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Mission Statement: "To provide and enlighten small to mid sized business owners with the services/ products and information they need to become successful online."

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"Why be difficult, when with a bit of effort, you can be impossible?"

Want to Help Me Out?

If you like this newsletter please help pay the rent http://tinyurl.com/87in

30 Ebooks with Resell Rights

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 decided to do it again! Brand new version 2.0 will be sure to impress you and is probably the best that I have seen...

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

EDITOR'S NOTE*

Oh where, oh where has Ms. Merle been, oh where, oh where can she be?.....I'm baaaacccck. Sorry for missing the last issue but my cup runneth over, or something like that.

I told you I'm a new Mom right? It was really sad trying to adjust to life without TeddyBear so I went out and got another puppy. It's a female this time, another Italian Greyhound, and I named her Gia. She has the cutest face you've ever seen. I even sent out birth announcements to all my friends and family. I know she's not Teddy Bear but she is helping to mend my broken heart. Heck, I'm even starting to smile once in awhile.

I did forget how much work it is having a puppy under foot. It's like raising a child from scratch. I have to watch her every second and when I don't something usually happens like a bathroom accident or she's got something in her mouth. She's chewing on everything. She has made it impossible to sleep in the morning. I work nights until 2:30 am sometimes and don't get to bed until 3 or 4. Nothing like a dog chewing on your hands and hair at 8:30 am. Sleep is definitely something I'm not getting as much of.

Spring is right around the corner and that usually pulls people out of their winter doldrums. Fresh air and open windows sounds good. That is unless you live next to neighbors like mine. I call them "The Clampetts", and they are the official "neighbors from hell". I have my reasons and they're pretty good. Their Akita ate my little Min Pin Dakota not once but twice and when I asked them to pay my vet bills since their dog was in my yard when the attack happened, they sprayed me in the face with a garden hose and told me to go f....myself. You can fill in the blanks. I keep hoping they'll move away but so far no chance. The nice thing about winter is they stay inside and I almost forget they live next door, that is until Spring comes.

******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 Samantha Spalding. 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.EzineAdAuction.com/ http://www.MerlesWorld.com/ http://WebSiteTrafficPlan.com

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

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

"Anyone promoting a site online to only a local market? If so what marketing methods are you using and how well are they working?"

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- "The New Kid in Town": MSN AdCenter
- => 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

ClickBank Accountant

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. It's just like having your own personal accountant and business manager on a daily basis to save you hours of time, effort, and help you produce the most profit possible out of your business.

http://tinyurl.com/fbtsl

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| 1 . MARKETING NEWS | | | | | | | | | | | | | | | | | | | | | | |
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MSN AdCenter besting Google and Yahoo in search ad returns, expert says

http://www.internetretailer.com/dailyNews.asp?id=17662

Judge Rules Google Infringes on Adult Co. http://www.bizreport.com/news/9679/

Groups Seek To Derail AOL-Goodmail 'Tax' http://tinyurl.com/fsv5p

Where's Jeeves? Ask.com unveils new look http://tinyurl.com/f2qzl

Google's Web Page Creator Crashes on Takeoff http://www..publish.com/article2/0,1895,1930617,00.asp

Miva Offers All-In-One Account Tracker http://tinyurl.com/h9ep7

'Do Not E-Mail' Registries Percolate In Five States http://tinyurl.com/kjszj

2.FEATURE ARTICLE-

"The New Kid in Town": MSN AdCenter

By Merle: http://MCPromotionsPress.com

If you use Google Adwords or Yahoo Search Marketing (formerly known as Overture) for your pay per click advertising, you'll want to "listen up". There's a new competitor on the scene "MSN Ad Center". Microsoft's pay per click program is called "MSN Keywords" which is the first of several advertising options they have planned.

At the time of this writing the only way to participate in this "pilot program" is by invitation only. Rumor has it they should be going public with the launch towards the middle of this year. If you'd like to be considered for participation you can sign up at ...

http://advertising.msn.com/searchadv/PilotForm.asp

If you're already a client you can log into your account at http://adcenter.msn.com

The program, which is very similar to Google Adwords allows you to bid on keywords associated with your online business and your ads will be displayed on MSN's search results pages reaching a potential audience of 49 million people every month.

Once approved for the program you'll need to create your own "ad center" account. The sign up fee of \$5.00 will be charged to your credit card at that time.

The next step is to select the keywords you want your ads to appear for and how much you want to bid for each. The minimum bid is five cents. You're only charged for actual clicks on your ads not for their display. There is no minimum monthly budget. You'll also find a keyword research tool under the research tab to brainstorm new keywords or check on keyword performance.

If you already use "Google Adwords" or "Yahoo Search Marketing" you can easily import your existing ads and keyword lists. If you need assistance you can use what's called "Quick Launch" where a marketing analyst will assist you with your account setup. During beta there is no charge for this assistance.

One of the nicest feature of MSN's pay per click program is the "advanced targeting". You can select the target markets you want to reach (male, female, by age). You also can select locations, specific countries/ regions, even select cities where you want your ads to appear. How about choosing the days of the week you want your ads to run, right down to the time? Yes, you can do it all right here. This is possible due to MSN's use of "audience data" to better target your ads to the audience who would be most interested in your offer. They call this "Audience Intelligence" which allows you to make smarter decisions when it comes to your online marketing campaigns.

You can also track conversions with their free conversion tracking.

