You've nearly finished step one by reading this article.
2. Pick up a copy of the e-book "Computers 101: Questions You Were Afraid to Ask". It explains basic computer terms and concepts for beginners and also tells you where you can buy a new PC and where to go for help.
3. If you've never used a computer before, find a friend or your kid to show you. Have them show you the basics of turning on the PC, writing a short note, printing it and saving it. Doing this will increase your PC knowledge by 40%, because what you do for one program applies to the other programs.
4. There are many places to get CD tutorials.
5. Sign up for an adult night class at a local school or college. These classes are pretty good to further understand the PC.
6. Try learning something new every time that you use the PC. For example if you were using Microsoft Word, try creating columns. When you are on a blank page press the F1 key. This is the help key. A blank box will appear with the word search above it. Type in the word columns. There will be topics listed as well as step by step on how to do it.
7. Experiment with the PC. You will not break it. Go through the software applications menus. See what they do.
8. Maybe your fear is with the mouse. Over 80% of the functionality of a software application can be done using the keyboard. In my e-book called "Computers 101: The Questions You Were Afraid to Ask!" there is a whole section on how to use the keyboard to do tasks, thus eliminating the mouse. The only real time that I use a mouse is to play games. Keyboards are a lot faster and easier to most people.
9. Do not be afraid to ask questions. If you do not understand something, ask your kid, or someone else's kid. Send an e-mail with your questions to phobia@yourpcguide.com. All questions will be answered within seven days.
10. The more experience you have with the computer, the more you will know, thus eliminating your computer phobia. Congratulations on taking the first step to becoming confident with your PC by reading this article.

John R. Gontowicz

Author, "Computers 101: The Questions You Were Afraid to Ask!"

www.yourpcguide.com

[How to eliminate pop up ads with Internet Explorer, AOL, and MSN Messenger.](#)

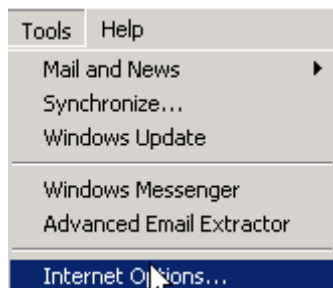
You have them and you hate them. A year ago if a pop up ad occurred, it was kind of nice and the site that provided the pop up ad had up to a 40% click rate on that ad compared to the normal 1-2%. A click rate means that someone clicked on the link to go to that site that was advertised.

The pop up ads definitely slow down your PC. If you wanted to eliminate them entirely, use a product like Symantec's Internet Security program and the problem will be eliminated. Other programs that were tested are PopUp Stopper and I hate Popups. Both of these programs not only prevented pop ups from starting, but also some applications did not work as well, especially help files, or an application that was written for the Internet.

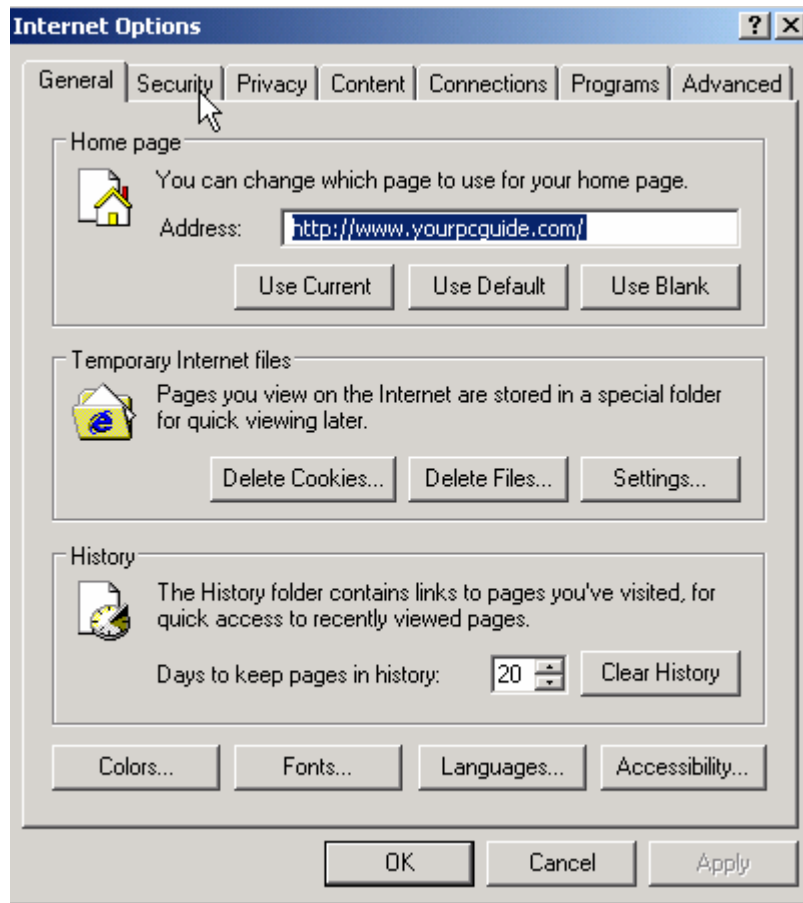
Have you ever noticed that you at one point in time were looking for a car on line, or maybe a home. All of a sudden you started getting pop up ads that catered to car, home, loans, etc. That is because of spyware that was placed on your PC. There are articles and maintenance sections of this ebook which go into how to delete them. Pop Up ads are on your PC for something. A request you made somewhere, a form you filled out. Getting rid of the spyware will dramatically reduce the amount of ads.

There are also options within Internet Explorer 6.0, which is the latest version of this software through Microsoft. You can have different Security levels within Internet Explorer which minimizes the amount of pop up ads. Keep in mind though, the higher the security level, the more likelihood that a site may not work properly. To set the Security settings do the following:

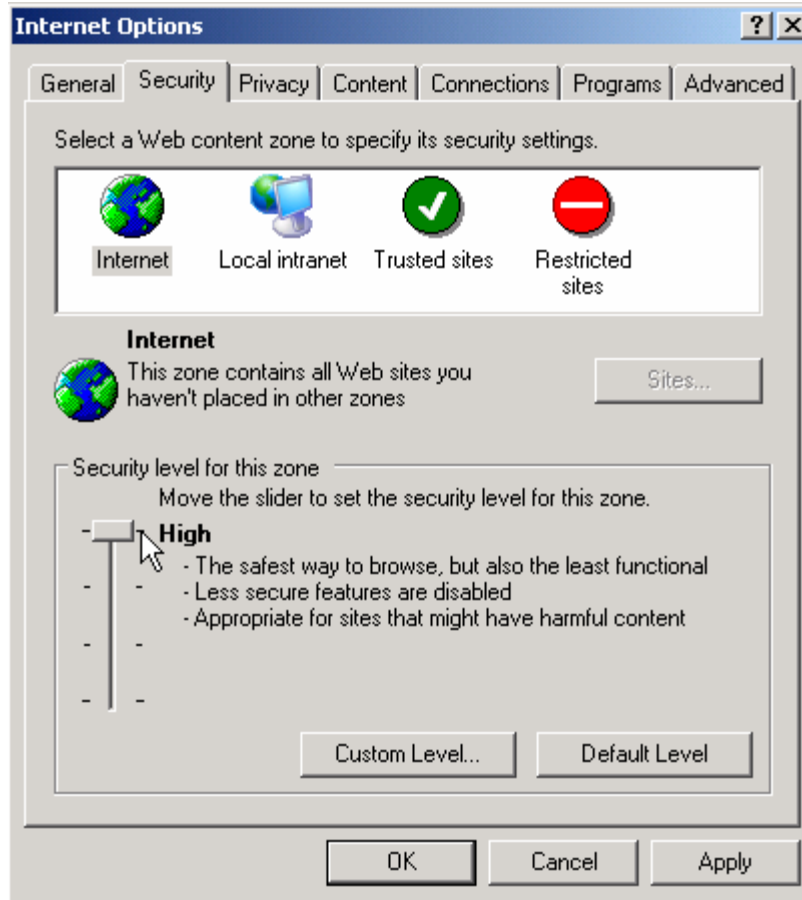
Go to the Tools menu and select Internet Options as shown below:



After clicking on Internet Options with the left mouse button, the following screen appears:



You will see seven tabs across the top of the window. Click on the Security tab and the following window appears:



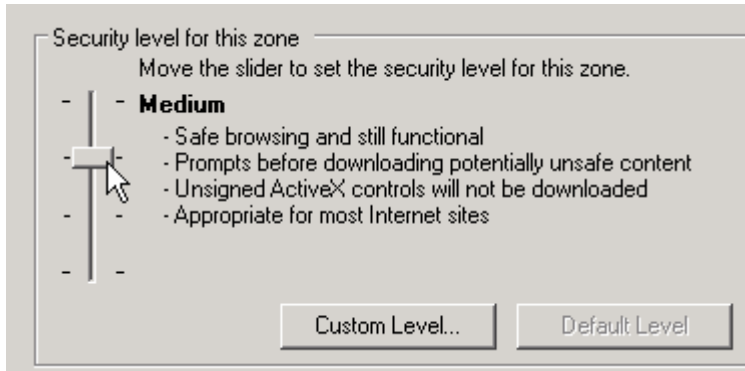
Most pop up ads use a programming code called Active X. Setting the security level to High eliminates this code. You can read from the picture above what High means. The four images on this screen can have different settings. One for Internet, a local intranet (usually a business), trusted sites, and restricted sites.

