

NOTE: The following is an excerpt from the 80-page+ ebook, *The Internet is Like a Refrigerator*, which can be [downloaded here](#) for viewing.

INTRODUCTION

If you know everything, then this eBook is definitely not for you.

And if you know nothing, then don't read it either.

But if you know at least a little about some things, and probably not a lot about the Internet, then this eBook is perfect for you. Why?

Because we seem to learn new things best when someone starts us off with something we already know about. Once we have that familiar thing firmly in our mind, if we can see how it maps onto the new thing, then the new thing suddenly seems familiar too, and certainly less threatening.

And that's how this eBook was designed. Start with something familiar (or at least easy to understand). Talk about it for a bit. Then show how that familiar thing is just like (or something like) a certain aspect of the Internet in hopes of helping you understand just what's going on out there in cyberspace.

Because like it or not, the Internet isn't going away. So we might as well take a few moments to try and understand it better. And if you think some of the comparisons are silly, then good, because I also wanted you to enjoy the process.

I hope you enjoy the read, and here's to your lifelong success on (and off) the Internet.
Sincerely,



Grant Pasay

P.S. – The topics are listed in alphabetical order, but if you skip around, I won't tell anybody.

P.P.S – If you're looking for a really technical manual that will tell you **everything** about the Internet, this eBook isn't for you either. But here's some links that might help:

- netdictionary.com
- en.wikipedia.org

CONVENTIONS USED IN THIS eBook

Links

Whenever a piece of text is blue and underlined, that means it links to somewhere else.

Internal Links

Links that are in italics point to the *Internet*-related comparisons inside this eBook. For example, clicking on the link in the sentence above will take you to the **Internet** comparison in this eBook.

TIP: If you click on a link that takes you elsewhere in this eBook, and then you want to jump back to where you were before, hold down the ALT key then press the LEFT ARROW KEY (this is the equivalent of the BACK BUTTON in a browser).

External Links

Links that are NOT in italics point to Internet resources outside this eBook. Clicking on non-italics links will most likely open your default browser where you'll be able to see the Internet resource in question.

COMPARISONS

Affiliate Program

An affiliate program is like Tom Sawyer's approach to painting a fence.

Ever read The Adventures of Tom Sawyer? (If not, you can download it for FREE [here](#).) In one of Tom's adventures (Chapter 2), he's supposed to be hard at work painting a fence.

But why paint a fence when you can get others to do it for you? So Tom convinces a bunch of boys into painting the fence for him while he just sits back and enjoys the day.

That's what an affiliate program is like.

An affiliate program enables online businesses (the Merchants) to get other people (the Affiliates) to sell their products for them. The Merchants set up affiliate programs where Affiliates can sign up to copy links and banners ads that the Affiliates then put on their own websites.

When people browse to one of the Affiliates' websites, they see the link or banner ad, click on it, and end up on a Merchant's website. If the people go on to buy something, the Merchant gives the Affiliate a portion of the sale.

It's like having a sales force that voluntarily signs up and works for you. And it works really well on the Internet.

And that's why an affiliate program is like Tom Sawyer's approach to painting a fence.

Here's some affiliate programs you can check out:

- [MyAffiliateProgram](#)
- [Interneka](#)

Flash

Flash is like French kissing.

Ever remember your first kiss? Most of us stumbled into the world of kissing sometime in adolescence without much instruction, if any. Sure, we stumbled, but it was worth it. And eventually we found our way, we hit our stride, and we knew how to kiss.

Then, suddenly, something turned our world upside down – someone laid a French kiss on us. And one thing was for sure – French kissing was kissing, yet different.

That's what Flash is like.

We probably don't encounter Flash the first time we browse around on the Web. In fact, most of us get used to good old webpages – how they look, how they react, what they do. And just when we think we got this Web thing figured out – wham! – we come across a Flash-based website, or even just some funky part of a normal webpage that's Flash-based. And we notice certain things:

- Maybe things moving around, fast!
- Maybe interactive things, almost like a little movie you get to control
- Maybe video or sound
- Maybe it just seems pretty dynamic for a webpage

That's Flash, and that's just the tip of it. Flash is a program for creating all kinds of things, but mostly it's used for making "movies" that people drop into various parts of normal webpages. It could be a Flash banner ad, or a Flash company logo. These Flash "movies" download really quickly due to their small file size, and can do pretty flashy things.

Sometimes an entire website will be made in Flash, which usually means it will take longer to download than a normal website. So when people make an entire website in Flash, they'll often offer a non-Flash version of the site (e.g., Hollywood movie websites often have Flash and non-Flash version of their websites).

Flash is so different from usual content on the Web that your browser won't know what to do with it unless you've downloaded the Flash plug-in first.

And that's why Flash is like French kissing.

You can download the Flash plug in here:

- [Flash Plug-in Download](#)

You can buy Flash here:

- [Buy Flash](#)

Zip Files

Zip files are like dehydrated food.

Ever have one of those backpacker meals? The type that are super lightweight because all the water has been sucked out of them? When you finally sit down at the end of a long hike you simply add water and heat and presto! Meat loaf! Or something that kind of looks, feels and tastes like it.

That's what Zip files are like (only better).

All computer files, just like meat loaf, have stuff in them that can be taken out to make them "lighter." In the case of computer files, taking stuff out of them actually makes them smaller in size, not lighter. Smaller means they take up less space on your computer, but even more important, smaller means easier and quicker to send over the *Internet*.

But what's the stuff they take out of the files? Isn't everything in there important?

It's not so much that zipped files have stuff taken out. It's more that the files have been reformatted to have the same information as before, but in a type of shorthand that computers can understand while still retaining all the same info as before.

And just like the dehydrated meat loaf, before you can dig in to a zipped file, you have to revert it to its former state. In the case of a zipped file, that means unzipping the file. This simply reformats the file back to its original state (and size). Unlike the meat loaf, though, this reconstituted file will be exactly as it was originally, not an imperfect match.

So how do you zip a file? Well, to zip a file (or compress it), you need to buy software like [WinZip](#) or [Stuffit](#).

And how do you unzip a file? To unzip a file (or expand it), there's FREE software like [Stuffit Expander](#).

There's other ways and formats for compressing and expanding files, but the end result is the same – smaller files.

And that's why Zip files are like dehydrated food.

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