

the guy's car and the man thought that Michael did it.

Now Michael did have 2 other boys in his car, so who knows what antics they were up to while he was driving. Anyway, when he came to a red light this crazy guy in his 40's ran up to his open window and grabbed him by his throat and punched him in the face not once but 3 times.

What I find hard to believe is that this guy did this in broad daylight on a Saturday afternoon and no one got his license plate number, not even Michael. So not only did he commit a crime against a miner he got away with it. I'll tell you what folks, if someone decided they didn't like my driving enough to pound my face in at a red light I would have crawled out of the car just long enough to get this jerk's plate number. I tried to emphasize to Mikey that next time he needs to roll up his window and lock the door and call 911. The car behind him apparently laid on their horn but did nothing to stop the guy or report him. Unbelievable. Is that what we've turned into as a society a pack of animals? People on the roadways need to get a grip. It's driving, not rocket scinty and definitely not worth assaulting people over. I hope this guy has 20 years of bad karma for what he pulled out there.

On another note, there was no issue last week as my brother in law, Jay who was only 38 died unexpectedly. It's a long sad story and my sister who was poor to begin with was left in a very bad way to raise their 7 year old daughter. No life insurance and no money to bury him with. Thank god my Mother was able to help out or there never would have been a burial for the poor guy. Here's a tip: Before you die, make sure you have a plan.

Pedro, my parrot of 25 years is sick. He has had loose stools for like 6 weeks and I thought at first it was his diet as he eats a lot of strange stuff like cake, and fruits and vegetables. By the time I took him to the vet they had to put him on antibiotics and run expensive blood work, over 168.00, to try and figure out what is wrong with him. They think now, it's kidney failure or the beginnings of cancer. He is very old for a Conure and the doctor said she had never seen one this old. I want a second opinion so I'm taking him to another doctor on Tuesday. I'm trying to improve his diet with pellets as the vet suggested, but he hates them. I hear it can take months for them to even try them.

Tootsie (other parrot) has become a real joy. She took a shower with me today. Yep, sat right on my shoulder. Her past owner told me she likes that. I was scared to death that at any moment she might reach over in terror and rip the side of my face off, but we finished the shower with my face intact. Thank god. It's not a great face, but I need it <grin>. Pedro has been trying to show off dancing

in front of her, but she's not impressed and wants no part of him. Men, they are persistent.

If you want to get a preview of "the boys" Halloween pix this year, check this out

http://www.mcpromotions.com/NewImages/Halloween_2005.jpg

They just love when I do this to them. <LOL>

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...

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Merle

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2.FEATURE ARTICLE-

Yahoo Publisher Network: Another Way to Have Your Website Earn Its Keep

By Merle <http://MCPromotionsPress.com>

Have you ever wished for someone to come along and compete with "Google's AdSense Program"? With the launch of "Yahoo's Publisher Network"(YPN) you could say that some wishes really do come true.

If you're not familiar with AdSense or YPN, both programs allow you to add specialized coding to your website pages and then display text-based ads which are related to the content on the page. For example, if you have a sports related website theme, then ads would be shown for sporting goods and services.

Google had this market cornered for a long time, but with YPN there's now some "friendly competition" -- which is a good thing for everyone involved.

Yahoo's Publisher Network (YPN) is currently in beta and only available to publishers in the United States. You can apply for the program at <http://publisher.yahoo.com> Word on the "Internet Street" is that Yahoo hopes to be out of beta by the end of the year and has plans for offering additional services as well.

Once accepted into the program (which they're calling "Content Match"), you'll need to log into the YPN control panel to select your ad formats and colors. There are 10 different ad unit sizes to choose from. For example: Square 250X250, Large Rectangle 336X280, Small Rectangle 180X150, Banner 468X60, and so on. Most of the sizes offered are similar to those you'll find on Google's AdSense.

Customized color schemes can be created for your ad layout, or you can go with any of the standard ad colors. You can set background color, text and link colors.

YPN offers full reporting and tracking capabilities. You can track up to 50 channels to find out which pages and ads are your top performers.

Once the code is in place on your pages, Yahoo will crawl your site's content to insure that relevant ads appear. If no targeted ads are available, public service ads will be shown.

YPN gives you a bit of control over competitors' ads showing up on your site, with the option of blocking up to 200 of them.

In their efforts to differentiate themselves from AdSense, YPN is also offering something called "Ad Targeting." This allows you to choose up to two ad categories for your entire site, or just for specific pages. This is done in order to target your visitors with ads based on their specific interests. This in no way guarantees that only ads from those categories will be shown; it just gives Yahoo a better idea of what types of ads you'd like to see appear on your site.

You can choose up to two categories per targeted URL, to a maximum of 50. If you don't see a category that fits your pages you can always suggest it be added. There are currently 20 categories to choose from. For example "automotive, B2B, computing," with 109 sub categories.

If you've been showing Google ads on your site for some time now and are thinking about adding YPN's to increase your revenue, keep in mind it is against Yahoo's terms of service to display any other contextual ads on the same pages as theirs. So if you want to run both programs on your site you'll have to put one on each page, or get your hands on a rotation script that will rotate both ad types, one at a time, on all pages of your site. One such script can be found at Shoemoney <http://tinyurl.com/bg3kf>

Another really nice feature that Google is lacking is Yahoo's "Balance Transfer Option." If you also use Yahoo's Search Marketing Program for your pay per click advertising and you use the same user name and password for both, you can transfer money from your publisher network account at YPN to your sponsored search account. There are no minimum amounts for transfers and you'll need to manually make the request in order to move the funds, but this is a handy feature.

3 .NET HOT SPOTS

Film Loop

"Loops are strings of images that move across your desktop. They can tell stories, showcase products, communicate ideas, and link to websites. A loop can contain photos of your family's latest vacation, images of the latest happenings around the world, or pictures that link to the latest properties in your local real estate market. " If you make any changes to your "loop" it automatically updates everyone that's in your loop.

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

7 Online Copyright Myths

What do you know about Copyright? If you're answer is not much you'll want to read over this excellent article that covers some of the major points you need to keep in mind when doing business online.

<http://tinyurl.com/ahmnp>

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<http://vericlix.com/>

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Tutorial on how to use at <http://www.thedowser.com/TheDowserBasics.htm>

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