If you had a security setting on high and there was a site you really liked that did not work, you can manually change that site and that site only by clicking on the Trusted Site icon and type in the web address.

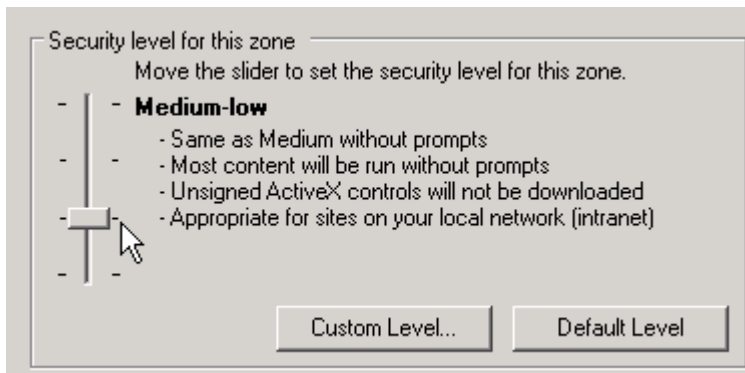
The same applies for restricted sites. If there were sites you did not want your kid for instance to go to you can add that site to the restricted sites by clicking on the icon.

Let's show the pictures of the other three possible settings to give you an idea of how if you lower the security settings you are more vulnerable to not only pop ups, but spyware, etc.

The next setting is Medium shown below:



This is the setting that I have on my PC. It still prevents a lot of unwanted pop ups, etc, and most sites will work great. The next setting is medium low which is shown below:



This is the setting where all kinds of spyware, pop ups, etc. will start on your PC. Even the best preventative software packages have a hard time coping with all of the pop ups and spyware.

The last setting is Low shown below:



Low, you have no control. Files get downloaded to your PC without your knowledge, no warning messages, and pop ups and spyware greatly increase.














Be Internet Safe. Choose at least the Medium setting in Internet Explorer. I use Symantec's Internet Security because it has firewall and many other security settings. For over five years now, I have never received a pop up, no anti-virus, and maybe one or two spyware files per


month. I cannot afford the time or luxury to manually getting rid of the unwanted stuff when there are great programs out there that does it for you.

Keyboard Shortcuts

There are a few articles in my Ebook "[Computers 101: The Questions You Were Afraid to Ask](#)" which go into detail about using a keyboard versus a mouse. This document will go into the most common ones.

The first column describes what feature or function you want. The second column is what key, or keys you need to press together to do the function. For example, if you wanted to bold a word, highlight the word and then press the Ctrl key down, and then press the letter "B". The word will now be bolded. The last column is where you use the mouse and click with the left mouse button to do that function.

Function	Keyboard Equivalent	Toolbar Icon or Menu Item
Bold	Ctrl & B	
Italic	Ctrl & I	
Underline	Ctrl & U	
New Document	Ctrl & N	
Open Document	Ctrl & O	
Save a Document	Ctrl & S, F12 in Word	
Print a Document	Ctrl & P	
Select Everything in a document	Ctrl & A	Edit, Select All
To Undo the last item you typed	Ctrl & Z	Edit, Undo Typing
To find something in the document you are in	Ctrl & F	Edit, Find
Copy something you selected	Ctrl & C	
Cut something you highlighted	Ctrl & X	
To paste something you copied or pasted	Ctrl & V	
To Find and Replace a word	Ctrl & H, and F5 in Word	Edit, Replace
In Word, Go to	Ctrl & G	Edit, Go To
Spelling and Grammar	F7	Tools, Spelling
Help	F1	Help
In Word, To Indent a paragraph	Ctrl & M	
In Word, to bring up the Font Menu	Ctrl & D	Format, Font
In Word, to justify text	Ctrl & J	
To Hypertext a selection	Ctrl & K	Insert, Hyperlink
In Word, to Right Justify	Ctrl & R	

In Word, to Center Text	Ctrl & E	
To save a document and close the application	Ctrl & W	
To close an application	Alt & F4	File, Exit, or Quit
To start a new page	Ctrl & Enter	Insert, Page Break

[Identity Theft and how you can help protect yourself while on-line](#)

This is a very complicated topic and I will try my best to make it easy to understand. We are not going to cover everything here, just the basics. You have to keep in mind though that identity theft is not new. It has been around a long time before the Internet became common place.

First, a little example of how easy it is to steal information.

At a previous job we were trying to look at the computer systems and check how vulnerable they were to the staff and people connecting in using the Internet. So, we went looking for a professional “hacker”. We had a few people and companies apply, but the one I was most interested in was one individual. This person while waiting for me brought in a laptop to the meeting room and connected to the network. After we exchanged hand shakes he asked me if I knew how much the President of the company made. I said no. He asked me if I wanted to know.

Here, this guy, within 10 minutes, used a password cracker and broke into the payroll system in the company. Out of all of the applicants, who do you think I hired?

What do I mean by “Identity Theft is Not New”? Let me give you a couple of non-computer example of Identity Theft.

Have you ever eaten in a restaurant and used a credit card to pay for the bill? If the answer is Yes, then you have become vulnerable to identity theft. The waiter or waitress could easily copy the numbers down with the expiration date and ordered something over the phone. They could have copied it, and in the past, they could have kept the carbons that made copies of the transactions.

Have you ever thrown away bank statements or bills away at home without shredding them? If you have, again you were vulnerable from anyone that could go through the trash, especially recycled paper.

Have you ever given out any personal information over the phone without verifying the person on the other phone is who they say they are? Again, if you answered Yes, you became vulnerable.

Have you ever kept your car unlocked with your insurance card and registration card in the glove compartment? If you answered Yes, you again might have been a victim.

What do these examples mean? It means that you should be aware of your activities on and off line.

How big is the problem on line? An organization called Consumer Sentinel works with various government agencies to help monitor what is going on in the areas of theft and security. Below are their 2002 findings:

Between January and December 2002, Consumer Sentinel, the complaint database developed and maintained by the FTC, received 380,103 consumer fraud and identity theft complaints. Consumers reported losses from fraud of more than \$343 million.

What steps can I take to help protect myself while on line?

A lot of this is covered in an article in my Ebook [“Computers 101: The Questions You Were Afraid to Ask”](#). In this article we will cover how to tell when you are safe.

E-Mail and Chat Room

The first thing you have to be aware of is not to give any personal information in an e-mail, or in a chat room. This means, social security number, passwords, and credit card number. I would also be leery if you do not know the recipient your home phone number and possibly your address, especially if you have children at home. Having your phone number I can easily find out your address on line, and having your address, getting your phone number.

Individuals who want to steal information use a software program to help them with their cause. They look for certain types of sequences, such as credit card (*16 digits*), social security numbers (*9 digits*), phone number (*10 digits*), passwords (*usually 6 to 8 random digits*), etc. E-mail and chat room are un-secure and transmitted in what is called clear text, meaning that anyone can read it. There is a security “digital” signature, but both parties have to have it turned on in order to read the other person’s message. If there is enough interest, I will write an article on how to set that up.

