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NewbieShock - The Ezine, Issue #2

Neil Shattles, Pale Horse Marketing

<http://www.newbieshock.com>
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Greetings, [[name]]!

Neil Shattles here, with Issue #2 of "NewbieShock - The Ezine."

So soon already? That download bug bugs me, so I decided to send this early issue to help me "get over it."

(There's something really weird going on with that Jim Edwards ebook "download" thingy. I did everything "by the book" and it still won't work for me. Sheesh.)

I even wrote Jim, "the man himself", Edwards for help.

-----SIDEBAR-----

Oh -- I forgot to ask:

Are YOU having the same download problem, or is it just me? Here's that link again:

[Guaranteed Success Thinking](#)

(NOTE: The link is so long it wrapped and will probably have to be copied and pasted to your browser. Sorry)

BY THE WAY

My "go to" guy, Jason Anderson, interviews the movers and shakers of online business. He captures it as they "spill the beans" on their success techniques and mindsets. The info is solid gold. They're on his "Achieve Net Profits" member's site.

You gotta check it out. Way to go, Jason!

[Achieve Net Profits](#)

This issue:

1. What's Bugging You?
2. How To Benefit Most From NewbieShock
3. It's A Wrap

1. What's Bugging You?

NewbieShock (let's call it NBS) was born of my own frustrations with the state of "help" available for newbie entrepreneurs. (PROBLEM: everybody seems to assume you know terms and processes as well as they do), ...and mostly with myself.

My own questions included:

- => How do I get myself off dead center and "get it going"?
- => Get *what* going?
- => Everybody tells me what I should be doing to be a success. I also need to know *how* to do what they tell me to do!

Sound at all familiar?

I assumed that mine was the worst case, that I experienced all possible stumbles and obstacles in my quest.

Have I? I can't tell, except from my own perspective and from what I hear and read.

So I need your input. Like Jerry Maguire said, "Help me help you."

This is informal. Later on I plan more mechanized and sophisticated surveys, on the web site and in this e-zine. The more input, the better the results.

START HERE:

My question for you is:

What are YOUR 2 or 3 biggest questions or concerns about beginning or growing your business?

If you will, please drop me a line here. Please tell me who you are and a little of your background in marketing.

<mailto:neil@newbieshock.com>

I'll do two things with your response:

1. Offer you help or encouragement right away, if I'm able.
2. Build a database of questions and answers for you and future

subscribers to access, probably directly from the web site

Maybe there's even an interactive, online forum in the NBS future. The amazing Michael Green has a terrific forum at [Michael Green's Forum](#)

and a dynamite product to teach us how to set one up at [How To Start A Forum Or Discussion Board](#)

I've used the former, not the latter. (I'll always be honest with you about that).

2. Get The Most From NBS

1. Print it out.
2. Save it in an e-mail folder.

I do that with lots of my ezines and articles. I create folders for them on my hard drive (which I back up often!), labeled by category. I must have 35 categories now. (OK, I AM an information junkie, but I do it for research...).

Remember Michael Campbell, Andy Williams and Phil Wiley from Issue #1? (Add Perry Marshall). I print AND electronically store each of theirs. I read them. Cover to cover. I mark them up. I put them in a binder!

Like I said, they are a f*ree marketing masters's course in themselves. (Remind me, and I'll put links to all of them in next issue).

SAVING TO AN E-MAIL FOLDER

1. Create a new folder, according to your e-mail's instructions.
2. Label it something like "NBS."
3. Drag and drop each issue there.

I label higher priority folders this way:

"! NBS" (with a "!" in front).

All folders so named pop to the head of the list!

-----SIDEBAR-----

Most ezines don't take much space, but be aware, storage space may be a problem with your e-mail service provider. ISP's (like Earthlink or AOL) and f*ree online e-mail providers (like Hotmail) severely limit your storage space. My solution: server-based (aka POP3) e-mail. Technically my storage is unlimited. but I'm testing that premise severely...

3. It's A Wrap

Let me know what you think of NBS. It's only good if it benefits you, now or later.

Chances are a lot of what I discuss won't apply or make sense to you yet. That's OK, it will later. I don't think you'll regret keeping each issue.

Forward it to friends, but urge them to subscribe.

So long for now and God bless,.

Neil

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(The government made me do it...)

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