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Editor & Publisher: Merle - mailto:Merle@MCPromotions.com

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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"Death is like God's way of saying, your table is ready."

Courtesy of <a href="http://www.Siglets.com">http://www.Siglets.com</a>
<a href="http://www.Siglets.com">www.Siglets.com</a>
<a href="http

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## \*\*\*EDITOR'S NOTE\*\*\*\*

Hey Gang,

You may have noticed (if you were paying attention) that I skipped the last issue. It was a bad day. My bird, Divi, that I wrote about in my last issue died suddenly. I don't understand what happened as she seemed so spunky and full of life in the weeks leading up to her death. My hunch is she tried to pass an egg and it lodged inside of her. She had always laid eggs off and on over the past 8 years and suddenly developed problems. No, the eggs never hatched, but she liked to sit on them and pretend she was creating life. I'll miss her and my other birds already do. Pedro, my small Parrot and my other Cockatiel Chuckie have been pretty quiet since she left us. I'm not sure if I'll get another or not, but I am thinking about it.

I just put the finishing touches on a new f-r-e-e ebook I wrote "**How to Use Articles to Drive Website Traffic**". Download this 20 page PDF and give it away to your own website guests or ezine subs at

# http://articleannouncer.mcpromotions.com

Also, if you've been hesitant to purchase my other ebook "Must Have Marketing Resources" I've added a f-r-e-e first 9 page download you can get at

## http://mcebook.mcpromotions.com

The full ebook is 65 pages so this preview should help you make up your mind to get it. It's good!

Please let me know how you like it.

My birthday was a few weeks ago and I must say it was one of the worst I've had in years. No one sent me a Birthday card, not even my own Brothers and Sisters. Nice, huh? I mean how hard is it to put a stamp on a card and mail it. Obviously for my family and friends impossible. I did go to see a movie that day "Wedding Crashers". It's hysterical. I hadn't been to a movie theater in over 2 years. I'm imagining with DVD's and surround sound that eventually they'll go the way of the Dinosaur like the Drive-In's? Remember those? Showing my age now, aren't I. For home DVD rentals I've been using <a href="https://NetFlix.com">http://NetFlix.com</a>

It's a great service and I'm hooked. No more driving to Blockbusters to pick up and return movies. Just create an online list and they send two at a time and as I view them I send em back. Good stuff!

Hard to believe we're almost mid August. Soon the kids will be back to school and all of the adults who've been distracted by the hot sun and summer vacations will buckle down to get some work done. September always brings a flurry of new activity and an increase in Web business.

If you need a laugh watch this Dog try to eat his own foot <a href="http://www.fazed.org/video/view/?id=30">http://www.fazed.org/video/view/?id=30</a>

### \*\*\*\*\*\*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 <a href="http://www.advancedsurvey.com/">http://www.advancedsurvey.com/</a> 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 "Kenny Jackson". 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: <a href="mailto:mcprolist@mcpromotions.com">mcprolist@mcpromotions.com</a>

Thanks again for joining me.

Warmest Regards,

#### Merle

http://www.MCPromotions.com/ http://www.EzineAdAuction.com/ http://www.MerlesWorld.com/ http://WebSiteTrafficPlan.com

# «x»§«x»¥«x»§ Discussion Question of The Week §«x»¥«x»§

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

I look forward to reading your comments.

# «¤»§«¤»¥«¤»§«¤»¥ In This Issue ¥«¤»§«¤»¥«¤»§«¤»¥«¤»

- => 1. Marketing News/Resources
- ⇒ 2. Feature Article-PodCasting 101:

"Everything you Need to Know to Get Started"

- => 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

# **RSS Autoresponders**

You Can Now Deliver timed Autoresponder Articles to Any RSS Reader. Forget about sp-am filters deleting your email, 100 percent delivery every time. Never wonder if your emails got delivered, easily track delivery, open and read rates.

Deliver Your Subscribers Immediately to Your Site in color, HTML and graphics. Track your visitors from entry, subscription and all the way to the sale.

http://tinyurl.com/co4qq

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AdWords Changes Focus on Flexibility, Keyword Quality

#### 2.FEATURE ARTICLE-

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# PodCasting 101: "Everything you Need to Know to Get Started"

# By Merle <a href="http://MCPromotionsPress.com">http://MCPromotionsPress.com</a>

Everywhere you turn online these days you hear the word "podcast" or "podcasting." No, it's not some broadcasting method used by Martians, even though it might sound like it. A Podcast is just an audio file that is syndicated via an RSS feed, that you download and listen to with your computer or a portable device such as an iPod.

What makes it different from an ordinary RSS feed is the audio component included in the "enclosure field." Think of it as a feed that talks to you.

