



*****EDITOR'S NOTE*****



Ever have the feeling you've been run over by a Mack truck? I started getting sick last Wednesday and have been pretty much flat on my back ever since. Whatever hit me I think they backed up to have another go. Jimmy G (my boyfriend, significant other or whatever you want to call him) has been sick for like 10 days now so whatever this bug is I'm thinking I picked it up from him. Isn't it nice of him to share? Cross your fingers that it's going to go away soon. I hate being sick, don't have time for it and I'm not one to go to doctors. All they ever want is for me to get naked, charge a big bill then send me home saying "it has to run its course". To be honest I don't even have a doc. Guess I should get one for emergencies.

Gia has turned into a running, biting, roaring screaming machine. Jim stepped on a scale with her and swears she's about 10lbs now. She does seem to be very happy as a puppy should. I saw one of her puppy teeth falling out the other day. It was just hanging there but I couldn't pull it out then later when I looked again it was gone. Damn, I wanted to save it for the Tooth Fairy <grin> I've been trying to take a few new pictures of her but damn I can't get her to sit still. I follow her around with the camera but every time I snap it's blurry cause she's moving or jumping. It's like she has ants in her pants. She is very beautiful. If you can picture a baby deer that is what Miss. Gia looks like.

*******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 Deb of <http://www.debbiescountrycookin.com> 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 ezine's 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...

"If you use Google AdSense on your website I'd like for you to share some insight and tips into what has worked best for you and generated the most clicks. Please be specific and tell ad formats used, placements, ect."

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-"How to Protect Your Digital Downloads from Thieves"**
- => **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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"Isn't it Time for YOU to ..."

Align yourself with the most successful - and helpful

- people on the 'Net? iCop members discuss - they vote
- they participate - they build their online businesses
- and they have fun doing it! That makes iCop an UNBEATABLE membership site! Join today!

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

1 . MARKETING NEWS

Google Adds Classifieds To Search Results

<http://tinyurl.com/hb5ju>

Online Ad Revenues Grow for 3rd Yr. in Row

<http://www.bizreport.com/news/9797/>

10 Adsense Tricks to Boost Your Commission

<http://tinyurl.com/fbh43>

The Web Marketing Association has announced the call for entries for its 10th annual international WebAward competition.

<http://www.enter-webawards.org/>

Yahoo! Tests New Search-Engine Ad Model

<http://tinyurl.com/p3bxi>

Senator Wants Goodmail Delay; AOL Prepares to Go Ahead

<http://tinyurl.com/zeyro>

IE 7.0 Beta 2 for Service Pack 2

<http://tinyurl.com/bphoe>

2.FEATURE ARTICLE-

"How to Protect Your Digital Downloads from Thieves"

By Merle <http://MCPromotionsPress.com>

Selling ebooks and software online are big business these days. The beauty of the transaction lies in the fact that there's no physical product changing hands. What does this mean to you? No Inventory -- Big Profits.

It's a simple process, really. Someone comes to your website, chooses a product, makes the payment and is instantly given access to a download page or link to access the product.

Although it sounds rather simple, there are a few steps you need to think about in order to keep those who have not paid from stealing something you've worked long and hard at creating. Some of these tips are plain common sense but nevertheless, are worth pointing out.

1) Your HTML download page needs to include the robot tag of "no follow" to keep the search engines from indexing it and including its contents in their database for the entire world to see. It looks like this and goes between your <head> tags:

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<meta name="robots" content="no index, no follow">
```

2) Make sure to name your download folders and files with strange names and change them often. Don't use common names like downloads.htm or thankyou.htm, as someone could go to the search engines and easily find your documents in this way.

3) Instead of uploading your files in .PDF or .EXE format, zip them up before uploading them to your server. Search engines can easily index .PDF docs but won't go near any file with a .ZIP extension.

4) Your actual download page should only contain the downloadable file and not common links to other pages of your website. It needs to stand alone in order to best protect itself.

5) Make sure that your various website directories all contain an index.htm file. Failure to do so will make it possible for anyone to open your directories and gain access to every single file inside. This is especially important for your download directory.

6) Ask your web host about password protecting your download directories.

So maybe you've done some of these things and it's still not enough. You need more serious protection. There are various scripts and software you can download that will do the job for you.

A few options are:

1) Redirect Pro:

<http://RedirectPro.com>

For those who sell via PayPal, it uses the IPN feature of your account to protect your files. This is a PHP script and is available for \$47.00

2) CB Protect:

<http://CBProtect.com>

According to this site, four out of 10 copies of ebooks and software are stolen. This service works with any payment processor and will not allow your products to open if the person did not actually pay for them. Lock as many files as you want. \$2.95 will get you a 30 day trial; after that plan on paying \$29.95 a month for this locking luxury.

3) FlashPal Generator:

<http://FlashPalGenerator.com>

Secures your Paypal processing by encoding your url's with Flash. Includes a helpful video tutorial on how to use it. \$67.00 out the door.

4) ClickBank Download Protector:

<http://tinyurl.com/zhbrv>

A useful script if you sell using Clickbank. Supports multiple download links and thank you pages and you can even set expiring download links. You can even collect the buyer's name and email address on every purchase. \$34.95

5) PayPal IPN Download Protector:

http://webmasterinabox.net/paypal_ipn.html

Another script by WebmasterinaBox.net. This one is for those using Paypal to sell your digital downloads. Again, you have the ability to set the expiration on your download links. \$34.95

No matter what type of digital product you're selling on the Internet, it's worth reviewing your delivery methods to make sure people aren't walking away with your products. A few lost sales may not seem like much, but over time they can really add up to a substantial loss of revenue.

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"Must Have Marketing Resources" by Merle is loaded with VALUABLE online resources YOU need to know about, when it comes to running your online business. Download your copy now at ...

<http://mcebook.mcpromotions.com>

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Get a Domain and Host it for Only 25.00 a Year

I've just found a great new web hosting service and I really love them. They are the leading cost-free, banner-free business hosting network that does NOT place annoying banners on members' web pages. Doteasy provides solutions for individuals and small businesses who need a web presence too.

The offer:

- 1) .com, .net, .org, .biz, .info, .us, .ca, .uk domain name registration for as low as US\$18 a year.
- 2) 100MB \$0 web hosting, no ad banner.

Check them out today at
<http://tinyurl.com/e52o5>

3 .NET HOT SPOTS

Podzinger

A search engine just for podcasts. This is really cool with built in controls so you can control your own listening experience.

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

Ether

Everyone's an expert at something. Why not get paid for sharing your knowledge? " Get your free Ether Phone Number. Set your rate. Set your hours. Your phone only rings when people pay to talk to you."

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

Yahoo Publisher Network Blog

"This blog is intended to be the Yahoo! Publisher Network resource for publishers, by publishers. In it, you'll find not only what you might expect from a product-focused industry blog-the latest on issues, new releases, and tips-but also in-depth how-to's, publisher interviews, industry trends, links to articles and other news and information you can use." Brand new.

<http://ypnblog.com/>

4. SITES TO HELP

Ready to Publish

If you need articles for your website or ezine and want only high quality, proof read ones you'll want to check out Marnie's new site. " Only articles that have been proofread are listed on ReadyTo Publish.com This site is designed to offer easy-access to premium content to webmasters, ezine editors, and publishers of both online and print publications"

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

Slide

" Imagine shopping on eBay without the hassle of clicking through page after page of search results. Imagine the items you want automatically coming to your desktop as you go on about your daily business." This is a cool way to get your products displayed.

<http://www.slide.com/ebay?buyer=true>

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Top Ebay Powerseller reveals what he has done to build his business selling anything and everything on eBay. See exactly what products he sells, which auction managers he likes best, and how you can 'copy what he did' to build your own successful online auction business.

<http://tinyurl.com/n2rjh>

QUICK TIP

Check Your Linkage?

To see how many links Google is showing to your site.

type this into the search box:
link:yoursite.com

The number of links shown will be under-reported as Google is famous for doing that. They don't want to give away all of their secrets.

5. SITE PROMOTION SOFTWARE AND MORE

Pow Wow

The next time meeting face to face seems impossible, think of using Let's Powwow - a free group collaboration software brought to you by Yugma. Let's Powwow lets you do your job from anywhere with your very own virtual conference room." Fr-ee for 10 users or less or you can use the pay version.

<https://letspowwow.com/>

Product Feed Submission

"A new free service that helps you submit your products to the shopping search engines. Just like website submission helps you submit your website to several search engines using one form, Product Feed Submission helps you submit your products to several shopping engines using one feed."

<http://www.addme.com/product-feed-submission.htm>

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30 Ebooks with Resell Rights Less Than 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 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>

Again Keith decided to keep it affordable for EVERYONE so it put a price tag on it that a 7 year old could afford...

Ok...I think this time maybe he really is insane :)

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

6 . EBOOKS AND EZINE RELATED TOPICS

Copywriting Lion

23 page fr-ee report on how to write great sales copy.

<http://www.scamfreezone.com/lion/>

8.HOW TO SUBSCRIBE UNSUBSCRIBE

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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 removal. 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.

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It will be viewed by over 2,800 subscribers.

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For current ad rates:

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Grab my ebook "Must Have Marketing Resources"

<http://mcebook.mcpromotions.com>

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

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<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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