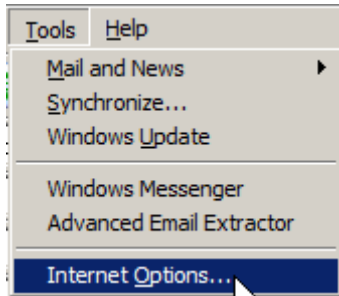
Web Sites

This is a very big topic and a lot of this is covered in my Ebook. This section will cover:

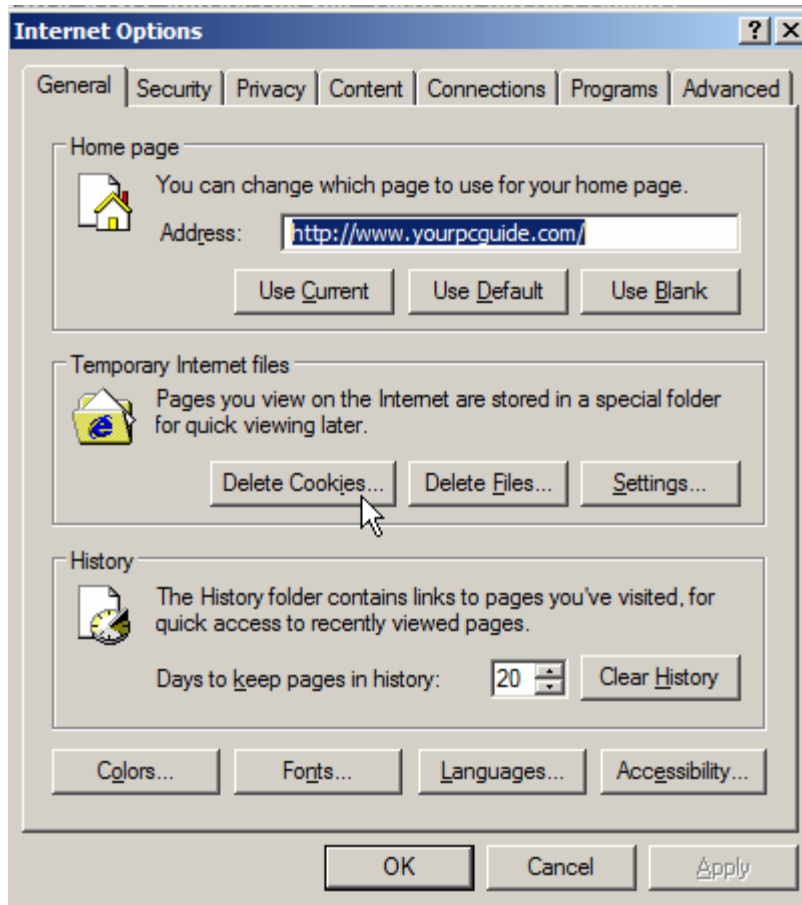
- Cookies
- Spyware
- Temporary Internet Files
- Secure and Un-secure sites

Cookies

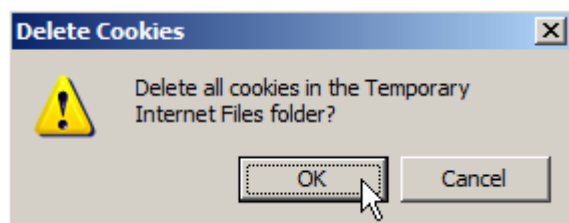
The bottom line is that when you visit sites, many of them place a file on your PC called a cookie. A cookie is information about you, especially if you have to log onto a site, or if you filled out a form on site. If you use Internet Explorer and Netscape, cookies are placed on your PC. It is not uncommon, over time to have a thousand or more cookies on your PC. Some cookies are good, some are bad. To delete the cookies currently on your system, go to the Tools menu in Internet Explorer and select Internet Options from the menu, as shown below:



After clicking on Internet Options, the following window appears:



In the middle of the window is a button called Delete Cookies. Click on it and the following window appears:



Click on the OK button and the cookies will be deleted that are used by Internet Explorer, not Netscape. Just close the window when it is complete.

Spyware

In my Ebook, [“Computers 101: The Questions You Were Afraid to Ask”](#) is a number of articles on Spyware. This is the number one cause for pop up ads and slowness using Internet Explorer. Have you ever responded to an ad on the Internet that dealt with financing your home. In a couple of days, you get more and more pop up ads that have loan information. Or, how about visiting adult only sites. You start receiving pop up ads, emails and even while in AOL Instant

Messenger, or MSN Instant Messenger, the ads appear. This is due to Spyware. This file or files placed on your PC is monitoring what you fill out as well as where you go on line.

These files should be routinely eliminated off of your PC and you should be pro-active and prevent them from going onto the PC to begin with.

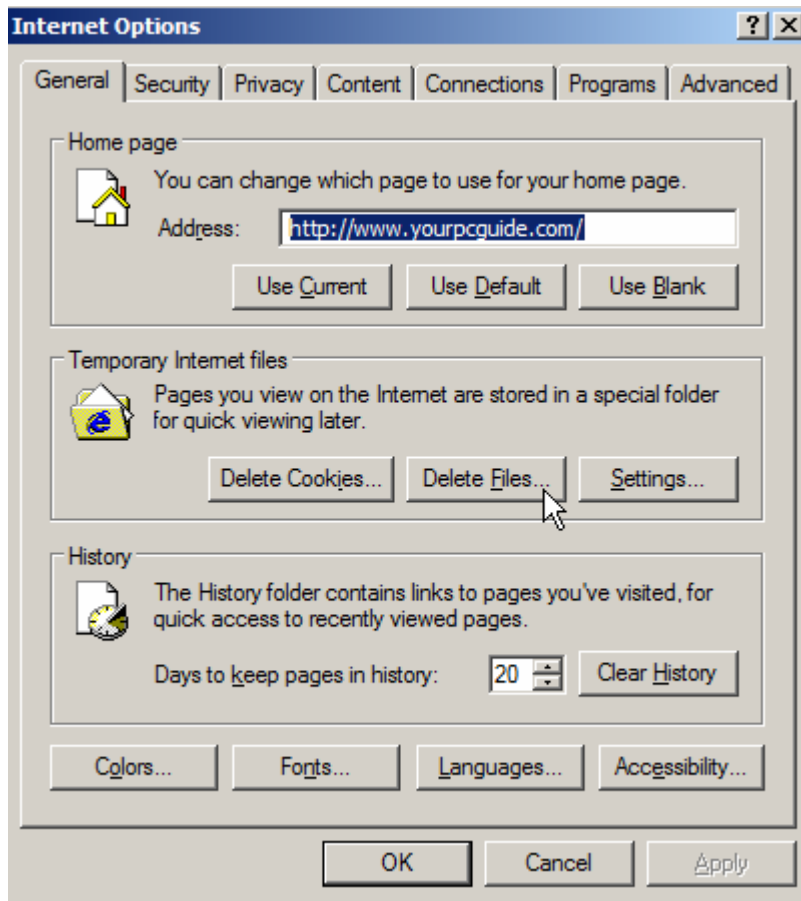
I recommend the following products to eliminate Spyware and pop up ads:

- Ad-aware (<http://www.lavasoftusa.com>)
- Spy-Bot Search and Destroy (<http://download.com.com/3120-20-0.html?qt=spybot&tg=dl-2001&search=+Go%21+>)
- Pop Up Stopper (<http://download.com.com/3000-7786-10246779.html?tag=lst-0-3>)

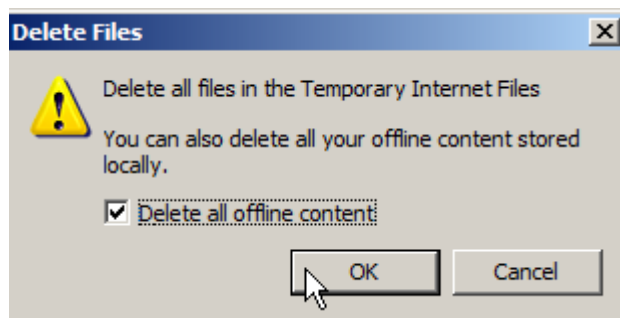
Pop-Up Stopper will work all of the time. Ad-aware and Spy-Bot will need to run manually at least once a week for the free version. The pay version prevents Spyware from being installed on the PC.

Temporary Internet Files

Whenever you are online almost every site that you visit places temporary files on your PC. The next time you go to that site it will load faster because some of the bigger files are on the PC. This is called cache. You may have thousands of these files on your PC. To empty the Internet files, go to the Tools menu and select Internet Options. The following window will appear:



Click on the button in the middle of the window called Delete Files and the following window will appear:



You want to make sure that the Delete all offline content is checked, and then click the OK button. Depending on how often you do this will depend on how long it will take. Your mouse will turn into an hour glass. It make take a couple of minutes.

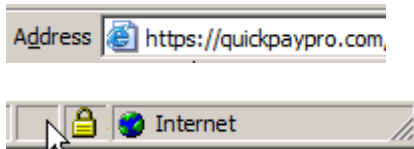
When it is complete click the OK button and the window will close.

