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Editor & Publisher: Merle - mailto:Merle@MCPromotions.com

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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"If you want to make your dreams come true, the first thing you have to do is wake up.'

Courtesy of <a href="http://www.Siglets.com">http://www.Siglets.com</a>
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## \*\*Want to Help Me Out?\*\*

If you like this newsletter please help pay the rent <a href="http://tinyurl.com/87in">http://tinyurl.com/87in</a>

#### What If . . . ?

- -You Hate Writing Emails for Your Ezine? Or Don't Have Time?
- -There Was a Software Program That Could Do This For You?
- -Those Messages Were Each Entirely Unique To You and Your Niche?
- -Those Follow-Ups/Emails Looked "Handwritten" By You?
- -You Could Use This Software and Action Guide Again and Again?
- -You Could Own This Software For Less Than \$100?

You Can -- At http://www.Linksnoop.com/InstantEmails

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## \*\*\*EDITOR'S NOTE\*\*\*\*

Hey Gang,

Happy Thanksgiving!

Can you believe it? Thanksgiving already? Now in a flash we'll turn around and it will be Christmas. I know time is always the same and it can't be sped up or slowed down but it sure seems to be moving faster lately. Better start working on your gift list.

So whats the big plans for Thanksgiving? Going to Mom's for dinner? or over the river and through the woods to Grandmother's house? Sorry I couldn't resist that one.<grin> It started snowing pretty badly here late this afternoon and they're saying by tomorrow some places might have as much as 9 inches. I hope not. If it continues I won't be going to Brunswick to my Mom's house for dinner as I planned. When the roads are bad I don't drive unless I absolutely have to. Call me chicken but when the car is sliding all over the road I want no part of it.

Pedro is doing much better. The doc can't believe it but she re-tested his blood work and it came back totally fine. I don't know if it's the herbs I had him on or the antibiotics but something has made a difference. I'm so happy and I hope this means he'll be around for awhile. Tootsie still seems more annoyed with him then anything else. He tries to get close to her but she really wants no part of him. Even his dance moves don't impress her. And he is a hell of a good dancer, taught him myself.

I'm going to try to keep it short this week so you can finish stuffing your bird. Enjoy!

## \*\*\*\*\*\*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 <a href="http://www.advancedsurvey.com/">http://www.advancedsurvey.com/</a> 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 Maryanne Smirnoss. 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: <a href="mailto:mcprolist@mcpromotions.com">mcprolist@mcpromotions.com</a>

Thanks again for joining me.

Warmest Regards,

#### Merle

http://www.MCPromotions.com/ http://www.EzineAdAuction.com/ http://www.MerlesWorld.com/ http://WebSiteTrafficPlan.com

## «x»§«x»¥«x»§ Discussion Question of The Week §«x»¥«x»§

The question of the week....on the discussion board is...

## "What are some of your favorite ezines?"

To POST your comments hop over to the board at.. <a href="http://www.mcpromotions.com/webbbs/config.pl">http://www.mcpromotions.com/webbbs/config.pl</a>

I look forward to reading your comments.

## «¤»§«¤»¥«¤»§«¤»¥ In This Issue ¥«¤»§«¤»¥«¤»§«¤»¥«¤»

- => 1. Marketing News/Resources
- => 2. Feature Article- Google's Site Targeting: "Giving Control Back to the Advertiser"
- => 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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## **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

1 . MARKETING NEWS
Google Allows Separate Bidding on Search, Contextual Ads <a href="http://www.clickzcom/news/article.php/3565866">http://www.clickzcom/news/article.php/3565866</a>
Google Analytics stops at 234,725 accounts <a href="http://blogs.zdnet.com/Google/index.php?p=36">http://blogs.zdnet.com/Google/index.php?p=36</a>
Google lets Web sites sign up advertisers directly <a href="http://tinyurl.com/c917k">http://tinyurl.com/c917k</a>
How to Read a Google Adsense Report <a href="http://tinyurl.com/9bwmr">http://tinyurl.com/9bwmr</a>
Email Marketing Trends for 2006 http://tinyurl.com/7cb7x
Google Launches F-ree Classifieds

http://tinyurl.com/9j9dj

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#### 2.FEATURE ARTICLE-

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Google's Site Targeting: "Giving Control Back to the Advertiser"

by Merle http://MCPromotionsPress.com

If you use Google's Adwords program you know that in the past you had no control over where your text ads were displayed. By adding "site targetting" Google has finally given control back to the advertisers.

Site Targeting allows you to pick and choose the websites you would like your ads to appear on. Of course, the websites you get to choose from must be in the Google network and be displaying "Adsense Ads" on their pages.

Now don't think that site targeted ads will be replacing Google's "Keyword Targeted Ads". It's simply another tool at the advertisers disposal and is an option, not mandatory or required.

The program works differently then the normal "keyword targeted ads" where you only pay per click. With site targeting you pay CPM (cost per thousand impressions). The minimum bid per thousand is currently .25 but if you're trying to appear on high traffic sites you'll need to bid higher to win top placement due to the competition for these spots.

