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M.C. Promotions Press Ezine
"Creating Visibility Online For Small Business

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Companion Blog http://Mcpromotions.Blogspot.com

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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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"I took an IQ test and the results were negative."

Courtesy of http://www.Siglets.com
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****Want to Help Me Out?****

If you like this newsletter please help pay the rent
http://tinyurl.com/87in

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TOP SPONSOR NOTICE-
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Make Your Own Product Workshop

Rebecca Hagel has put together a revolutionary hands-on workshop where you'll walk away with a product...and maybe a profit! Rebecca can make these bold promises because she'll be *personally* guiding you for the next two and a half months, helping you build your business from the ground up.

No one else is doing anything like this! And because you'll get personally coached, Rebecca can only allow a limited number in, so you'll need to act fast to get your seat...

If you're serious about getting your business up and running this year, then I highly recommend this unique workshop. Go get your seat now:

http://tinyurl.com/boxvk

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*****E D I T O R' S N O T E*******
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Hi Kids,

Miss me? If you've been paying attention you may have noticed you haven't received an issue for awhile. With so many irons in the fire something had to give and unfortunately it was this newsletter. But since so many are off for summer vacation I looked at it as a mini-vacation for me. Lord knows I could use one. I actually haven't had a "real vacation" for over 7 years, but maybe someday I'll experience sand between my toes again.<grin> If you find me annoying perhaps you didn't miss me at all and thought my sudden disappearance meant that I had fallen to some early horrible demise. Sorry to disappoint you as you can see I'm still alive and kicking.

Did I tell you I picked up another bird? She's a "Double Yellow Headed Amazon", named Tootsie. Translation: small Parrot, about the size of an Amazon Gray. A woman gave her to me after 15 years of ownership. She worked 10 hours a day, 5 days a week and just didn't have time to take care of her. Of course, I was thrilled to take her. She talks a bit and from the research I've done they are highly intelligent birds capable of a vast vocabulary. Since I tend to have the mouth of a truck driver I'm a little afraid of what she might learn. This is why I don't practice on children.

Pedro's a little unsure of her and they are staying in separate cages. Birds are very territorial when it comes to their cages so it's best to keep them apart at least for now. Pedro does fly over to her cage once in awhile to say "hello" but I have to watch that they don't get into a fight. According to the lady at the pet store this new bird could kill or badly mame Pedro if she wanted to. Nice, huh? Not that they've been fighting but I have to watch. After all Pedro is about 24 and Tootsie is 20 so they're both pretty set in their ways. At this point they might both outlive me so I'll have to make provisions in my will. Want a bird? (LOL)

This was sent to me by my brother in law the world's ugliest dog (poor little guy) http://www.wimp.com/ugliest/ They should run this contest for humans. I know a few people who should enter (LOL)

Mother Nature has been going nuts lately first with Katrina now with Hurricane Rita. If you'd like to help out with donations for Victims of these, or other natural disasters

via the Red Cross, here's a page of banners and buttons you can place on your website to solicit donations from your visitors.

http://www.redcross.org/psa/bannerorder/all/index.asp

or you can go to this site
http://helpwithkatrina.com/

Opera also stated on TV last week that she'll be donating 10 million dollars. I swear that woman should run for President. I think she could wipe out poverty all by her lonesome. She is good and has a beautiful heart. Like her or not, she's rich, smart and knows what she's doing. Unlike some of the rest of us.

One of my online friends has launched a new site "How to Quickly and Easily Make Your Own Mini Sites in Just 30 Minutes ~ Without Being a Web-Techie, Buying Expensive Software or Paying Huge Web Design Fees"
Check it out at http://www.DIYMinisite.com

If you're still on the fence about purchasing my latest ebook "Must Have Marketing Resources" here's your chance to download a sample of what's in it. Go to...

http://mcebook.mcpromotions.com

*********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 "Mark Rearson". 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.

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...

"Do you use pay per click marketing and if so what tool or tools do you use for coming up with keywords?"

