

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 <http://www.fazed.org/video/view/?id=30>

*******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 "Kenny Jackson". 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 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>

1 . MARKETING NEWS

Google Mulls Doubling Ad =ize

<http://tinyurl.com/8366r>

MSN Details Paid Search Product

<http://tinyurl.com/8p2c3>

MSN to beta new contextual advertising

<http://tinyurl.com/9c4be>

Yahoo! Unveils AdSense Alternative

<http://tinyurl.com/88lol>

Podcasting: Flavor of the Month

<http://tinyurl.com/7ndv8>

Ask Jeeves Bows New Sponsored Listings

<http://tinyurl.com/bfe64>

MSN is Losing Ground to the New Search Engines

<http://tinyurl.com/9oezh>

FTC Charges Seven Companies for Affiliate Sp-am

<http://tinyurl.com/adang>

AdWords Changes to Affect Google Advertisers

<http://tinyurl.com/crovu>

Google seeks to stop Microsoft from suing new hire

<http://tinyurl.com/dythx>

Google's Growth Prompts Privacy Concerns

<http://www.bizreport.com/news/9081/>

Letter: The Untold Google Story

<http://tinyurl.com/dekkf>

AdWords Changes Focus on Flexibility, Keyword Quality

<http://tinyurl.com/9ydqy>

2.FEATURE ARTICLE-

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

By Merle <http://MCPromotionsPress.com>

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 <http://tinyurl.com/84tyo>

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
<http://tinyurl.com/757fx>

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

<http://tinyurl.com/do7sq>

Pod Producer

<http://tinyurl.com/9dwrh>

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 <http://www.PodLot.com> . 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 <http://www.PremiumPodcasting.com>. 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/9gayk>

Open Media Network

<http://omn.org/submitfeeds.htm>

Podcasting Station

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

Robin Good has a huge list at

<http://tinyurl.com/9rusq>

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/>

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/>

4. SITES TO HELP

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/>

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>

6 . EBOOKS AND EZINE RELATED TOPICS

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>

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

7 .OTHER VALUABLE EZINES- SWAPS

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

"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>

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:*******

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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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