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

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Hi Kids,

Oh where, oh where has Merle been hiding? In case you didn't notice the last two issues of this rag were missing from your mailbox. I wish I had some great excuse for not publishing ,but the truth is I just have too many things to do and not enough hours in the day to get them all done. Thus, I was MIA, missing in action. It really doesn't happen too often and I do pride myself on keeping a regular schedule but hey, sometimes things happen. Of all things, it might teach you to appreciate me now (LOL).

I'd like to say the weather here in Ohio has improved but I'd be lying. It seems more like fall then spring, chilly, mostly in the 50's and some rain mixed in off and on. It's been wreaking havoc with my sinuses lately. My face has been killing me. Yea, yea, I know that old joke, it's killing you too <grin> I never had these problems when I was younger but the older I get the more physical ailments seem to crop up. What fun it is getting older. Makes you wonder what tomorrow will bring. Maybe I'll wake up and my head will have fallen off. Ok, maybe that's a bit extreme but you never know.

My friend got a new dog. It's a Schnauzer. Since I have two dogs whom I refer to as "the boys" I tried to enlighten her on how having a dog is just like having kids. Just as much work and responsibility. The only difference is you can lock your dog in a cage and leave the house, not something I would advise you to do with children. I do love my dogs, they are the sweetest and most loyal friends I believe any human can have and if you've never owned a dog who was your best friend you're really missing out on a great life experience. "Dogs for all my friends".

Our house is still a mess, under construction zoning. I'm still sleeping in the living room which is very strange but I'm getting use to it. Dry walling has begun and it's starting to look like a house again. It's still a long way off from being finished but we're working on it.

Memorial weekend is coming up fast. I have to work Sunday and Monday night so I won't be having too much fun so if you have something planned, like a

picnic or special outing, please have some fun for me then write to me and tell me what I did and how much fun I had. (LOL)

Are you a bubble wrap popper? I am. For some reason every time I see the little buggers I have to pop em. Now I can do it online, no package needed.

<http://www.nonstop.lv/files/bubblewrap.swf>

If you've been a subscriber for a long period of time and have enjoyed all of the great links and info you have gotten from this ezine you'll want to go and pick up a copy of my latest ebook. "Must Have Marketing Resources" which contains a year's worth of the best resources from past issues. You'll be amazed at the goodies I've included and if you're trying to make money online with your own website it will certainly help you. It's in PDF format, over 60 pages and I really love you to get it.

Go to...

<http://mcebook.mcpromotions.com>

Even if you don't like ebooks but you'd like to make a donation to the "Merle Fund", by purchasing it you'll be helping me to pay the gas bill and buy Dakato another bone. Which he says is very important.

If you haven't checked out the relaunch of John Reese's Traffic Secrets you should

<http://www.trafficsecrets.com/mstinnett>

The copy itself is a work of art and you can learn a lot about copywriting for the Net by just reviewing it.

*******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 Norma of "Missy Hill." 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.

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...

"Podcasting is the hottest thing online these days. Are you using it in your online business or have you found some really cool tools you'd like to share?"

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-"Need Help? You Might Want to OutSource"**
- => **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**

11 Search Engine Optimization Tips
<http://www.marketingprofs.com/5/mcgovern37.asp>

Google Testing Site Targeted Ads
<http://www.google.com/ads/sitetargeted.html>

Google Distributes Local Search Ads
<http://tinyurl.com/af82l>

2.FEATURE ARTICLE-

"Need Help? You Might Want to Consider Outsourcing"

by Merle <http://MCPromotionsPress.com>

Running your own online business can take a lot of your time. You have to wear many hats and perform many tasks: including accounting, web design, marketing and promotion. This is not to mention constantly coming up with new content for your site or to distribute it in article format for free publicity.

There are only so many hours in the day and to be honest, one person can only do so much. So what's the answer? I have one word for you: "outsourcing." This is where you hire someone else to perform a specific job or task for you. Outsourcing frees up time you can spend on more valuable aspects of your web business.

So what kinds of things might you want to farm out? Great question! Customer service can take up a lot of time; answering emails, dealing with technical problems or billing issues. Imagine the freedom of assigning those aspects of your business to someone else. If you want to offer live customer support on your website, there are companies that will serve up 24/7 live operators to answer any questions your site visitors may have when you can't be around to answer them yourself.

How about software creation? If this is the field you're in or one you'd like to enter but aren't a programmer yourself, you can hire top notch techies to write the stuff for you. Some will

work for pennies on the dollar. Imagine having a top notch software package you can own and sell -- and keep all the profits.

