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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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EDITOR'S NOTE**

Hey Gang,

What he heck is wrong with people? Sorry to open with such a line but seriously has the whole world gone mad. Last weekend my boyfriend's 16 year old Michael, who just obtained his license 3 months ago was the victim of a road rage incident. He swears he did nothing to the guy and I'm not stupid so I'm not sure I totally believe that, but he said that the car in front of him threw a cup at

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 scientry 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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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 Jim Kinnebrew of http://www.fishfoodbooks.org
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: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...

"Are you using Google Adsense on your website? If so what ad types, formats or layouts have you found to be the most profitable. Please share your story."

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

I look forward to reading your comments.

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- => 1. Marketing News/Resources
- => 2. Feature Article- Yahoo Publisher Network: Another Way to Have Your Website Earn Its Keep
 - => 3. Net H0t Spots!
 - => 4. Sites to Help
 - => 5. Site Promotion Software & More
 - => 6. E-Books / Ezine Resources
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1 . MARKETING NEWS

Google's New "Google Reader" for RSS feeds http://reader.google.com

VeriSign acquires Moreover Technologies for \$30 mln http://www.bizreport.com/news/9410/ America Online to Lay Off 700 Employees http://www.bizreport.com/news/9419/

Keyword Prices Trending Down http://tinyurl.com/cwro2

AOL to buy Weblogs Inc. network -source http://tinyurl.com/cz89z

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.

When it comes to payday and any earnings you may have coming to you, there is a minimum payout of \$100.00 before Yahoo will cut you a check. Checks are sent 45 days after the close of the calendar month. For example, any earnings made in September will be paid to you by November 15th. I'd like to see them shorten up the pay cycles in the future, as most small entrepreneurs generally need cash sooner rather then later.

It's going to be interesting to watch this new race heat up between Google and Yahoo. Competition is always a good motivator and who knows, it may encourage Google to offer new features as well knowing they don't have the corner on the contextual market.

Keep your eyes peeled for future changes and enhancements and may the best man win!

"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

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3 .NET HOT SPOTS

Film Loop

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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

VeriClix

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Google Adwords Yahoo! Internet Marketing (Overture) Kanoodle And more...

http://vericlix.com/

4. SITES TO HELP

Google Groups- Adwords

A new group on "Google Groups," called "AdWords Help" group. In this community, you may search or browse for answers, ask questions and assist others with AdWords questions.

http://tinyurl.com/9rq5t

Adsense Preview Tool

Thinking about running Google's Adsense ads on your site but are afraid of what types of ads will be shown? Use this handy dandy tool and get a preview of what may appear.

http://www.thebizbank.com/adsense-preview.php

Corey Rudl

Listen to this conversation with Corey Rudl from February 2001 in Boulder, Colorado at Jonathan Mizel's Internet Power Summit. Corey Rudl was a master marketer and you can learn a lot from this young man whos life was cut short by a tragic car accident.

http://www.thesystemseminar.com/corey/



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://dakota6969.first.hop.clickbank.net

QUICK TIP

Use Google to Search from Your Cell Phone

If you're out in a strange location did you know you can use Google to find the nearest pizza place or pharmacy?

In your phone type pizza 44143 (use the zip where you are) and send it to 46645

To check movie listings enter the movie title and your zip code and send to 466445

Google is great and now you can take it with you. For more info see http://www.google.com/sms/

5. SITE PROMOTION SOFTWARE AND MORE

Google Toolbar for Firefox Users

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http://toolbar.google.com/firefox/

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http://www.ebooks-made-easy.com/minibook.htm

The Golden Keywords Teleclass

F-r-e-e Ebook on how to do keyword research for your website and how important it is to do it right for maximum profit. This 24 page PDF report is loaded with pure gold.

http://mcpromotions.com/ebooks/GoldenKeywordsTeleclass.pdf

7 .OTHER VALUABLE EZINES- SWAPS

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http://www.infoproductscentral.com

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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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