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

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Hi Kids,

Ahhhhhhhhh, Ahhhhhhhh, I'm practicing my meditation. I've been trying to make some lifestyle changes and one of them involves learning to meditate. I bought a tape by Dr. Wayne Dyer which as you listen to it you say "Ahhhhhhh"...George walked in one day and caught me. His first reaction was laughing. I said "George, how do you expect me to concentrate on this when you're making fun of me". I must admit it does look funny and the sound coming out of my month makes me sound like a monk who's been in solitary confinement for a year.<LOL>

There's just something about people who meditate. They always seem so calm and not to have a worry in the world. On the other hand I'm in a constant state of worry and anxiety, and fight the constant urge to choke the crap out of people who cut me off in traffic. Does it sound to you like I need this? I found out about the tape after reading a book by Dr. Dyer called "The Power of Intention". It was very enlightening and I learned so much I rushed over to Amazon to find other titles written by him.. If you're looking for a purpose in your life, or are feeling like "Is this all there is?"...then go grab his book. You can thank me for it later.

Divi (my bird) has recovered nicely. Maybe too nicely. She's been into everything since she got over her illness. Flying around the house, chewing up my paper work, trying to make a nest in every garbage can she can find. She's a real "Dennis the Menace". The funny thing is, I don't remember her being like this before she got sick. Could the fine line between life and death she was walking changed her? They say people change when they come close to dying so who says it can't happen with birds. You think I'm nuts about right now don't ya? <grin> Yea, it's a little scary inside my head, aren't you glad you decided to join me.

Did you do anything exciting for the 4th of July? I pretty much had to work all weekend so nothing too exciting to report here. Teddy Bear, who's scared of his own shadow was busy hiding under the bed every time he heard a firecracker. Poor

little guy. If I never told you before he was abused before I adopted him, so he has a few issues. I love him to death and have worked hard to pull him out of his shell. Anyone know a good dog shrink?

My birthday's coming up on July 26th so if you haven't picked out my present yet, get busy!

*****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 "Frank Gall."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...

"Have you tried Jason's new "Article Announcer" Software and if so what do you think of it?"

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

New E-mail Laws May Catch Marketers Off-Guard
<http://tinyurl.com/al49x>

E-mail Delivery Rates Up, Click Rates Mixed
<http://tinyurl.com/do8bk>

2.FEATURE ARTICLE-

So You Want to be a "Google Advertising Professional"

By Merle <http://MCPromotionsPress.com>

If you consider yourself a Google Adwords Expert and handle your own, or other Adwords accounts for clients you may want to become a "Google Advertising Professional". What? You didn't know there was such a thing? Well, there is, but it does come with certain requirements to in order to be eligible.

First off you'll need to have at least one Adwords account for at least 90 days before applying. You must also have a minimum spend in that 90 day term of at least 1,000.00 for your account or those that you manage for others. Last but not least you'll need to register and pass the "Google Advertising Exam". There's no cost to sign up for the program but the test cost \$50.00 and if you don't pass it the first time, it will run you 50.00 each and every time you need to retake it.

Once you sign up for the program you'll be given access to something called "My Client Center". If you already have a personal account it will be automatically upgraded. This will act as your "master account" and allows you to handle multiple accounts all from one interface with a single login. If needed you can "link" and "unlink" client accounts you'll be managing and can also alter your personal settings.

Once accounts are linked both you and your customer will have access to their account. You can update their campaigns, manage account tasks, view billing summary history information and more. As a manager of someone's account you won't have access to their proprietary information such as credit card and other personal details.

You'll also be given access to Google's Learning Center" which has free web based lessons and quizzes, many in Flash, that you can use to practice for the big exam. Once you feel you're ready you can register to take the exam.

The exam itself covers both basic and advanced topics with a little over 100 questions. You'll get 1.5 hours to complete it and must get 75% or better to pass it. If you flunk the first time you can take it again, up to 2X a month. Your "qualified title" will expire one year after the date that you pass the exam.

So what type of person or organization might benefit from certification? Search Engine Marketers, Search Engine Optimizers, Web Designers, Marketing Consultants, anyone who would like to offer Adwords Management services to their clients.

Once you pass the exam you'll be recognized as an "Adwords Professional" and given a professional logo to put on your website to advertise your new found knowledge to the public. You'll need to read the fine print as the logo does come with some very strict guidelines as far as usage.

If you think you've got what it takes to become a member of this elite group why not take the chance to prove your in depth knowledge and understanding of Google's Adwords Program by stepping up to the challenge.

Pay Per Click advertising isn't going away anytime soon so if you've been looking to expand your services into this market here's your chance.