Secure and Un-Secure Sites

It is fairly easy to tell a “secure” site from an “un-secure” site. A secure site has the following characteristics:

The address starts with https, instead of http as shown below.

The bottom of the Internet Explorer window has a lock on it as shown below. If it was un-secure the lock would not be visible.



The other way to tell a secure site is if there is a certificate of some kind displayed on the site. For example, Verisign, probably the most used is shown below:



Sometime a certificate will come up and ask you to proceed. An example of one is below.



With both of these forms, your data that you enter and receive is encrypted and cannot be viewed by anyone else. These certifications actually look at what your PC address is and authenticates your user name and password. These sites are the most secure.

If the site is not secure, then any information you type in can be seen by anyone. That is why most email lists only ask for your first name, maybe last name and email address.

What can I do to protect my system at home?

The US government has a site that deals with additional strategies to help protect the home user. There site which outlines the strategies is located at <http://www.whitehouse.gov/pcipb/>.

Some strategies you should consider are:

- Purchasing an Internet Security program that has
 - Anti-Virus
 - Fire Wall
 - Pop Up Blocker
 - Privacy Control
 - Parental Control
 - Spam Blocker
- Having Virus Protection Software on every PC, if you do not buy a complete package mentioned above.
- Setting up a firewall on any PC that connects to the Internet, if you do not buy a complete package mentioned above.
- Use meaningless passwords, and not your birth date, kid's names, etc.
- Download all security patches on your PC.
- Disconnect from the Internet when not in use.

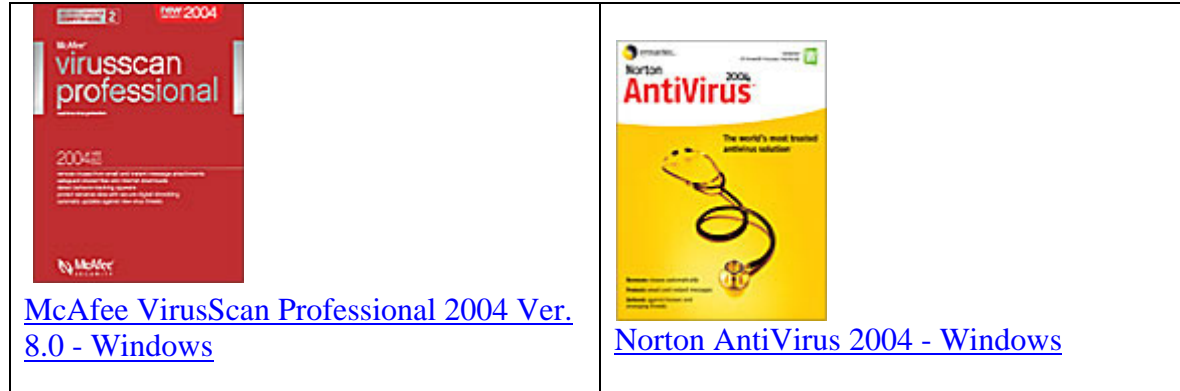
Internet Security

The all encompass Internet Security program I recommend is Norton Internet Security and it has all of the functions mentioned above. You can go to www.symantec.com for more information, or buy it from here: [Norton Internet Security 2004 Professional](#) .

The Professional version is about \$20 more, but it is like one stop shopping. You do not need to buy any separate components.

Virus Protection

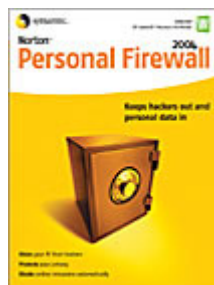
There are many out there. Buying the package is one thing. Keeping it up to date is another. Please, for your own protection do not forget to keep the product current. The two top ones are Norton Virus Protection and McAfee. Best Buy:



Firewall

A Firewall is basically a hardware and or software device that helps prevent people from accessing your PC. If you use DSL or Cable modem it is not unheard of to have your PC “hit” by other PCs 15 or more times a day. A Firewall prevents this from happening.

I personally recommend having both a hardware and software solution. The software solution is Norton Internet Security mentioned above, or Norton Firewall, which can be obtained here:



[Norton Personal Firewall 2004 - Windows](#)

The hardware firewall solution that I recommend is probably the easiest to setup and it is from a manufacturer called D-Link. They have three versions

- 4 port wired
- 4 port wired with print server
- 4 port wired and 4 port wireless

The four port wired is below:



[Instant Broadband EtherFast Cable/DSL Firewall Router with 4-Port Switch - BEFSX41](#)

There is an article on firewalls, terminology, and how to set them up in the Ebook “[Computers 101: The Questions You Were Afraid to Ask](#)”

Passwords

Passwords are very important and you should never click on a check box on any site that says Remember Password. This is the number one mistake and is done mainly by being lazy. If someone went on your PC without you knowing it and you had it remember your password, you just gave them 100% access. Would you give someone your PIN number for an ATM machine. I think not.

There is a whole article on passwords and how to select an effective one in my Ebook.

Security Updates and Patches

This is very important to keep up to date. The majority of PCs that I visit have not been up to date, or never updated at all. Again, exposure to your PC is vulnerable. There is a 35 page article on this and how to do it and when in my Ebook "[Computers 101: The Questions You Were Afraid to Ask](#)"

Disconnect from the Internet when not in use

If you connect using a dial up modem, please make sure you are disconnected when you are not online. If you use cable or DSL modems and you DO NOT have a hardware and software firewall in place, then it is in your best interest to turn the power off when you are not on line. The software products that these individuals use to steal information can detect thousands of computers in minutes. You do not want to be one of them.

Other Questions You should ask

- When your PC is not being used, is it locked?
- Do you monitor your kid's activities?
- Do you try searching for you on line and what do you find?
- Do you leave your password on your monitor?
- And many more.

The main purpose of this article was to make you aware of identity theft. There will be more articles in the future. Some credit card companies also give you the ability to use virtual numbers on line, fingerprints to access a PC and Smart Cards to access your accounts. We will explore these technologies in future articles.

[Computer Skills that are Essential to Internet Marketers](#)

This article contains:

- [Understanding Internet Terminology](#)
- [Cut, Copy and Paste](#)
- [Basic HTML](#)
- [What is an Opt-in List?](#)
- [What is an autoresponder?](#)
- [Where should I buy leads to grow my business](#)
- [Resources](#)

The first two sections are geared towards the reader wanting to improve their computer skills. The other sections are geared towards products to effectively market products or services online.

To successfully market your products or services today, there are certain computer skills that are essential to learn. There are also terms that you must become familiar with in order to understand what some of the web sites are instructing you to do. Understanding terms like: file transfer, FTP, HTML, Hyperlinks, Browse, submit, download, upload, signatures, blaster, URLs, autoresponders, etc. are key to successful marketing campaigns.

This edition of Your Computer Connection E-zine is devoted to help you to master the computer skills that you need in order for you to be more successful in your endeavors. If you already have these skills, that's great, but the majority of the new people on line may not be up to par with the rest of you. The assumption that I am going to make throughout this document is that you have little or no experience. My goal for the advanced users is for you to learn a tip or two. So, let's get started.

What do all of these terms mean?

In order for you to understand this document, we need to have a basic understanding of some of the terms. Below are the most widely-used terms and their definitions. How to use them will be covered later in this document.

File Transfer – Every icon on your PC is a file of some type. Some of these files are used by the PC's operating system, or an application that you use, or data of some type. File Transfer means that you are going to take one of the files, usually a document or data of some kind, and send a copy of the file to another PC, or floppy disk, or CD-ROM, etc. The file will still remain on your PC, but a copy of it will now be located somewhere else.

FTP – FTP stands for File Transfer Protocol, and this is an industry standard to transferring files using an application of some type. The main one's used today are WS-FTP and CUTEftp.

Autoresponder - A program that automatically replies to incoming e-mail messages on your behalf by sending out prewritten text usually information about a company's products and services.

Browser: The browser is a software tool that reaches the computers connected on the Internet, by pointing and clicking a mouse. Some browsers allow viewing of pages only in text form, while most will allow the user to see full color graphics, and even colorful backgrounds. The browser also has the ability to see the web pages in text form only. This is done to speed up the time it takes to look at the information because of the modem speed. The WWW developers gear their development towards the most common browsers.

BYTE - A set of Bits that represent a single character. Usually there are 8 Bits in a Byte, sometimes more, depending on how the measurement is being made.

CGI -Common Gateway Interface - A common way of communicating between processes on different machines.

DNS - (Domain Name Server) A program that automatically translates domain names into their correct TCP/IP addresses.

