

Are you ready for Thanksgiving? It will be here before you know it. Then it will be Christmas again. Seems like we just got over it. This time acceleration really sucks. The next thing ya know I'll be dead and someone will have forgotton to tell me.

If you've purchased my ebook thank you for your support. If you've been a subscriber to this rag for years and haven't, shame on you. If you feel you've ever gotten one valuable piece of information from me, please help to pay Pedro's doctor bills by picking up a copy. You can download the first 9 pages f-ree.

<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 Roger of <http://www.seagulltechnologies.biz/trk/sigmls.html>

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 : mcproulist@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...

"What do you think of Google's New Referral Program?"

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- "Reaching Your Customers in the Most Unexpected Places"
- => 3. Net HOT 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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Ever heard of the Google Cash Machine?

Earn a substantial income with 15 minutes of your time.
Not a get rich scheme, MLM or any other scam.
This method has never before been released to the public.
Guaranteed to make money or I will refund every dime.
It is NOT like anything you have ever seen!

<http://dperr52.googleearn.hop.clickbank.net>

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1 . MARKETING NEWS

PPC Favored, Though Clicks Fewer, Cost Higher
<http://tinyurl.com/7eyh2>

The Rebirth of LookSmart
<http://tinyurl.com/9kwnl>

Keyword Prices Sink 6%
<http://tinyurl.com/db5pj>

Local Search Just About Ready

<http://tinyurl.com/atus8>

FTC: State Registries Put Kids' Inboxes at Risk

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

Google Defector Reveals AdSense Pricing Formula

<http://www.realtechnews.com/posts/2060>

Federal Agencies, Companies Start Internet Fraud Prevention Effort

<http://tinyurl.com/84os9>

AOL Goes on Vegas Vacation

<http://tinyurl.com/74xhd>

AOL to Sell Musical Downloads

<http://tinyurl.com/b3agy>

2.FEATURE ARTICLE-

"Reaching Your Customers in the Most Unexpected Places"

By Merle <http://MCPromotionsPress.com>

Does this describe you? Someone makes a purchase from your website and your system automatically sends an email confirming the details and thanking him for his business. If this is all you've been doing, you may be leaving money on the table.

Part of marketing an online business involves taking every opportunity you get to sell your products and services to a customer or potential customer. It means getting your products and affiliate links out there where they can generate that income you've always dreamed of.

So, what are some of the more clever ways to get yourself seen and heard? I'm so glad you asked. Grab a cup of coffee and pay attention. What I'm about to share with you are probably things you've never thought of before, but if you implement them, they can have a huge impact on your bottom line.

1) Order Confirmation Page: After someone orders on your site, odds are they're taken to what's known as a "thank you" page when the order process is completed.

Don't just review the order, this is a great place to upsell by mentioning some of the other products and services you market. Many large companies do this all the time, and there's a good reason: it works.

Try to choose something that's related to what they've already purchased. If you don't have other products of your own, sign up for affiliate programs and mention those links here.

2) Thank You Email Message: Again, review your customer's order, thank her, and then mention other things she may be interested in. Affiliate links are fine.

If you publish an ezine or maintain any type of mailing list, this is also a good place to ask her to subscribe. Building an opt-in list is like putting money in the bank. It gives you another opportunity down the road to sell to these people.

3) Opt-In List Confirmation Page: If you have a subscription form on your site, make sure your confirmation page mentions links for other products. You may do a joint venture with other publishers, promoting their ezines on this page (with them reciprocating on theirs).

This is also a good place to mention your RSS feed and how to "whitelist" your ezine to help insure delivery.

4) Ebooks and Ecourses: Have you ever subscribed to an ecourse or downloaded an ebook and seen banners or text ads? Of course you have -- and so have I. This is another great place to push affiliate programs you may be involved with or sell those spots to interested advertisers to earn some extra cash.

You should also mention your ezine and how to subscribe to it in your ebook and ecourses. If your material is good, they'll want to sign up.

5) Ezine Subscription Message: When someone subscribes to your newsletter you should be sending out a welcome message. In it you should include a link to your archives, your RSS feed, whitelisting instructions, and again, any affiliate links or products you feel may be of interest to them. As long as it's related, it's a worthy pitch.

6) Membership Site Log In Pages: Ever log onto Paypal and before they'll let you enter you're taken to a promo page soliciting something? We've all seen this method. This is another great place to promote something. If you run any kind of membership site that requires people to log in, you can use this method of promotion.

So what's your goal? To start utilizing the tools you already have in place to market more of your products and services, and increase your sales. Do these tips work? Yes, even if you only implement one or two of them, you'll see more results and you won't be spending any more money on advertising to do it. And that's good for your bottom line.

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"How to Use Articles to Drive Website Traffic".
At last all of the resources you need in this brand new F-R-E-E ebook. Download now at...
<http://articleannouncer.mcpromotions.com>

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Mar-keting expert Kathleen Gage has created an amaz!ng program called "Street Smarts Making Money with the Internet." And after seeing how the Internet has changed my business, I wanted to make sure you knew about this great resource, too.