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-"Ask Jeeves Not to be Left Behind in Pay Per Click Race"
=> 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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Instant Attention

Increase Your Sales Revenue, e-Zine Subscriptions, Affiliate Commissions and more with this new kind of pop up advertising. Very Cool and slick looking. You have to see it to really appreciate the beauty of this system.

http://www.instantattention.com?aid=1325

---------- 1 . MARKETING NEWS ----------

Now thru Sept 28th Save 10% on Your Ebay Purchase
http://pages.ebay.com/celebrate/

New legal threat to Google over GMail
http://tinyurl.com/9n26u

How about AdWords via GoogleTalk?
http://blogs.zdnet.com/ip-telephony/index.php?p=629

New Rules for Using E-Mail Correctly
http://tinyurl.com/asn8y

Microsoft Buy Opens Pay-Per-Call Possibilities
http://tinyurl.com/amvbc

Post-Katrina images of New Orleans on Google Maps
http://tinyurl.com/9d8j9

Google Tests Magazine Ads; Are Other Media Next?
http://tinyurl.com/azvn4

Amazon Enters Digital Download Market
http://tinyurl.com/dme23

Clickz Starts a Blog
http://blog.clickz.com/

Search Engines Find Stolen Identities
http://tinyurl.com/ckajp

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1 Million a Year from Google Adsense?
http://tinyurl.com/7dpuh

Clickbank Changes Refund Policy to 6 Weeks
http://clickbank.com/refundfaq.html

Google Revamps Desktop Search Program
http://www.bizreport.com/news/9207/

Google Adsense Adds Section Targeting
http://tinyurl.com/ag69t

Search Firms Aid in Katrina Relief
http://tinyurl.com/bf4j5

2.FEATURE ARTICLE-

"Ask Jeeves Not to be Left Behind in Pay Per Click Race"

By Merle http://MCPromotionsPress.com

Pay per click advertising is big business online. The two biggest players are Google Adwords and Yahoo's Search Marketing (formerly known as Overture, and before that Goto.com). Not to be left behind, "Ask Jeeves" has burst onto the scene with its own "Sponsored Listing" program. See http://sponsoredlistings.ask.com/

Ask Jeeves has always shown sponsored ads on their search results pages, but they were pulled from Google. Now paid ads will be come primarily from Jeeves' inventory (followed up by those from Google).

So what is a sponsored listing? It's basically a small text ad, consisting of a title, site description, URL and a keyword or phrase. You are only charged when someone clicks on your ad; not for impressions. It's very similar to Google's Adwords Program.

If you purchase sponsored listings your ad will not only appear on Ask Jeeves, but across their network of sites, which include: My Search, Teoma, Mamma, Info Space, Dogpile, Excite, CNet, Clear Channel, Motley Fool and a few others.

Sponsored advertising appears at the top of Ask Jeeves' search results pages, with more ads placed at the bottom; after the "Natural" listings. Here's an example: say you go to their search page and you do a search for "marketing ebooks." On the search results page you would see the top listings for that phrase. Placement and order of the paid ads is dependent on click thru rate and the maximum Cost Per Click (CPC). The CPC is the most you are willing to pay if someone clicks on your advertisement. Higher bids and more click thrus equal higher ad placement.

Ask Jeeves does include a "keyword pricing tool" that displays the cost per click advertisers need to bid in order to appear in the top 4 positions for any keyword or phrase. Maximum bid is five cents where there is no reserve price already set. Minimum budget is $15.00 monthly for every 50 listings in that campaign. You can set up multiple campaigns under one account and you can set a budget for each one.

Campaigns go live within 1 to 2 hours of setup unless you specify a specific start and run date, which is optional.If an end date is set your campaign will stop running on that date.

With real-time reporting, it's easy for you to keep an eye on your campaigns and their performance. Like all pay per click companies, Ask Jeeves has some very specific rules. No unacceptable adult content, no sites depicting graphic violence or defamatory, offensive material. Nothing that is illegal in the U.S.

Titles and descriptions must "accurately represent" the website that they link to. The keywords must also relate to the website content. This is a given for relevancy. Descriptions may contain up to 70 characters, with titles capping off at 25 characters. Listings may contain only one exclamation point with other style usage rules similar to those of Google's Adwords program.

Advertisers must include their domain name or company name in the title, description, or URL of the listing. If your listing contains a certain geographic location it must be included in your keyphrase (i.e., "Cleveland homes for sale"). URL's cannot redirect to another website, which is bad news for those pushing affiliate programs and using third party links.

If you've been using pay per click advertising for any length of time, most of this is pretty standard fare with no new real surprises.

