





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 <http://www.advancedsurvey.com/> 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 win 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](mailto:mcprolist@mcpromotions.com)

Thanks again for joining me.

Warmest Regards,

Merle

<http://www.MCPromotions.com/>

<http://www.MerlesWorld.com/>

<http://WebSiteTrafficPlan.com>

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**«»§«»¥«»§ Discussion Question of The Week §«»¥«»§**

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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.

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- => 1. Marketing News/Resources
- => 2. Feature Article- Vamp Up Your Sales Letters
- => 3. Net H0t 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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**"What Everybody Should Know...**

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>

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**1 . MARKETING NEWS**  
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MIVA Drops Yahoo, Signs With Google  
<http://tinyurl.com/yb3c7z>

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

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Yahoo Search Marketing Tutorial  
[http://searchmarketing.yahoo.com/tu/ols\\_demo.php](http://searchmarketing.yahoo.com/tu/ols_demo.php)

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Google Offers Hosted Webpages Via Adwords  
<http://tinyurl.com/yzb8qk>

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

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

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

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

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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

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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%.



## **Amazon Paid Ads**

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

<http://www.ClickRiver.com>

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## **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](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.

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**5. SITE PROMOTION SOFTWARE AND MORE**  
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**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](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](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™ affiliates and merchants.

<http://tinyurl.com/y4jly6>

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**6 . EBOOKS AND EZINE RELATED TOPICS**  
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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>

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**7 .OTHER VALUABLE EZINES- SWAPS**  
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If you would like to swap ads send your information  
to <mailto:swap@mcpromotions.com?subject=swap>  
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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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**Need to take credit card payments online?**

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

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

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**8.HOW TO SUBSCRIBE UNSUBSCRIBE**  
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If you are not a subscriber and would like to be please send <mailto:Subscribe@MCPromotions.com>- If you enjoy this ezine and feel that it's helpful I sure would appreciate a small donation. You decide how much and pay with PayPal <http://tinyurl.com/87in> If you'd feel better donating with Amazon with your ccc go to <http://tinyurl.com/yv224>

If you would like to be taken off our mailing list use the link at the very bottom of this ezine for instant removal. AOL users will need to cut and paste the link into their browsers. or send email to <mailto:takeoff@mcpromotions.com>

Read Back Issues: <http://MCPromotionsPress.com>  
Member of iCop- <http://i-cop.org/cgi-bin/mem/jl.pl?1092>

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

<http://www.MCPromotions.com>

Merle's Cyber Promotions  
Send comments to <mailto:Merle@MCPromotions.com>  
Tell me what you like, what you don't like, ask  
me a question or suggest a topic for a future  
issue.

Would you like your Ad featured in this ezine?  
It will be viewed by over 2,760 subscribers.  
\*\*Solo Ads Also Available\*\*

For current ad rates:  
[mailto:ad\\_rates@mcpromotions.com](mailto:ad_rates@mcpromotions.com)

Grab my ebook "Must Have Marketing Resources"  
<http://mcebook.mcpromotions.com>

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I am currently in need of testimonials for this ezine.  
If you're a subscriber and enjoy it, or have run paid  
advertising in it and were happy with the results,  
please let me know. If I choose your comments they  
will be featured on my website and/or in my advertising.  
Send to <mailto:testimonials@mcpromotions.com>  
Read them here..

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

\*\*\*\*\***W!n a Free Ad in This Ezine:**\*\*\*\*\*

If you still haven't taken the demographic survey you  
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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.

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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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