DOMAIN NAME - Each web site is physically housed in a computer connected to the Internet called a server. Servers owned and operated by Internet Service Providers (ISP's) have a certain number of assigned addresses, similar to street addresses for a home or office. When a name for a web site is selected, an address is assigned that is unique to that web site. In Internet language, site names are referred to as domain names.

E-Mail: This is the popular word for electronic mail, which is the best way to send text-based information from computer to computer via the Internet. If you are online, e-mail is one of the most popular forms of contacting others online. Each home page can have forms on it so those visiting the site can send you an e-mail message, or they can request further information from your e-mail on demand.

When attaching documents to an e-mail system, one has to keep in mind what the other person uses in way of software. For instance, if I have a specialized software package, and I attach a document to the e-mail, the receiver must also have that software package. If both users have Microsoft Word for Windows, then they can send documents without any conversion. The most popular conversion, especially for word processing users is ASCII, which is plain text. Some word processing and other packages may not be able to have their data sent as an attachment through e-mail. For instance, an Ami Pro user attaches a document via Netscape to another Ami Pro user. The text in the message will be received, but not the attachment.

FTP - File Transfer Protocol - basic method for copying a file from one computer to another through the Internet.

Home Page - This is the first page that comes onto your computer screen when you enter the Internet. It is from this page that you search or travel to other points in the World Wide Web.

HTML: HyperText Markup Language- is the standard by which documents on the Web are presented in browsers like Netscape and Internet Explorer. HTML is a method for taking standard text and marking it up in such a way that the browser knows what styles, sizes, and emphasis to use when displaying the text. HTML code also tells the browser when the text on a page should be considered a link, where to insert graphical elements, background graphics, and other special features on the page.

HTTP - Hyper Text Transfer Protocol. This tells your computer what language to use when searching for an Internet address or URL.

Internet: The Internet is a network of thousands of computers scattered around the globe. They communicate with each other using phone lines and modems. You can chat with people in another country as easily as someone in your neighborhood. The Internet started as a military defense system. Recently, it has become a major educational and recreational vehicle used by millions around the world sharing information. The Internet is sometimes viewed as a new business tool since the advent of the television and telephone.

IP - Internet Protocol - protocol that governs how packets are built and sent over the network.

IP Address - groups of numbers used by Internet routers to direct packets. Individuals usually use the much easier to remember domain names.

ISP - Internet Service Provider, this is the subscription service needed to connect your computer with the Internet. Examples are American Online, CompuServe, Prodigy, AT&T. Most charge \$20 per month for unlimited access.

Linking: When you click on a specially marked word or graphic (the mouse cursor changes to a shape of a hand pointing a finger), on a WWW page you can be transported to another area of the WWW. For example, while reading one page about art, you could see the highlighted words "Mona Lisa". Click on those words and you would suddenly see a picture of the Mona Lisa on your computer screen. The Web sites could be on the same computer, or another continent. What a way to travel!

Modem - A device that connects your desktop computer to a phone line to transfer data.

Search Engine - These are web sites that will allow you to find just about anything on the Internet. They allow you to link to web sites of your choice and will tell you which web sites match your request for information. For example, say you enter "oceans" into your search engine, what will come up on your screen will be the number of web sites that match your request either exactly or approximately, then a listing of the individual web sites. Each listing will give you a description of the site and a percentage. The percentage is how close the site actually matches your request. Search engines will be your best friend and travel guide when searching or "surfing" the Internet. You may decide to make one of the search engines your home page.

Spam: Not sure of where the word or slang came from, but spamming the network is where some people send mass e-mail to people without permission, or place information in inappropriate places on home pages.

Telnet: Telnet allows one Internet user to connect to another Internet attached computer. Once connected it is like you controlling the other remote via remote control.

Uniform Resource Location (URL): This is the address of a home page, or e-mail address. When you look at articles in magazines and newspaper, or look at an address beginning with http://, or www., it refers to the company's home page URL address.

Web Page: A Web page is typically defined as what would fit on an 8.5x11" page, but can actually be much larger. By the use of links, you can connect several pages of a presentation to make it easier to read. Your first page is called the home page, and from there you can create links to the rest of your presentation. You can do this simply as clicking to go from page 1 to page 2, etc. Or you can have a list of other pages on your home page and the person browsing your page can click on whatever interests they have and go directly to that page. You can also link to another page that is not at the same location you just accessed.

Submit – The Submit button on a web page means for you to transfer information that you entered to the person or company requesting the information. This is the same as the Send button in email.

Download – To download something means to transfer a file from the site that you are on to your PC. A dialog box will appear asking you for the location. The default is My Documents folder. Files that can be downloaded over the Internet are labeled as .EXE (Executable, usually a program or an e-book), .PDF (Adobe Reader format), .ZIP (a compressed file).

Upload – This means to transfer a file from your PC to the web site requesting the file. This usually happens when you use an autoresponder and it asks for you to send them a file of names and e-mail addresses.

Signature – This is a separate file that is attached to an e-mail that you send out. Later in this document will be the instructions on how to set this up. My signature looks like this:

John R. Gontowicz
609-668-0695

Subscribe to "Your Computer Connection Newsletter",
a weekly newsletter featuring articles, tips and reviews
for the novice computer user. Click Below:

Computers101@aweber.com
www.yourpcguide.com

Blaster – Usually refers to a software product or website that sends your information to multiple web addresses. This is usually used to send your ads to multiple sites or to register your sites with the search engines.

What Do I Need to Know to Use On Line Applications like Autoresponders, FTP, Blaster Software, Setting Up a Web Site, etc?

The computers skills that you need are below:




- Understanding the terminology
- Cut, Copy and Paste
- Uploading and downloading files
- Basic HTML
- Setting up a Signature

Understanding the Terminology:

The first bullet above is covered by reviewing the terms listed in the first section. Each vendor tries to dazzle you with their marketing materials. You should only get what you need. If you do not need all of the bells and whistles, then do not pay for them. Some vendors offer a standard package, and some have an advanced package. Weigh them both before investing your money.

Cut, Copy and Paste

Cut, copy and paste allows you to either cut a word, words, or graphics from a document and either move it to another section or to put it into another entirely different document. We will be doing the mouse version of this as well as the keyboard equivalent. First, here is a table with the menu item, the keyboard equivalent and the icon. These three functions are under the Edit menu in all windows-based applications:

Word	Keyboard Equivalent	Icon
Cut	Ctrl and X	
Copy	Ctrl and C	
Paste	Ctrl and V	

In order to select words to cut or copy, the best way to do this is using the mouse. You can also use the keyboard, but some things are just easier with the mouse. You will use the left mouse button and learn how to double click the left mouse button. For those of you who are really new, just say pizza pizza to yourself and whatever you are clicking will either be highlighted, or if it is in a folder or on your desktop it will open.

So let's say that I had the following lines in Microsoft Word:

Today is a great day to learn how to cut, copy, and paste.

Tomorrow was a great day to learn how to cut, copy, and paste.

Go ahead, type it in so that you get the most of this exercise. Many people emailed me about cut, copy and paste.

Now, say that I wanted to edit these lines. Do the following:

Double click on the word Today. Your screen should now look like this:

Today is a great day to learn how to cut, copy, and paste.

Tomorrow was a great day to learn how to cut, copy, and paste.

Now, let's say we wanted to copy this word to the second sentence. Press the Ctrl key on your keyboard and then press the letter C (*Ctrl+C*).

The word is now copied into the PC's memory.

Now highlight the word Tomorrow in the second sentence. Your screen should look like this:

Today is a great day to learn how to cut, copy, and paste.

Tomorrow was a great day to learn how to cut, copy, and paste.

Now, we want to replace the word tomorrow with the word today that is in the PCs memory. So, you have two options:

1. While the word is highlighted press Ctrl+V and the word Tomorrow will be replaced with the word Today.
2. Or, press the delete button to delete the word tomorrow and then Ctrl+V to paste in the word Today.

I personally like using the first option - less keystrokes. So your screen should now look like this:

Today is a great day to learn how to cut, copy, and paste.

Today was a great day to learn how to cut, copy, and paste.

OK now, how did you do? Now, on with the exercise. Say we wanted to put the first sentence underneath the now existing second sentence. You can do this by doing the following:

It is time to learn the triple clicking of the mouse. So, it will be pizza pizza pizza. This highlights the entire line. Your screen should look like this:

Today is a great day to learn how to cut, copy, and paste.

Today was a great day to learn how to cut, copy, and paste.