Podcasting is increasing in popularity. According to Forrester Research, by 2010 podcasting should have about 12.3 million listeners. That's a pretty big audience. For more info see <a href="http://tinyurl.com/84tyo">http://tinyurl.com/84tyo</a>

Similar to a talk radio show, podcasts can also take the format of an interview. Topics range from business to hobbies; even rants and obsessions. Lengths vary, but a typical podcast will run anywhere from 10 to 30 minutes, but I have seen some longer. So far, there are not many music podcasts due to the red tape and cost of music licensing -- although musicians and/or small record labels bypass that issue by utilizing their own recordings.

Before you think you need some special device to listen to a podcast, let me assure you that you don't. Most RSS readers have the capability built in to play podcasts. Any software that can play a sound file can play a podcast. If you want to take them with you to listen to while on the road you'll want to invest in a portable MP3 device like an iPod.

Like other RSS feeds, you decide which ones you want to subscribe to and you can unsubscribe at any time.

Online business owners should think of podcasting as yet another avenue for promoting your products and services. Like an ezine or the RSS feeds you already use, it's a simple inexpensive method of syndicating your audio files online. It would appear that a podcast is a bit more personal. Instead of just reading, like an ezine, people can listen to the sound of your voice and make a more personal connection.

Now that I have your attention you may be wondering "How do I create a podcast?" Well, it's really pretty simple if you follow the easy steps below:

- 1) First you'll need to use software to record your own audio file. A good free one is Audacity which you can download at http://audacity.sourceforge.net/ While there, you'll also need to download the Lame MP3 Encoder which allows MP3 exportation.
- 2) Once your audio is recorded you'll need to create an RSS feed file which is simply a special text file with an RSS extension that also includes a particular enclosure tag. For step by step directions on making a feed file see this site:

http://make-rss-feeds.com/making-an-rss-feed.htm

There's also a great tutorial on RSS here:

http://www.mnot.net/rss/tutorial/

3) Once your audio and RSS files are completed you'll need to upload both of them to your server/website.

If you'd like to read more here are some more online sites to help guide you.

Make Your First Podcast <a href="http://tinyurl.com/757fx">http://tinyurl.com/757fx</a>

Create Podcasts Using Your PC http://tinyurl.com/9jfcb

That's it. Wasn't that simple? Remember, you can't get subscribers if people don't know about your feed, so make sure you add it in

a prominent place of your site. You want to make it easy for them to subscribe and add your feed to their news reader.

If you don't want to do all this work manually there are software tools specific to podcast creation.

ePodCast Creator <a href="http://tinyurl.com/do7sq">http://tinyurl.com/do7sq</a>

Pod Producer <a href="http://tinyurl.com/9dwrh">http://tinyurl.com/9dwrh</a>

Audio files are rather large and can take up a lot of space on your server, so make sure you won't run out of bandwidth. If you're tight on space you can always farm it out to a third party service such as <a href="http://www.PodLot.com">http://www.PodLot.com</a>. For only \$5.00 they'll give you 150 MB of storage space with no bandwidth limitations. Your domain will look like this: nameofyourshow.podlot.com

If you think you're going to have a hit on your hands and want to try to generate cash from your podcast, check out <a href="http://www.PremiumPodcasting.com">http://www.PremiumPodcasting.com</a>. They provide a system that allows you to charge for your shows and also include private access to them, track who is listening and more. You can try them out for a four day trial for only one dollar.

Once your podcast is live you'll want to make sure you list it with the various directories that exist for just this purpose. You'll find a nice list here:

http://tinyurl.com/create.php

Podcast Bunker http://tinyurl.com/9qayk

Open Media Network <a href="http://omn.org/submitfeeds.htm">http://omn.org/submitfeeds.htm</a>

Podcasting Station <a href="http://tinyurl.com/7qlzq">http://tinyurl.com/7qlzq</a>

Robin Good has a huge list at <a href="http://tinyurl.com/9rusq">http://tinyurl.com/9rusq</a>

So now that you see how easy it is to create a podcast, what's stopping you? Remember, this is a great tool to add to your marketing mix and if you're a bit on the creative side this might be just the ticket. Have fun with it, experiment and you'll become an expert podcaster in no time.

"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

#### **Article Marketer**

Do you write articles? If you need help with your submissions to get your articles out into the mainstream you may want to utilize Article Marketer's submission service. Get 3 months unlimited submissions for only 39.95. This is one of the best bargains online when it comes to article submission services. Check it out now.

http://tinyurl.com/atvsq

3 .NET HOT SPOTS

#### **Yahoo Publisher Network**

Looks like Google may have a new competitor in town when it comes to displaying contextual ads."The new Yahoo! Publisher Network platform is now in beta and it enables you to generate additional revenue from your site. Display ads related to the content on your website.