Kathleen's easy-to-understand and apply eBook is really incredible. It is one of the most concise programs around for gaining visibility on the Internet and increasing revenues.

<http://tinyurl.com/8p8t3>

3 .NET HOT SPOTS

Context Cash

Not only is Michael Fortin engaged to be married but he's also joined forces with his fiancée to create a revolutionary brand-new technology that marries two popular forms of money-making activities online. And they're officially launching it on November 16, 2005. Go to his site below to sign up and be notified when it launches. Knowing Michael, I'm sure it will be good. Too bad I didn't know he was on the market or I would have thrown myself at him <LOL>

<http://contextcash.com/>

Chitika

"Automatically targeted to the content of your webpage, eMiniMalls selects the best product and provides your users with robust comparative shopping information to make an informed buying decision - before they leave your site. As users click, you make money. " You can run this on the same pages as your Google AdSense ads. At least that's what I've read online.

<https://chitika.com>

12 Days of Christmas Program

The "12 Days of Christmas" Program begins on Dec 1st. They run this every year. Get free gifts from some of the web's top net marketers. You'll be notified every 2 days of where to go to pick up your goodies. Could Santa really be this good?

<http://www.hunteridge.com/12days/>

4. SITES TO HELP

Adsense Chat

Joel Comm has his own forum discussing all aspects of Adsense Chat. If you use Google's Adsense on your website join in the fun and learn how to make more of a profit while doing it. Joel wrote a book on the subject so he's pretty knowledgeable.

<http://www.adsensechat.com>

Google Print

Searching for a book? Now you can search at Google Print. "When they find a book whose content contains a match for your search terms, they'll link to it in your search results. Click a book title and you'll see the page of the book that has your search terms, along with other information about the book and "Buy this Book" links to online bookstores (you can view the entirety of public domain books or, for books under copyright, just a few pages or in some cases, only the title's bibliographic data and brief snippets). "

<http://print.google.com/>

Ebay Selling Manager

"eBay Selling Manager is our online sales management tool for medium to high volume sellers. Track and manage all your sales - right from My eBay! No download required."
F-ree for 30 days.

http://pages.ebay.com/selling_manager/

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"Need Traffic?"

John Reese has put together the most complete home study course on how to get traffic to your website. Take advantage of John's 10 years of online marketing experience and strategies he used to generate over 1.57 website visitors to his own sites. This course includes 7 DVD's, 6 CD's and over 500 pages of text.

Do yourself a favor and watch the free videos and study the sales copy. You can learn a lot without spending a dime.

<http://www.mcpromotions.com/johnreese.htm>

QUICK TIP

Split Test Your Copy

How do you know what works and what doesn't when it comes to things like headlines and copy on your web pages? You use what's called Split Testing. You can test different images and copy to see what is converting more browsers to buyers. Duncan has a free software package that does this at

<http://www.onlinemarketingtoday.com/software/split-testing/>

5. SITE PROMOTION SOFTWARE AND MORE

Article Dashboard

Want to start an article directory on your website? Now you can with this free script. Who knows how long they'll be giving it away. You'll have to give up your email address to download it.

<http://www.articledashboard.com/download.htm>

Moneytalk Free Player

Mike Lamb is back with his famous "Money Talk" radio show. He's even releasing a player you can download to listen live to the shows from your desktop. Get your copy at .

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

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Get Your Subscribers to Buy From You.
Find out why many of your subscribers aren't getting
your newsletter and what you can do about it.

<http://tinyurl.com/256tr>

6 . EBOOKS AND EZINE RELATED TOPICS

Best of Article Experts Posts

Dina Giolitto was the founder of an online group called "Article Marketing Mania" on the Ryze Network. Comprised of over 180 people she recently decided to end the group and re-launch it into something new and improved. In the process she took the various posts and compiled them into a 139 page f-ree book in PDF format. If you're new to online marketing with articles, even if you're not, you're sure to learn something here.

Download at:
http://www.mcpromotions.com/ebooks/Best_of_article_network.pdf

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>

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Sign up with Yahoo Sponsored Search and get a 25.00 credit

<http://www.kqzyfj.com/click-1502240-10358004>

8.HOW TO SUBSCRIBE UNSUBSCRIBE

If you are not a subscriber and would like to be please send <mailto:Subscribe@MCPromotions.com>- If you enjoy this ezine and feel that it's helpful I sure would appreciate a small donation. You decide how much and pay with PayPal <http://tinyurl.com/87>in If you'd feel better donating with Amazon with your ccc go to <http://tinyurl.com/yv224>

If you would like to be taken off our mailing list use the link at the very bottom of this ezine for instant removal. 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?
It will be viewed by over 2,900 subscribers.
Solo Ads Also Available

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:*******

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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