"Creating Visibility Online For Small Business

Issue #144- Jan 7, 2007 ISSN: #1527-3113

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http://www.McPromotionsPress.com/

"Raising teenagers is like nailing Jell-O to a tree."

#### \*\*Want to Help Me Out?\*\*

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## Instant Article Submitter

Instant Article Submitter is an easy-to-download PC software you can run right on your computer. It submits to the major directories (most with high page-rank) so you get maximum exposure without having to labor for days on end.

http://tinyurl.com/y8fome

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#### \*\*\*EDITOR'S NOTE\*\*\*\*

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It's been quite a few months since I published an issue of this newsletter. What started out as a brief hiatus turned into weeks, then months of not publishing. Now that we've entered into the new year I plan on publishing again on a regular basis. If you've missed me and my insane ramblings, thank you. I've missed you too.

Along with a new year, always comes new resolutions. The problem is we all make them but most will never keep them. What is it about a little change in the calendar that makes people swear off bad habits, want to lose body fat, and decide to torture themselves with new exercise routines. I mean we're always free to start again, why do we need a new year to do that? 2006 was a horrible year for me and I for one was happy to see it go. I lost my Italian Greyhound, Teddy Bear, and just last month my bird of 25 years, Pedro. Here's hoping that 2007 will be better. A little less death and more happiness would suit me just fine.

I've been on vacation from my "night job" for the past 17 days. How great was that. I had a list of all these projects I planned to tackle and finish but with all of the holiday shopping, partying, visiting, it all just fell through the cracks. So my "to do" list, which looks more like a scroll, will just have to wait a little longer. I guess it we'll all still have a list even after we're dead. <LOL>

For the past 2 and a half weeks I've had a house guest. Not the human kind but the four legged furry kind. My daughter is between places to live right now and she asked me to take care of her 5 month old puppy. His name is Baxter and he's a "Toy Fox Terrier". Gia's enjoying the company and the two of them have been ripping and racing through the house the past few weeks. It's like having two toddlers on steroids. I don't know how much longer I'll have him, and it's a lot of work, but I am enjoying it. I love animals, but for some reason going from 2 dogs to 3 dogs seems like I have 10. Crazy, I know. Anyway, enough about me. If you're new to this ezine, welcome aboard! and if you've been around for years, I hope you're glad I'm back.

#### \*\*\*\*\*\*Want to See Your Ad in This Ezine?\*\*\*\*\*\*\*

If you still haven't taken the demographic survey you still can. You'll be entered to win a FR.E ad in this ezine- Drawing held every two weeks.Go to <u>http://www.advancedsurvey.com/</u> and type 8244 into the "take a survey" box on the right hand side.

Today's contest winner for a free ad in this ezine is Ron Stewart. Send me your ad and I'll get it in the next issue. For your chance to w!n an ad scroll to the bottom and find the link to our survey. Once you fill it out you'll be given the chance to enter.

#### \*\*Please Take the Time To Do This\*\*

Due to the filtering problem and a large number of subscribers not receiving the ezine I am asking you to "whitelist" this ezines email address to your address book at this time, to ensure future delivery. The email address to add is:mcprolist@mcpromotions.com

Thanks again for joining me.

Warmest Regards,

Merle http://www.MCPromotions.com/ http://www.MerlesWorld.com/ http://WebSiteTrafficPlan.com

#### «¤»§«¤»¥«¤»§ Discussion Question of The Week §«¤»¥«¤»§

The question of the week....on the discussion board is...

"If you use pay per click advertising please share some of your fav sites and any tools you use for keyword research."

To POST your comments hop over to the board at.. http://www.mcpromotions.com/webbbs/config.pl

I look forward to reading your comments.

«¤»§«¤»¥«¤»§«¤»¥ In This Issue ¥«¤»§«¤»¥«¤»§«¤»¥«¤»

- => 1. Marketing News/Resources
- => 2. Feature Article- Vamp Up Your Sales Letters
- => 3. Net HOt Spots!
- => 4. Sites to Help
- => 5. Site Promotion Software & More
- => 6. E-Books / Ezine Resources
- => 7. Other Valuable Ezines
- => 8. Subscribe/Unsubscribe Information

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About How To Have A Successful Internet Company" 47 Proven Methods, Tips and Techniques to Become Wildly Successful in Online Business! Order today!