You'll earn revenue from qualified clicks." <a href="http://publisher.yahoo.com/">http://publisher.yahoo.com/</a>

#### **Inside Adwords**

A Blog by Google that will keep you posted of all new changes and updates with their Adwords program. You can even sign up to be notified by email of any recent postings so you don't have to just keep checking back.

http://adwords.blogspot.com/

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#### **URL Trends**

Use this free tool to get a lot of useful info on a site. Find out it's Alexa Ranking, amount of incoming links and so much more.

http://www.urltrends.com/

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#### 4. SITES TO HELP

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## Meet Up

Looking for others who share your interests or causes? Gain access to local community groups who meet face to face or start your own. My search on "crochet" brought up over 175 groups to choose from, but none were in my neck of the woods.

http://www.meetup.com/

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# **Identity Theft Resource Center**

Let's hope something like this never happens to you, but if it does there is help. This site is A nonprofit, nationally respected program dedicated exclusively to identity theft -It provides consumer and victim support and advises governmental agencies, legislators and companies about this evolving and growing crime.

http://www.idtheftcenter.org/index.shtml

#### How to Create an RSS Feed

Nice and clear, step by step directions on how you can create your own RSS feed. All it is really is a text file with a certain extension and specific tags. It's not brain surgery, you can do this.

http://make-rss-feeds.com/making-an-rss-feed.htm

# **Amazing Ecover Software**

Find out why the Graphic Designer \*Gurus\* are screaming MAD for letting you in on the SAME eBook Cover Software Tool that is making Them Loads of Money. Check it out today and start making your own ebook covers.

http://paydotcom.com/r/294/msmerle

QUICK TIP

# **Tracking Your Ad Results**

If you run ads online or just need to track links you need a good tracking tool. There are 3 ways to do this

- 1) software
- 2) Tracking Service
- 3) Free simple way is to use ?=source for example http://Merlesworld.com/?=google (for ads I placed with Google)

When looking through my log files the above would tell me how much of my traffic was coming from Google. I bet you didn't know it was that easy now did ya?

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#### **5. SITE PROMOTION SOFTWARE AND MORE**

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# **Grease Monkey for FireFox**

"A Firefox extension which lets you to add bits of DHTML ("user scripts") to any web page to change its behavior. In much the same way that user CSS lets you take control of a web page's style, user scripts let you easily control any aspect of a web page's design or interaction."

Download F-r-e-e at

http://greasemonkey.mozdev.org/

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# **Membership Software**

Running a membership site can be lucrative. Where else can you rely on a monthly guaranteed income just for providing content. If you've been toying with the idea you'll find the hardest part is finding software that will do what you need. Here are two good ones.

http://amember.com/ only 139.95 http://membershipclientpro.com/ 139.95

# The Dowser- F-r-e-e Version

If you do keyword research you need this brand new software. The Dowser is so powerful it makes it easy to find hundreds of keywords to your arsenal.

http://tinyurl.com/8hbvp

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

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# F-r-e-e Keyword Research Guide

Wordtracker is one of the most utilized keyword research tools online. Used by many S.E.O. experts to get their clients to the top of the search engine results pages. Want to know how they use it? Get tips and tricks to help you use this powerful tool and get more out of it.

http://www.wordtracker.com/keyword-research-guide.html

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# **Search Engine Optimization Made Easy**

I can't believe Brad Callen is giving this 90 page search engine optimization ebook away at no charge. It's awesome. I even printed it out so I can study it. This guy knows his stuff so if you've been looking for an education on search engine optimization make sure you grab this one.

http://www.merlesworld.com/e-books/seo\_easy.pdf

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# 7 .OTHER VALUABLE EZINES- SWAPS

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

#### "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

Did you know that subscribers to Bob Osgoodby's F-r-e-e 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 thru Friday Instructions to place your ad are in the Newsletter.

SPONSOR MESSAGE <\*><\*><\*><\*><\*><\*>sponsor adv/

## Garage Sale Strategies for Ebay

Need to know what to sell on Ebay? This ebook will tell you exactly what to look for at garage sales so you can turn a profit on Ebay.

http://tinyurl.com/9rdbm

## 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 rem0val. AOL users will need to cut and paste the link into their browsers.

Read Back Issues: <a href="http://MCPromotionsPress.com">http://MCPromotionsPress.com</a>

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

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

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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 <a href="http://www.advancedsurvey.com/">http://www.advancedsurvey.com/</a> 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 <a href="http://AdvancedSurvey.com">http://AdvancedSurvey.com</a> and in the survey box on the right type this number 10443

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