Now, we want to move it, or in computer terms, cut it out from its current location and move it under the second sentence. So, press the Ctrl+X keys and the sentence will disappear before your very eyes. Your screen should look like this:

Today was a great day to learn how to cut, copy, and paste.

Go to the line under the now single sentence on the screen. Your page should look like this:

Today was a great day to learn how to cut, copy, and paste.

Now, just select Ctrl+V and the first sentence that you cut will now be the second sentence. Your screen should look like this:

Today was a great day to learn how to cut, copy, and paste.

Today is a great day to learn how to cut, copy, and paste.

Alright now. How did you do? Did it work? I have confidence in you, so should you. Now, let's take this one step further. Say that you wanted to make a copy of the two sentences and for some reason, maybe it is a verse in a song, you wanted to copy it and paste it again. So, here is a mouse skill for you. I will also show you the keyboard equivalent until you master the mouse.

Click the left mouse button next to the word Today in the first sentence. Your screen should look like this:

[Today was a great day to learn how to cut, copy, and paste.

Today is a great day to learn how to cut, copy, and paste.

Notice the vertical line to the left of the letter T.

Now, click the mouse button and drag it to the bottom of the second sentence, past the period after the word paste. Pretend you are drawing a box on the screen. If you are successful, everything should be highlighted like this:

Today was a great day to learn how to cut, copy, and paste.
Today is a great day to learn how to cut, copy, and paste.

Now, hold the Control key down and press the letter C (*Ctrl+C*). The sentences are now in the PC's memory.

Go somewhere else in the document and select Ctrl+V. The two sentences are now repeated on the screen. So, let us see how to do this with the keyboard. Click to the left of the letter T in the first sentence. Your screen should look like this:

[Today was a great day to learn how to cut, copy, and paste.

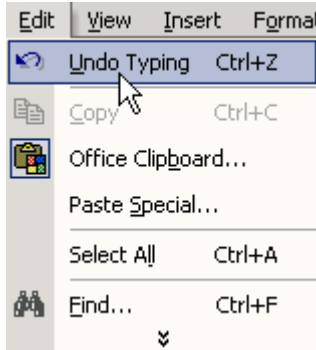
Today is a great day to learn how to cut, copy, and paste.


Using the keyboard, hold the shift key down and press the down arrow twice. Both sentences should be highlighted. Then select Ctrl+C. Go somewhere else in the document and press Ctrl+V.

You should now have 3 sets of two sentences.

Now, was that not easy? It may take some practice, but you will wind up using the copy and paste command a lot.

If you ever make a mistake there is an undo key. You can get there by the Edit menu and selecting Undo as shown below:

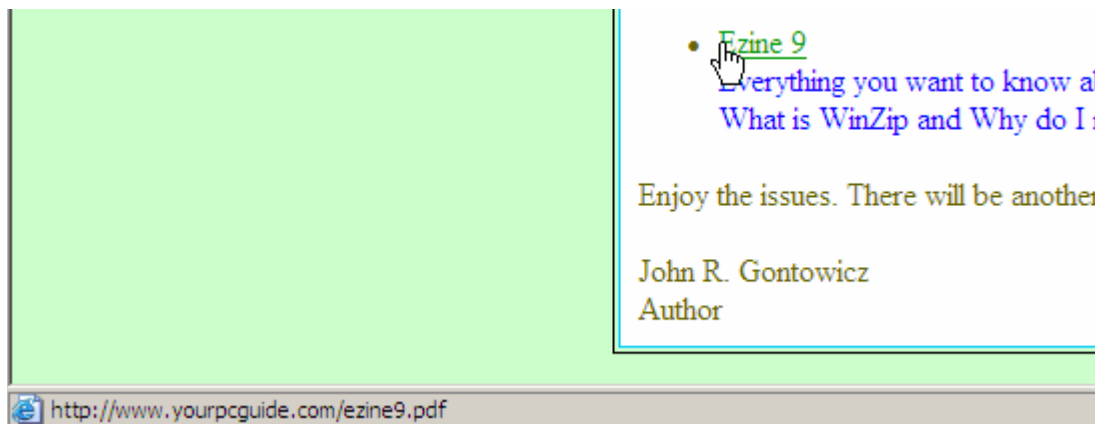


Or, you can use the icon on the toolbar, which looks like this: 

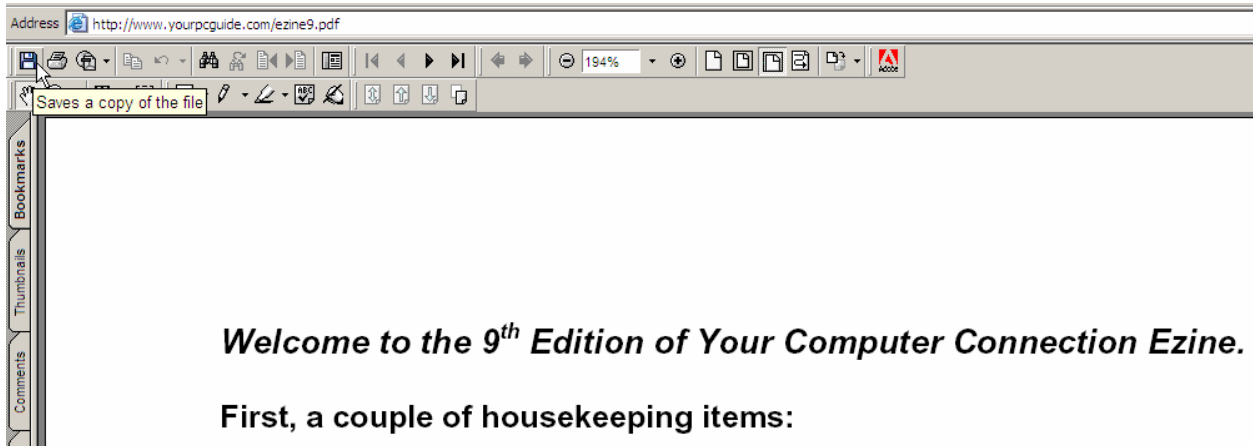
You can keep pressing the Undo key. Most packages remember the last 5-8 functions that you performed.

Uploading and downloading files

To transfer files from a web site just click on the link with your left mouse button and usually you will be prompted by a dialog box. If the file has a PDF extension, it might be better to use the right mouse button. Here are a couple of examples. Say that I wanted to download E-zine 9 from a web site as shown below:

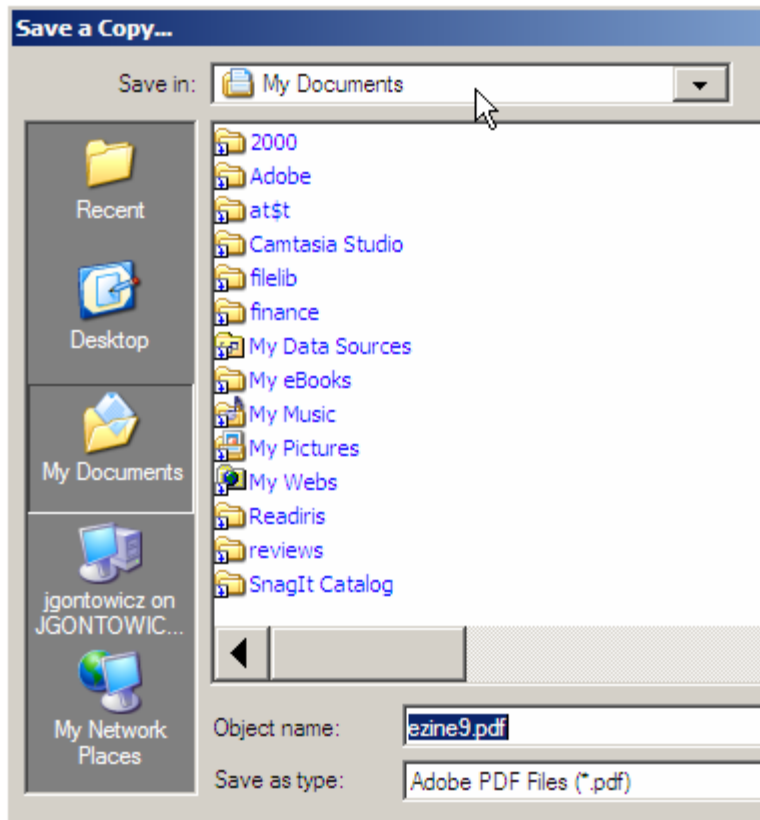


Placing your mouse over the link changes the cursor from an arrow to a hand. Anytime that happens there is a link, sometimes called a hyperlink under the words or pictures. Notice on the bottom left of the screen the file name (in this case “ezine9.pdf), will appear with the web address – <http://www.yourpcguide.com/ezine9.pdf>. This is a PDF file that was created to be read with Adobe Reader. Because this is a PDF file clicking with the left mouse button will take you to that page as shown below:



Notice in the address bar it says the location of the file - <http://www.yourpcguide.com/ezone9.pdf>

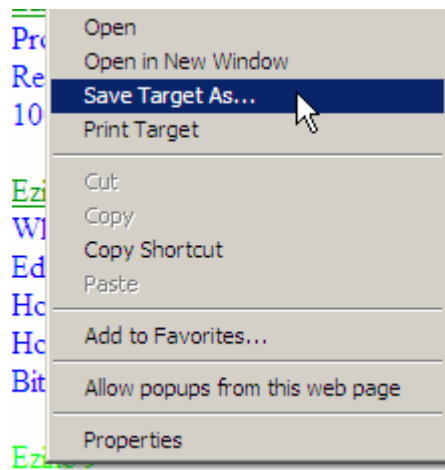
To save this file, you will see a disk icon on the toolbar. Clicking with the left mouse button will bring up the following window:



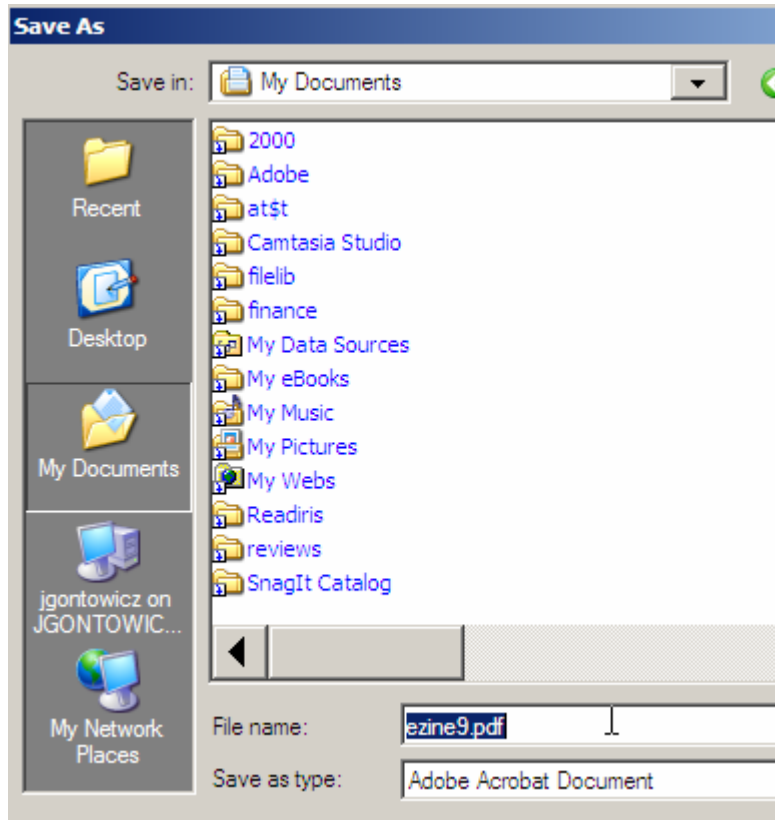
Notice that the default was My Documents and the file name stayed as ezone9.pdf. There are other tricks available on where to save files and create new folders in the e-book [“Computers 101: The Questions You Were Afraid to Ask”](#). Click the Save button and the file will be saved.

To open the file, go to the My Documents folder and double click on the icon and the file will open.

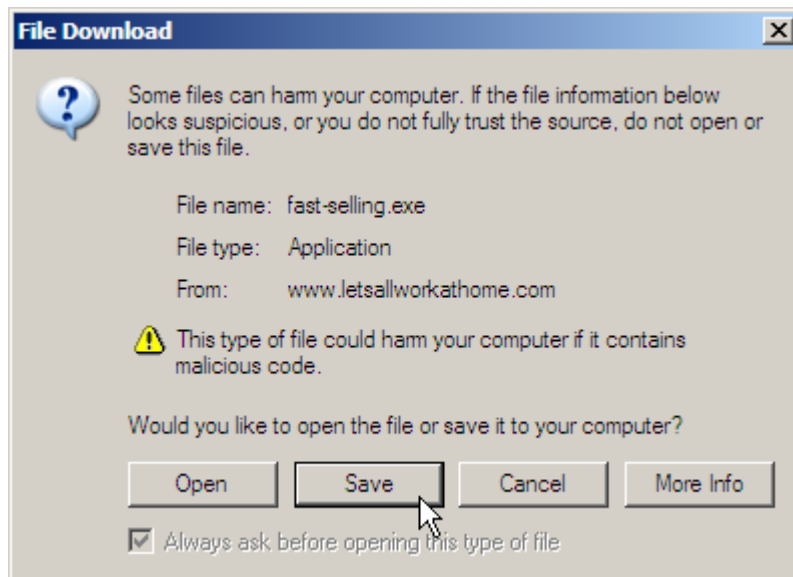
You can also use the right mouse button for saving files. The files will have the extension of EXE, ZIP or PDF. These are the most common. They can also be DOC for Microsoft Word documents, or XLS for Excel documents. In the example above, let's right click on the mouse. This is a PDF file and doing so brings up the following window:



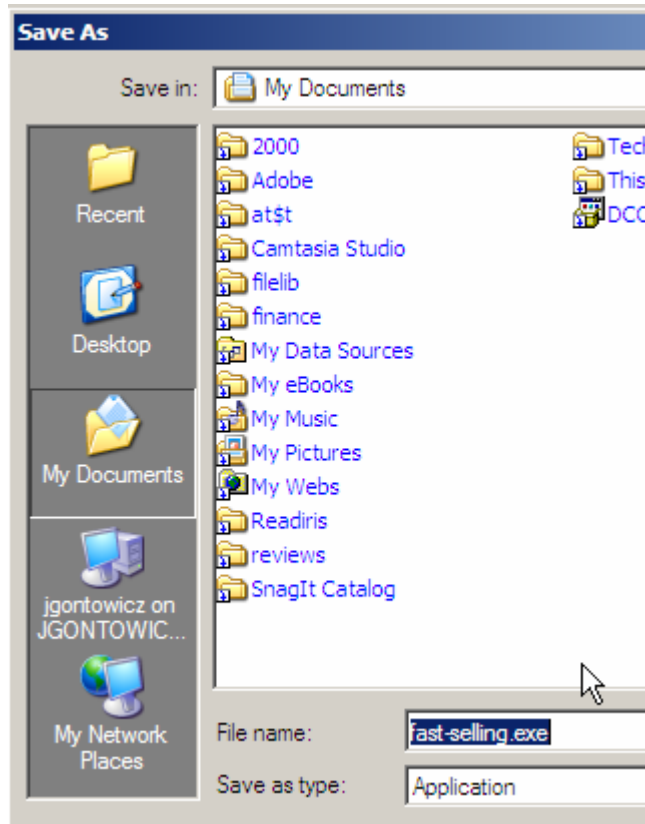
You want to select the menu option Save Target As... Clicking with the left mouse button on that menu item brings up the following window:



If it is another file like EXE or ZIP you will see the window below instead:



Most of the time you want to select Save and clicking on the Save button. The following window will open:



Just click the Save button and the file will be saved on your PC.

That is about it for downloading files. There is greater detail in the e-book [“Computers 101: The Questions You Were Afraid to Ask”](#).

To upload files you need to use a program that can handle FTP. What FTP stands for is File Transfer Protocol and is an Internet standard. The main program that provides flexibility and ease of use is called [WS FTP PRO V8 SINGLE USER](#)

This program is a must have for sending files from your PC to another PC or web site. The program comes with a tutorial.

Basic HTML

Microsoft Office 2000, Office XP, and Office 2003 have the ability to design web pages using Microsoft Word, PowerPoint, Publisher, and FrontPage. Publisher and FrontPage may be a separate purchase depending on what Office product you purchased. There are other HTML specific programs out there, but for creating simple web pages any of the programs above will do the trick. To get Microsoft Office Upgrade, click on the graphic below:



Personally, I use FrontPage, mainly because of the ease of use and it has many features that you may need. For more info click on this link: [Microsoft Frontpage 2003](#)

There are other products that are good as well. These include NoteTab which comes in a standard and professional version. Here are the links for more information:

[Professional](#)

[Standard](#)

To learn Web Page Design and HTML, I recommend the tutorials from Video Professor. For more information, please click on the link below:

[First lesson FREE \(valued at \\$59.95\) Click here to get your complete 1-hour computer lesson FREE!](#)

Amazon.com also has a lot of computer books to get you started.