To learn more go to <http://www.tinyurl.com/9rxbh> or visit Google's Learning Center at <http://www.google.com/adwords/learningcenter/>

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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 ...
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SEO Research Labs

Need help finding your best keywords for your website? If you don't have the time let a team of experts do the hard work for you.

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

3 .NET HOT SPOTS

Blog Soldiers

"Blog Soldiers offers a F-r-e-e resource for you to drive traffic to your Blog. Sign up for your membership today and start getting the traffic you need to you Blog. Show your Blog to other Bloggers from around the world and view members Blogs."

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

About Start Up Nation

If you are looking for expert advice on all aspects of starting and growing a business, and want to learn in an entertaining way, you need - StartupNation®. If so, you are joining a robust community of entrepreneurs and small business owners who are also "living the dream" everyday. There's also a lot of information here including radio shows with fellow entrepreneurs.

<http://www.startupnation.com>

Yahoo Search Marketing

We all know now that Yahoo owns Overture they also changed Overture's name to "Yahoo Search Marketing". Heck, I remember when they first started out online as the first PPC search engine and they were called goto.com. Quick, I'm showing my age. They do have an affiliate program and if you'd like to get paid for turning others onto their services you can sign up at

<http://searchmarketing.yahoo.com/af/afp.php>

4. SITES TO HELP

Free Audio Conferencing

Host a conference call whenever you want. No fees. Host up to 100 callers per conference on the standard free account. The conferencing center is open 24/7, every day of the year. You can digitally download all of your recordings to your computer in minutes. MP3 format. Price: \$10.00 per conference download.

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

Jim Edwards Interviews Perry Marshall

Not your usual teleseminar. This interview that Jim did with Perry Marshall is excellent. Perry wrote the book "Google Adwords Secrets" and on this call he gives some tips and techniques to increase your own success with the Adwords Program.

<http://www.jiminterviews.com/PerryMarshall/index1.html>

Feedster & AdBrite

"Feedster partnered with AdBrite to offer a full service solution for selling advertising on your blog including sales, customer service, serving, scheduling, and billing. You'll get an instant connection to advertisers and benefit from an automated "Ad Marketplace."

<http://adbrite.feedster.com/>

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ClickBank Buddy is a ClickBank Affiliate Marketer's Dream! Now you can automatically promote over 6,257 products in the ClickBank Marketplace on every web page of your website.

<http://tinyurl.com/co8fh>

QUICK TIP

Linking Secrets

No man is an island especially when it comes to the Net. Find other theme related websites and request a link exchange. Nothing will help you more in ranking with the search engines. This is called "link popularity" and Google especially loves it. One way to get others to link to your site without asking is to write high quality articles that they can post on their sites which includes your sig line and url.

5. SITE PROMOTION SOFTWARE AND MORE

Book Promotion

A nice checklist of steps you should be following to market your new book. Very enlightening.

http://www.geocities.com/~lorna_tedder/virgins.html

Getting Traffic

Some of the Web's best resources all located in one place. You'll find discussion boards, the top Guru's, software, ebooks and more.

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

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Need Scripts?

If you need your website to perform certain tasks or jobs you need a script that can do it. CGI Scripts offers all kinds of high quality software that can make your site the life of the Net.

<http://tinyurl.com/3bogq>

6 . EBOOKS AND EZINE RELATED TOPICS

F-r-e-e Report- How to OutSource Article Writing

Need articles for your ezine or website? No time to do it yourself? There are plenty of talented writers online who would love to write them for you. Find out how in this informative guide.

<http://www.mcpromotions.com/ebooks/outsourcing.pdf>

Make Your Content Sell

Ebook by Ken Evoy under 10.00 that will teach you how to write for the web to increase your sales.

<http://mycps.sitesell.com/msmerle.html>

7 .OTHER VALUABLE EZINES- SWAPS

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

Did you know that subscribers to Bob Osgoodby's Free Ezine "Tip of the Day" get a Free Ad for their Business on his Web Page? Subscribe at: <http://adv-marketing.com/business/subscribe2.htm>
Great Business and Computer Tips Monday, Wednesday and Friday. Instructions to place your ad are in the Newsletter.

"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!

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You Can Now Deliver timed Articles to Any RSS Reader.
Stop trying to get your ezine past the sp-a-m filters and start using RSS. Guaranteed delivery, everytime.

<http://tinyurl.com/acor3>

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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.

Read Back Issues: <http://MCPromotionsPress.com>

<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 3,000 subscribers.

****Solo Ads Also Available****

For current ad rates:

mailto:ad_rates@mcpromotions.com

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<http://mcebook.mcpromotions.com>

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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>

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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.
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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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**Merle
776 Miner Road
Cleveland, OH 44143**

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