Should you advertise with Ask Jeeves? Only you can answer that. If you're already doing PPC advertising with Google and Yahoo, you'll need to decide if you want to extend your reach further, and also if you have the time to manage yet another pay per click program. Hey, if you're not sure, maybe you should "Ask Jeeves."

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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

(Anyone may reprint the above article as long as the sig line is kept intact)

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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

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3 .NET H0T SPOTS

Talk Digger

"Everybody's talking all this stuff about me, why don't they just let me live"... oopps, got carried away there for a minute. If you're paranoid or you want to know who's talking about you, or your blog type your url here and find out. Pretty cool!

http://www.talkdigger.com/

Microwave Marketing Videos

I love Jim Edwards. He really knows his stuff when it comes to website marketing. He's launched a brand new series of mini tip tutorials that you don't want to miss.

http://www.MicroWaveMarketingVideos.com

Just Articles

Everyone knows that writing good articles and having others publish them on their websites or in their ezines is a great promotional tactic. The problem is not everyone knows how to write. I found this service that will create something for you and the prices are very reasonable.

http://www.justarticles.com/

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4. SITES TO HELP

Submit Your Article

If you're looking for even more places you can submit your article to you'll want to add this site to your list. He says that by submitting it here it will be available to thousands of sites.

http://www.learningfolder.com/submitarticle.aspx

Rojo

A web-based RSS reader service that allows you organize, share and read feed content and Blogs. It's f-r-e-e and easy to use, nothing to download. Subscribe to feeds in XML, RSS or Atom format.

http://rojo.jot.com/WikiHome

Headline Analyzer

"This free tool will analyze your headline to determine the Emotional Marketing Value (EMV) score." A good copywriter knows that to connect with the reader you have to touch their emotions and the headline is one of the most important parts of the copy. Run your headlines thru this tool and see how good you really are.

http://www.aminstitute.com/headline/index.htm

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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

Clickbank Update

In August Clickbank announced changes to its Clickbank program.You can now accept PayPal payments as well as credit card. You'll have to first turn this option on in your control panel.

They also have changed the guarantee period from 6 weeks to only 90 days.

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5. SITE PROMOTION SOFTWARE AND MORE

Google Talk

If you're a Gmail user you might be interested in the latest invention by Google "Google Talk". It enables you to call or send instant messages to your friends for free–anytime, anywhere in the world. Email, Instant Message or call, your choice.

http://www.google.com/talk/

Blogger for Word

A cool tool if you use Blogger now you can Blog from within Microsoft Word. This f-r-e-e- software adds a toolbar to Word which makes it easy to post to your Blog without leaving Word's interface.

http://buzz.blogger.com/bloggerforword.html

Back Link Analyzer

Do you know how many sites are linking to yours?
Find out the easy way with this f-r-e-e software.

http://tools.seobook..com/backlink-analyzer/

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Constant-Content.com - Sell Your Articles

A place where writers can sell the articles,
tutorials, and reviews they write. Let the
web site owners find you.

http://tinyurl.com/87wnw

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6 . EBOOKS AND EZINE RELATED TOPICS

Copyright Wording

If you've written an ebook and you're not sure what
to include in your copyright disclaimer Dave Taylor
has some excellent solutions and examples.

http://tinyurl.com/ajdok

The Business Case for RSS

Get a free 28 Page PDF ebook that covers the business
side of RSS. Good Stuff. "The purpose of The Business
Case for RSS report is to show you just how RSS can
help you improve your internet results ... even without
investing a single dime."

http://www.marketingstudies.net/businesscase/index.html

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

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7 .OTHER VALUABLE EZINES- SWAPS

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

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"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

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This is a family Internet store aimed for any age.
There's something for everybody and makes it easy for
online shopping and catalog orders as well With such
items like home and garden decor.collectables,special
occasion items.Memorabilia's. Swords and Knives of
various styles.Patriotic items, Body and care products.
Novelty baseball decal mugs wonder woman Spiderman
Batman. Scooby Doo. Houseware items, furniture and
wall hangings

http://www.KennysGiftsAndTreasures.com

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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: 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.

Would you like your Ad featured in this ezine?

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

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

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

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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:***********

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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Interested in Syndicating my articles on your website?
http://tinyurl.com/aohr
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