[Amazon.com has a whole line of books on learning HTML and Web Design. Visit them by clicking here.](#)

What is an opt-in list?

Opt-in lists come in two flavors and they are:

- Single Opt-in, which means you filled out a simple form on a website, usually asking for your first name and e-mail address,
- Double Opt-in, which is where you are sent a confirmation link, usually through e-mail that does two things. The first is confirming your e-mail address, the second is a second time that you can back out. If you do not confirm, in theory, you are taken off of the e-mail list.

The main benefit of using Opt-in lists is that you will not be accused of Spam. The greatest disadvantage is that many people will not see your e-mails if the opt in list you joined was a safe list, where you can send an e-mail out to the other subscribers.

Many of these lists are used for subscribing to newsletters. However, there are lists where other members are allowed to send you an e-mail for the product or service they are trying to sell. The list will tell you up front what the parameters are.

Computer Skills needed to work opt-in, safe lists

- Using an e-mail package to subscribe to these lists. Do not use your own personal e-mail account. These lists generate sometimes thousands of e-mails. Many people just delete

the e-mails since they are only interested in people seeing their ads. This is a low percentage exposure.

- Cut, Copy and Paste to take the e-mails and copy them from the text file, which can be opened using Word, Word Perfect, Notepad, Textpad, WordPad, and copying them into your e-mail account.
- Creating folders in your e-mail account that will handle the undeliverable e-mails, and e-mails that you receive. Outlook organization is covered in the e-book “Computers 101: The Questions You Were Afraid to Ask”
- The ability to download lists from the vendor. These lists usually have two links. One is a subscribe list, which is where you subscribe to the lists. Most of these require a confirmation e-mail that you must send to confirm your subscription. The second list is a copy of the lists that are in the subscribe link, but you use the second list to send your e-mails to.

What is an Autoresponder and how do I Use it?

An autoresponder has three main purposes:

- To sign up for newsletters. Most autoresponders are a double opt-in using it for this purpose so that the vendor confirms you wanting to subscribe. The best one to use for this purpose is aweber.com and can be found by clicking here: <http://www.aweber.com/?26253>
- To send out sales e-mails from people who requested information, or from leads that you purchased from a vendor. The best vendor for this purpose is Profit Leads and can be accessed by clicking here: www.autorespondit.com
- The last one is when someone requests more information, or a free report. The best one for this purpose is Send Free and they can be accessed by clicking here: <http://www.sendfree.com/affref/73004/>

Computer Skills needed to use autoresponders

- Cut, copy, paste
- Being able to upload a text file of email addresses and names. To upload means to taking a word processing document that was saved as text, or an Excel spreadsheet that is saved as text. You will need to know where the file is, or how to locate it, then using a link on the vendors site to upload the file.
- The ability to copy the sales letters from your word processing package and copying it into the autoresponder. Some vendors limit the number of sales letters.

Where Can I buy Leads?

There are many companies offering leads in different flavors. You can select business opportunity leads, leads in a certain area of the country, or zip code, or phone number. Some lead companies also offer demographic type leads. The companies that are the most reliable and

have made sure that the person did sign up (opt-in), and will replace any undeliverable leads. The companies include:

Profit Leads - <http://www.profitleads.com/389516>

Free Net Leads - <http://www.freenetleads.com/free/3930207gon/pro.shtml>

Inter Leads – <http://www.interleads.net/cgi-bin/affiliates/clickthru.cgi?id=action4u>

Robot Reply - <http://action4u.robotreply.com>

What type of software do I use to keep track of leads and how do I maintain them?

There is a variety of programs available that allow you to track your leads. The important thing is to have a way to manage these leads. Some of the various options are:

- Using a database program like Microsoft Access.
- Using Excel, but this program is not specifically designed for this.
- Using Microsoft Outlook and creating a contact list called leads.
- Many of the autoresponders that are available have lead management capability.
- If you are doing your own e-mails to your list, then a package from Infacta called Group Mail is a useful tool. You have to be careful though using this program. If someone reports you as sending SPAM to your ISP (Internet Service Provider, i.e., Comcast, AOL, etc.), then you will lose that ISP unless you have proof that the person did sign up to receive e-mails from you.

Personally, I use Access. That way I can send e-mails out, change their information, and can change their information very easily. There are packages out there that are designed for lead tracking. One of them is called ACT! And you can find more information here: [ACT! 6.0](#)

Computer Skills needed to track leads

- Cut, copy, paste
- Keyboard navigation, including the Tab key, Enter, arrow keys, and the Ctrl key.
- Computer terms like add, delete, sort, update, new record, delete record, edit record. In a future issue of Your Computer Connection, you will find an article on understanding databases.

How to use e-mail and setting up multiple e-mail accounts

This is a very big topic and will be covered in the next issue. I am going to show all of the examples using Microsoft Outlook. I am also working on a video of how to effectively use Outlook.

Computer Skills needed to e-mail

- Cut, copy, paste
- Understanding the terminology
- Knowing where to find information about your e-mail account (usually through your ISP).
- Relating your organization skills to that of the program you are using.

Free e-mail accounts

Free e-mail accounts available on line through MSN, Yahoo, Hotmail, Juno, etc., have their good points and their bad points.

The good points are:

- You can sign up for information without giving the site your “private” e-mail account.
- You can send someone an e-mail and they will not know your private account.
- You can access your free e-mail anywhere as long as you have an Internet connection of some kind.
- Some allow you to setup your private e-mails to be read through your free account.

The bad points are:

- Some sites do not allow you to sign up using a free account.
- Their spam filters may block an e-mail that you were expecting.
- They usually place ads at the bottom of the e-mail.

In the past when I was first getting started marketing on the Internet, I signed up for a lot of accounts and was sending out e-mails. Most of the free accounts limit the number of e-mails you can send out at any one time. While this was effective in getting the “word” out about what I was offering, it also generated thousands upon thousands of e-mails on a daily basis that filled up the mail boxes. This all happened before I understood autoresponders and other useful tools on line. Because of all of the SPAM laws, it is not the best way to do business.

What Tools should I use to market my products effectively?

There are a lot of Internet Marketing Experts out there. I do not claim to be one of them. Everyone has their skills and is experienced in different areas. I know computers. I know how to use them, and how to show other people how to use them. I can read the publications out there and apply their techniques to effectively market my products or services. Knowing how to use the computer is such an aid that without having at least a basic understanding of computers, you may not be as effective as someone who knows how to use one.

The following publications are recommended by me and as helped me in getting people like you to buy my products:

E-zine Marketing

If you are not advertising or writing articles for newsletters or e-zines, you are missing a huge market. Here are a couple of resources:

- Ezine Marketing. The best product that I have found is from Michael Green and you can access it by clicking here: [Easy Ezine Toolkit](#).
- To effectively announce your e-zine or newsletter to thousands of publications, you should use e-zine announcer - [Ezine Announcer](#)
- To help build a list for your newsletter or e-mails, I recommend [Advertising Know How](#)
- [List Building Audio E-book](#)

Thinking about creating a product to sell online?

Not sure what to sell. Not sure where to start. Below are a couple of resources:

- If you are thinking about creating or selling a product on line, this is an excellent resource: [Create and SELL Products ONLINE toolkit](#)
- The one product that allowed me to focus on selling my e-book “Computers 101: The Questions You Were Afraid to Ask” is located here: [How To Promote A Product](#)
- Harvey Segal has a site of tips for the new marketers. One of his e-books is called [33 Days to Online Profits](#) and can be accessed here.

Creating an e-book

The one that I use is below:

- BRAND NEW eBook Software with eBook Disabling! You now have full control over your ebooks. Get the most feature rich ebook software ever created. This has just been released. [Ebook Generator](#)

Writing Skills

Not everyone knows how to write effective sales letters. Here are two resources:

- Mark Hunteridge offers a product - [Sales Letter Writing](#)
- The one that I use most often is from Yanik Silver - <http://instantsalesletters.com/?31135>

Blaster Software

Blaster software enables one to send out their ads to various places like classified ads sites, search engines, etc. I use two and they are listed below:

- [Message Board Blaster](#) to send my ads to message boards online.
- The other I use primarily for search engines called WebPosition Gold.

Forums

Want to Start a Forum, sometimes called a bulletin board online. Here is a quick guide: [How to Start a Forum](#)

Web Site Hosting

- The one that I use the most is from here - [Host 4 Profit Web Hosting](#)