http://www.i-cop.org/join/ref.cgi?id=msmerle

1 . MARKETING NEWS

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MIVA Drops Yahoo, Signs With Google <u>http://tinyurl.com/yb3c7z</u>

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Shopping Cart Abandonment and What to do About It <a href="http://www.clickz.com/showPage.html?page=3624370">http://www.clickz.com/showPage.html?page=3624370</a>

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Yahoo Search Marketing Tutorial http://searchmarketing.yahoo.com/tu/ols\_demo.php

Google Offers Hosted Webpages Via Adwords <a href="http://tinyurl.com/yzb8gk">http://tinyurl.com/yzb8gk</a>

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Network Solutions Launches "Performance Clicks" (TM) <u>http://tinyurl.com/yducdf</u>

Google Ads Diagnostic Tool <u>http://tinyurl.com/y9v2er</u>

Does Google Have a Secret? http://tinyurl.com/y57ksr

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Site Optimization: Setting Your Site Up for Success <a href="http://www.clickz.com/showPage.html?page=3623992">http://www.clickz.com/showPage.html?page=3623992</a>

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### 2.FEATURE ARTICLE-

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#### "How To Turn Your Web Sales Letter Into A 'Cash Cow' That Generates More Revenue Than You Ever Thought Possible"

#### By Trevor Levine

How would you like to double, or even quadruple, the number of new leads or customers you generate each month, without increasing your advertising budget?

The secret isn't spending more money; it's generating a higher response from the dollars you're already spending. Let me explain....

Sales letters are much like salespeople. When they're compelling, they draw your prospects in like powerful magnets. They motivate your prospects with strong benefits. They instill fear of loss. They can even make sales for you - without any need for human contact....

However, when they're not compelling, they're like mediocre salespeople; they waste your money.

Sadly, businesspeople who write their own copy unless they've studied the science of writing "sales copy" - inevitably write about themselves, their companies, and what they're selling. It's only natural; it's how we were taught to write in school.

Prospects, however, don't care about you, your company, or what you're selling. Their only concern is, "What am I going to get out of it? What's in it for me?".

For this reason, you must....

Tell Your Prospects: "Here's What You Are Going To Get"

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How can you tell if your ads and letters are overly focused on you and what you're selling? If your company name, the name of your product, and/or the words "I", "we", or "our" appear in your materials even half as often as the word "you", you're losing at least 50% of the new customers you SHOULD be getting!

The solution? Re-write every phrase containing your company name, the name of your product, and/or the words "I", "we", or "our", to instead tell your prospects how they're going to benefit!

If your goal is to maximize sales and profits, this is just one way that your "sales copy" must differ from the way you normally write. Here's another difference; you must...

Declare The Biggest Benefit In A Headline

You must open up with a headline that declares "Here's the BIG benefit you'll get when you read what's below!"

A compelling headline is the most important part of your sales letter; it's the "advertisement" for everything that follows. If it doesn't offer your prospects a BIG benefit - if it doesn't tell them why they should keep reading - they won't!

When this happens, many of the prospects who would have read your sales letter will move on - leaving you with just a fraction of the response you should be getting.

According to a well-known study, the headline of a typical newspaper ad is read by 5 times as many people as the body of that same ad. In other words, 4 out of 5 prospects, after reading the typical ad headline, are not motivated to read the rest of the ad.

What's the moral of this story? By simply improving your headline, you can increase your response by up to 500%.

A turbo-charged sales message can open your doors to a windfall of new business. There's no sense in settling for a lower response from your advertising dollars than you should be getting, is there? Use these guidelines to boost your revenues and profits, and you too will be a believer.

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Trevor Levine and his team of copywriters have outperformed control letters for clients like The Internet Marketing Center, Mypoints, Shawn Casey, and Jonathan Mizel. If you want to explode the response to your sales letter, visit them at www.marketingexperts.com for a free consultation.