How are your writing skills? An online entrepreneur need ads, articles, press releases and other written items to promote the business. And if you'd like to offer free or paid ebooks and reports, you'll need to be a pretty good writer. So what if you never paid attention in English class? Hire someone to do it for you. There are plenty of talented writers online who are looking daily for assignments such as this. When the work is done it bears your name on the finished product.

Running marketing and ad campaigns such as Pay Per Click advertising can take up a ton of time, with all that testing and tracking. Again, this is another area you can farm out.

Ever have an idea for a new website but never took the time to research it? This happens to many busy entrepreneurs. So many projects, so little time. Research is another area you may want to consider letting someone else do for you.

So now that you know how outsourcing can help you to become more productive, where do you find people to hire? Fortunately, there are plenty of sites that exist for you to post your job needs -- and plenty of hungry freelancers who will come to bid on your jobs. This works especially well for those on a budget who have a firm idea of what they can afford to spend.

Let's examine a few of your options:

1) RentACoder: <http://RentACoder.com>

Review resumes and work histories of over 96,577 registered coders. Post your needs, and coders will email you their bids. Posting a job request is free and you are under no obligation to accept any bids unless you decide to. When you accept a bid, the money is put into escrow and not released to the programmer until the job is finished.

2) Elance: <http://www.Elance.com>

Outsource your small projects such as graphic design, logos, web development, writing and more. Select a category and describe your project. You'll need to authenticate yourself by inputting a credit card. There is no charge to post a job in the "basic level" but there is a refundable fee to post in the "select level." You'll receive bids on your job and then select a winner.

3) Smarter Work: <http://SmarterWork.com>

Post your project in one or more of many categories to choose from, such as administrative support, graphic design, translation, research, software and more. They have over 70,000 clients and service providers from over 170 countries. It's free to register.

4) PHP Career: <http://www.PHPCareer.com>

If you have a PHP related job then this is where you'll want to post it. Free of charge to post your job needs, but donations are appreciated.

5) Guru: <http://www.Guru.com>

Free access to over 451,000 professionals with over 160 categories to choose from. Post in website design, graphic design, photography, writing and programming and more. Fee is 5 to 10% of project fee which is deducted from the final payment. You'll receive quotes and be able to select the applicant of your choice.

6) WorkAHolics4Hire: <http://Workaholics4Hire.com>

With this service you'll be assigned your very own "project manager." You get to see the work in progress and review it to make sure it meets your needs. You'll need to contact them for a free assessment of your needs.

3 .NET HOT SPOTS

Ladies Who Launch

"An innovative platform for female entrepreneurs, creative women, women in business and motivated women that combines information, community, fun and passion". If you're a woman and an entrepreneur this may be just the type of community you've been looking for.

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

Blogger Mobile

A cool new service from Google's Blogger Service that allows you to create a Mobile Blog using your cell phone and email. Just type a text message or send a photo you've taken on your camera to go@blogger.com and they'll set up a Mobile Blog on their end just for you.

<http://help.blogger.com/bin/answer.py?answer=1131>

Perry Marshall Interview

Simon and Perry recently did a call on the new changes coming down the pike with Google AdSense and paying for impressions instead of click thrus. You'll find the MP3 file that runs about 68 minutes at the link below courtesy of Perry.

<http://may4.adwordstactics.com/successpage.htm>

6 . EBOOKS AND EZINE RELATED TOPICS

Merchant Account Insiders Guide

A f-r-e-e ebook that will give you the inside scoop of what's involved in obtaining your very own merchant account. You'll have to give up your email address to download it.

<http://tinyurl.com/7shkg>

"Are You an Ezine Publisher"?

Are you tired of constantly looking for new content for each issue? Search no more. Browse our huge database of FREE articles written by some of the Net's Top Experts. Browse now at....

<http://www.Family-Content.com>

7 .OTHER VALUABLE EZINES- SWAPS

If you would like to swap ads send your information to <mailto:swap@mcpromotions.com?subject=swap>

Marketing Minute

"The Marketing Minute arrives free in your e-mailbox every Wednesday, offering anecdotes, tips, perspective and solutions for getting the word out to your target market. It also includes special subscriber-only offers and discounts." The editor Marcia Yudkin is a marketing expert in her own right and really has a lot of great wisdom to share.

<http://www.yudkin.com/markmin.htm>