Setting up your text ads is simple following their guidelines. You have four lines to work with:

Title Line (25 characters max, incl. spaces)
2nd & 3rd Line (70 characters max, incl. spaces)
4th Line (this is for your url, 35 characters)
For more specific style guidelines see
http://tinyurl.com/cevu4
. For content guidelines
see http://tinyurl.com/7ue53

You'll find a "reports tab" in the ad center so you can keep an eye on how well your campaigns are doing. You can track click through rates, impressions, and more.

If you're already using pay per click marketing in your online marketing efforts, you might want to take MSN for a spin. With their advanced targeting you'll be given the ability to hit your target market with more precision, and expand your reach and online exposure.

For more information visit the learning center http://tinyurl.com/b786

By Merle- Check out Keith Wellmans ebook package complete with Resell Rights for under 10.00...go now to... http://www.keithwellman.com/resell/thankyou-page/76

(anyone may reprint the above article as long as the sig line is kept attached)

Top KeyWords Software

If you've created even one page that's geared toward generating AdSense income, you already know what research needs to be conducted and how to do it.

Which means you also know how much time and brain power is involved. You have to come up with new and innovative niche areas. You have to figure out which keywords would be most beneficial for that particular niche.

You also have to factor in keyword popularity and searches and establish how many web pages and AdWords campaigns already exist. And ultimately, you'll need to make a decision as to which keywords and niches you THINK will prove to be the most profitable.

This software will do it all for you:

http://tinyurl.com/eug2a

3 .NET HOT SPOTS

Superbowl Ads

You only watch the Super Bowl for the ads right? Of course you do. Now even if you missed the game you'll be able to watch them all right here. I hate football but the ads are really good.

http://www.ifilm.com/superbowl

BlogCharm

Still in beta, you'll get paid to Blog. It works by splitting all advertising inventory and sponsorships. "On member blogs the top thinbar will contain text ads here members will share 50% of the inventory and revenues generated from them. This will be a mixture of paid ads where members get paid each time their blog is seen and not just when somebody clicks on an advertisement which works much differently than programs like AdSense."

http://www.blogcharm.com/

Gmail for Your Domain

"A special beta test lets you give Gmail, Google's webmail service, to every user at your domain. Gmail for your domain is hosted by Google, so there's no hardware or software for you to install or maintain."- Limited beta for organizations only. You can apply at.

https://www.google.com/hosted/Home

4. SITES TO HELP

Feedtier

"FeedTier is a web feeds generator for web pages without an existing syndication format. FeedTier performs content analysis, picks-up the most prominent cluster of hyperlinks and automatically generates RSS web feeds from web pages without existing syndication." Free for personal use.

http://feedtier.somee.com/

Ebay Radio

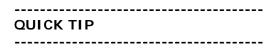
If you're into all things Ebay you won't want to miss this radio show that's you guessed it, all about Ebay.

http://tinyurl.com/957dz

Hyper Shopping cart

The Revolutionary eCommerce Suite is unlike anything you have ever seen before. Isn't It About Time You Had Access To One Superior Product That Was Designed To Automate Nearly All Of Your Daily Marketing Tasks Including Ecommerce, Shopping Cart, Lead Generation, Autoresponders, And Email marketing At The Touch Of A Button?

http://tinyurl.com/j28zp



Local Advertising

There are a lot of people looking for local businesses online. To insure that your website will come up when someone is searching in your neighborhood make sure to include your full address along with zip code so they can find you.

5. SITE PROMOTION SOFTWARE AND MORE

Ezine Builder

A cool new tool offered up by IdeaMarketers.com. Build your ezine complete with syndicated articles. Just fill in the blanks and push the button and out comes your newsletter.

http://www.ezinebuilder.com

Vidsense

Want to add video to your website and get paid for it? They match the content streamed with the content of your site, for example a comedy site would show comedy clips. A new clip is shown daily.

http://www.vidsense.com

Your Very Own Shopping Cart & More!

Until recently to really make big bucks online and get the most out of your business, you would have to pay high monthly fees for online tools, such as auto-responders, affiliate tracking, email marketing etc.

However thanks to this great new web site I found called http://tinyurl.com/ghrby monthly fees can now be a headache of the past.



Article Submitter

Posting free articles to the major article repository sites is the fastest and easiest FREE way to make more sales, increase your Google ranking, and push your Alexa rating through the roof. And thanks to Article Submitter, you can grab all of these benefits without breaking a sweat! You can quickly and easily post your free articles to hundreds of the Internet's best article sites.

http://tinyurl.com/93m6v

6 . EBOOKS AND EZINE RELATED TOPICS

SEO Predictions Special Report

A free report 32 pages in PDF format by Jeff Dedrick. Listen in as a team of search engine optimization experts walk you through what the search engines have in store for you in 2006.

http://tinyurl.com/ecnad

Top 10 Email Newsletters Mistakes

A fr-ee report from MarketingSherpa that features 10 mistakes email publishers make and samples of 24 great newsletters. It's in PDF format and you'll have to give up your email address to download the report.

http://tinyurl.com/jjj96

SEOmoz | Beginner's Guide to Search Engine Optimization

"This guide provides a complete overview of many of the processes, techniques and strategies used by professional search engine optimization specialists."

http://www.seomoz.org/beginners.php

7 .OTHER VALUABLE EZINES- SWAPS

"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

How To Make More Money Easily Resale Rights

http://youchandoit.com/x.php?adminid=2913&id=8713&pid=9911

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If you would like to be taken off our mailing list use the link at the very bottom of this ezine for instant rem0val. AOL users will need to cut and paste the link into their browsers.

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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 2,900 subscribers. **Solo Ads Also Available**

For current ad rates: mailto:ad_rates@mcpromotions.com

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

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 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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