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#### "Help With Adsense"

This brand new guide by "Kidino" is excellent. In PDF format and slightly over 40 pages it's loaded with straightforward information from how to come up with ideas for your website, where to get content, increasing the CTR of your Adsense ads and more.

http://www.mcpromotions.com/adsense-ebook/index.html

3 .NET HOT SPOTS

#### PayLoadz and Google CheckOut

PayLoadZ just been certified as a top level Integration Partner by Google, and is offering to provide you with two bonus offers. A \$50 AdWords credit will be given to any new Google Checkout account that signs up with the link below and they will double the storage in your PayLoadz Account if you enable Google Checkout and the PayLoadz Shopping cart in your PayLoadz Account free of charge.

http://payloadz.com/google\_checkout.asp

#### Amazon Paid Ads

Want to buy sponsored ads on Amazon? Now you can with ClickRiver (beta)- For more info see

http://www.ClickRiver.com

4. SITES TO HELP

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## **BizBox Small Biz Directory**

Having your site listed in numerous online directories is good for your link popularity with the search engines. A fresh face has hit the scene so feel free to submit your website for inclusion at no charge.

http://bizbox.slate.com/bizdir.htm

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#### **Google Checkout**

If you offer Google Checkout on your site and are looking for logos or text messages to include on your site to alert buyers here's everything you need.

http://checkout.google.com/seller/comm\_buyers.html

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#### Search Engine Conference

Watch this video of the Google Adsense team at the Search Engine Conference in California. Make more money with your website by partnering with Google. Very cool. I love Google.

http://tinyurl.com/ykkv93

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### 30 Ebooks with Resell Rights- 10.00?

I can't believe it but he did it again! The first resell package that Keith Wellman put together was a huge success and people loved it so he did it again.

http://www.keithwellman.com/resell/thankyou-page/222

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QUICK TIP

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#### Google Adsense Tip

If you use Google Adsense they've added a new feature that allows you to see if Google is having any problems crawling certain pages of your site. You'll find it under the reports tab, called "Site Diagnostics". If there are any errors the url's of those pages will be displayed there.

5. SITE PROMOTION SOFTWARE AND MORE

#### **Google Testing Audio Ads**

Accepting sign-ups from AdWords Advertisers who are interested in participating future Google Audio Ads Beta tests.

http://services.google.com/ads\_inquiry/audioadsbeta

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#### Learn How to Increase Your Site Traffic for 7.00

Over 30 pages of valuable marketing and promotion information in one nice package. Download your copy now at...

http://www.websitetrafficplan.com/purchase\_ecourse.htm

#### **Google Docs & Spreadsheets**

Google has done it again with their "Brand new web-based word processing and spreadsheet program to help manage your site's content and easily share it with others."

http://docs.google.com/

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Let me introduce you to a new tool called CB Accountant from Rod Beckwith. This new tool is a lot more than just a piece of software to keep track of your account data. Rather, it's a complete accounting program for online businesses -- designed just for Clickbank<sup>™</sup> affiliates and merchants.

http://tinyurl.com/y4jly6

# 6 . EBOOKS AND EZINE RELATED TOPICS

Outsourcing Web Projects: 6 Steps to a Smarter Business

Download a free chapter of this brand new book at SitePoint.

http://www.sitepoint.com/books/outsourcing1pdf/

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#### Beginners Guide to S.E.O.

Do you know how to optimize your website for the search engines? There are things you can do that will improve your ranking naturally without spending money on pay per clicks. Learn everything you need to know in this great fr-ee guide.

http://www.seomoz.org/articles/beginners-1-page.php

# 7 .OTHER VALUABLE EZINES- SWAPS

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#### "Merle's Mission Ezine"

Merle's Mission is published twice a month and is geared towards webmasters and those who own their own website. Contains software, free e-books, website tips and tools, design resources and much more that will help you build a better website. You'll never be at a loss for content ideas if you subscribe now!

http://MerlesMission.com

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Then you need the power of Clickbank. Simple and easy way to get started selling online.

http://dakota6969.reseller.hop.clickbank.net

8.HOW TO SUBSCRIBE UNSUBSCRIBE

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RSS Subscription Options are located here: <u>http://www.feedpass.com/MCPromotionsPress</u>

#### http://www.MCPromotions.com

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http://www.mcpromotions.com/ezinearchives/testimonials.htm

#### \*\*\*\*\*\*\*\*WIn a Free Ad in This Ezine:\*\*\*\*\*\*\*\*\*

If you still haven't taken the demographic survey you still can. You'll be entered to win a FR.E ad in this ezine- Drawing held every two weeks.Go to http://www.advancedsurvey.com/ and type 8244 into the "take a survey" box on the right hand side.

Also, we have a satisfaction survey that I need your comments on go to http://AdvancedSurvey.com and in the survey box on the right type this number 10443

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