Remember, you'll pay for being shown whether anyone clicks on your ad or not. To set up a "site targeted" campaign you'll need to log into your Adwords account and go to your "campaign summary page" then select "create a new site targeted campaign". You can name the sites where you want your ads to appear or type in a list of words that describe your website and Google will take that input and come back with sites you can choose from.

Keep in mind that this type of ad campaign can be expanded text ads and animated image ads. Giving you more flexibility and options. If you've been waiting to pick your own audience and hand pick the websites that display your ads, you'll want to take a closer look at this advertising option. For more information see ...

https://adwords.google.com/support/bin/topic.py?topic=342

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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

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

Google Base

"A place where you can easily submit all types of online and offline content that we'll host and make searchable online. You can describe any item you post with attributes, which will help people find it when they search Google Base. In fact, based on the relevance of your items, they may also be included in the main Google search index and other Google products like Froogle, Google Base and Google Local."

http://base.google.com/base/

## **Findology PPC Search**

A new search engine with over 800 million searches per month offering you 50.00 in f-ree clicks when you sign up.

http://www.findology.com/ppcu\_promo

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#### **Small Business and Retirement**

An online guide for Retirement Plan Management for small business put together by the U.S. Small Business Administration. Find out what your options and responsibilities are. No one wants to get old but it's going to happen to all of us sooner then we think.

http://www.sba.gov/nationwide/index.htm

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#### 4. SITES TO HELP

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#### **Opt Out PreScreen**

If you're like me your mailbox is stuffed to the gills every day with credit card and insurance offers. If you're tired of it and would like to opt out from receiving these offers go to...

https://www.optoutprescreen.com/

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#### **BackLink Checker**

Getting other sites to link to yours is important when it comes to ranking well with the search engines. But do you know how many websites have a link to yours? If not try this handy tool that will display a complete list along with the anchor text they're using.

http://tinyurl.com/dqq5v

## Aytozon

This is pretty slick. You can compare items at Ebay and Amazon to see who has the cheaper price. Handy if you're on the hunt for something specific.

http://aytozon.com/



So-called "Opportunities" come and go. But we have to tell you, after carefully scrutinizing this six ways to Sunday, I am convinced anyone who passes this up has just let go of a real winner. Bottom line: If you are looking for a sure-fire way to have a ready-to-go online business that works from the get go, one that can exceed all your expectations for generating a very nice recurring income, we found just the ticket for you.

http://www.seagulltechnologies.biz/go/3meryl.htm

QUICK TIP

## **Autoresponders**

If you find yourself answering the same questions over and over or sending out the same price or product list you need an autoresponder. Just set them up ahead of time and when someone sends an email to that address it replies with your pre-fabed message. If you think hard you'll find plenty of uses for autoresponders in the course of your online business.

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#### 5. SITE PROMOTION SOFTWARE AND MORE

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## **Dansie Shopping Cart**

If you need a nice secure shopping cart program for your website this is it. You can purchase it and install yourself for only 150.00 or they'll do it for you at only 200.00. "Dansie will keep track of which items your web store shoppers are interested in, automatically calculate sales tax, shipping/handling and the grand total." Many payment options available for your customers, even Paypal.

http://www.dansie.net/cart.html

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#### **RSS to PDF**

Now this is interesting. Take any RSS feed and convert it to PDF format. Don't ask me why you might want to do this, I'm still trying to figure that one out myself but who knows, someday it may come in handy.

http://rss2pdf.com/

## **Need Help With Your Article Promotion?**

Download my latest ebook that will show you the ropes of how to increase your website traffic by writing short articles.

http://articleannouncer.mcpromotions.com

# 6 . EBOOKS AND EZINE RELATED TOPICS

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Download a Free Chapter of Andrew Goodman's New book "Winning Results with Google Adwords"- 32 pages of solid gold.

http://tinyurl.com/ce6mf

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## WebSite Services Magazine

"WebsiteServices.com is the online home of the only publication purely for website owners - Website Services Magazine! Providing Essential 'Net Info for Website Owners, their mission is to help their readers and visitors succeed by providing helpful and valuable information about online business trends, industry insights and best practices." Read articles online or subscribe.

http://www.websiteservices.com/

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#### 7 .OTHER VALUABLE EZINES- SWAPS

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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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Want a profitable business AND a ministry to bless others? Sell everything at cost & STILL get 800% profit! This pastor did! Get your info at http://www.theanswerto.com/FishFoodBooks/

Ask for the FREE e-book on Prayer and get yours answered now!

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Read Back Issues: <a href="http://MCPromotionsPress.com">http://MCPromotionsPress.com</a>

http://www.MCPromotions.com

Merle's Cyber Promotions
Send comments to <a href="mailto:Merle@MCPromotions.com">mailto:Merle@MCPromotions.com</a>
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 \*\*\*\*\*\*\*\*\*\*\*\*\*\*

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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 <a href="http://www.advancedsurvey.com/">http://www.advancedsurvey.com/</a> and type 8244 into the "take a survey" box on the right hand side.

Also, we have a satisfaction survey that I need your comments on go to <a href="http://AdvancedSurvey.com">http://AdvancedSurvey.com</a> and in the survey box on the right type this number 10443

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