

*****EDITOR'S NOTE*****

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Hi Gang,

The sky is gray and the rain is softly falling down. We had a beautiful 70 degree day yesterday which is probably the warmest it's been in about 7 months then today it all turned to crap again. What else should we expect here in Ohio? The weather she's constantly changing. Last week we had a few beautiful days in the 60's then woke up on Sunday only to get pelted with 6 inches of snow. Only here can you experience all of the seasons in the time frame of one week.

If you haven't picked up my latest ebook "Must Have Marketing Resources", please do. If you enjoy this ezine or feel I have helped you in anyway over the years it's a great way for you to show your support. Besides Dakota and Teddy need more bones and Mama's got to pay the rent. (LOL)

Go to...

<http://mcebook.mcpromotions.com>

If you own my ebook please go to this page <http://www.ebookmall.com/ebook/173386-ebook.htm> and at the bottom where it says "submit a review of this ebook" could you leave your comments? I'd appreciate it.

Did Easter seem strange to you this year? We had it early. I knew it didn't seem right as it's usually in April. Then we had the time change this week where we turned the clocks ahead one hour. That always messes me up. You can't trick "old Merle" I know what time it really is. Who came up with the lame idea of messing with the clocks anyway? I mean if you think about it we don't know what time it really is since man has been messing with the clock for who knows how long now. Something to think about. I think there was a son like that it went "Does Anyone Really Know What Time it is?....Does Anyone Really Care.....Your humming it right now, aren't ya? <grin>

The lumber has arrived for our house project. Finally after 6 months of living in the aftermaths of the fire that disrupted our lives we're about to begin putting

the house back together. We've made some changes and we're going to have more room so it'll be sweet when it's all done. Poor Jim. He's been working like crazy night and day to bring it all together. It's making him cranky though. He sure growls a lot and has no time to spend with me. Anyone want a girlfriend?

So what's the big scoop on the Net the past few days? John Reese of course. John, who is the creator of "Traffic Secrets" has done a relaunch of the site that includes over 100 testimonials from real people who have used his course with great success. This is huge. There are so many testimonials and screenshots the site is over 200 pages. Even if you don't intend to purchase it (I have it and love it) please go over to the site and read over his copy as you'll learn a lot about copy that pulls you in and makes you want to buy. It's an educational tool in itself. Go to...

<http://www.trafficsecrets.com/mstinnett>

If you're trying to generate site traffic and need some ideas get my other ebook "50 Easy Ways to Promote Your Website" to <http://WebSiteTrafficPlan.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 "Mary Hillard."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:<mailto: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...

"What are some of the methods you use to drive traffic to your website?"

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-"Do You Know How to POD?"**
- => 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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"NAME YOUR OWN PRICE FOR WEBSITE HOSTING"

Stop by, tell us what you need, and your price range. Customize your own account with one of the oldest hosts in the world.. EZ account transfers. We've built our name on reliability, not poorly managed servers. WEBSTER COMPUTING SERVICES. Never switch or even consider switching hosts again.

<http://www.webcs.com/haggle.html>

1 . MARKETING NEWS

New MSN Communications Tools Bring New Ad Opportunities

<http://tinyurl.com/4z8gy>

Google Bows 'Budget Optimizer' for AdWords

<http://tinyurl.com/5lo2r>

Google Ups E-Mail Storage Ante to 2 Gigabytes

<http://tinyurl.com/6d92h>

Click Fraud Class Action = PR Nightmare

<http://tinyurl.com/3k8e2>

Disney Web Sites to Display Advertiser Listings

<http://tinyurl.com/6es7w>

The New Rules of Email Publishing

<http://tinyurl.com/6ygbd>

2.FEATURE ARTICLE-

"Do You Know How to POD?"

by Merle <http://MCPromotionsPress.com>

In today's Internet age the traditional publisher has a new competitor. It's called Print on Demand, or POD for short.

Until recently, aspiring writers found it difficult to have their books approved and into print by established publishers.

With POD you become your own publisher, printing and shipping out your books as they are sold. This means no unsold inventory and no lost money while your books are sitting around gathering dust in boxes.

Ebooks are pretty popular online but there are still some "old fashioned" consumers who want to hold a book in their hands. POD allows you to offer them that option inexpensively.

Unlike traditional publishing, which can cost a small fortune to print hundreds of books (with no guarantee that they'll sell), POD is very affordable.

When shopping for a POD Publisher to work with you'll want to find out what the set up cost is and the charge per book. You'll also want to inquire whether there is a minimum number of books you have to purchase. Make sure to read the fine print of any agreement to make sure you are not giving your rights away. Most will allow you to keep your rights and they'll also get an ISBN number for your book.

Here are some of the more popular POD publishers online:

- 1) Author House: <http://AuthorHouse.com>

If you list with Author House your book will be available at more than 25,000 retail outlets worldwide, including Amazon and BarnesandNoble.com. They do prefer that your submission be in electronic format (CD or Disk). There are three sizes of books available; 5X8, 6X9, 8.25X11. You retain all rights to your work.

2) Action Tales: <http://ActionTales.com>

Publishes in electronic or hard copy format. Set up charge for POD is \$197.00 and includes an ISBN number for your book. You maintain all rights to your work. Once printed, your book becomes available in retail outlets nationwide. All books are 6X9 trade paperback. One side note: they only accept top quality work, so make sure yours is up to par before submitting.

3) Aventine Press: <http://AventinePress.com>

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Published in paperback, hardcover or in ebook format. You retain all rights to your work. Pays 30% of the sale price on your paperback book and 25% for other paperback trim sizes. They also pay 50% on ebook sales and 20% of hardcover books sold on their site.

5) Universal-Publishers: <http://Universal-Publishers.com>

Books sold in paperback format through thousands of booksellers including Amazon and Barnes and Noble and in digital format via the Net. Authors receive royalties from 20 to 40% of the retail price. Non-exclusive publishing agreement.

6) Ebookomatic: <http://EbookOMatic.com>

Publish unlimited ebooks for a one time registration fee of \$147.00. Ebooks will be available for sale on multiple websites. Audio enable your sales page with your own voice. They do prefer your manuscript in Word or PDF format. They also have a free 10 day trial so you can take them for a test drive.

7) LuLu: <http://LuLu.com>

You can publish books, calendars, music, video, software, ebooks and more with LuLu. You set the selling price of your product and they take 20% of the royalty you set. Can sell in POD format or strictly ebook format.

8) BookLocker: <http://BookLocker.com>

They have a \$199.00 set up fee, and an \$18.00 per year hosting charge. You supply the book cover and books are printed as trade paperback, soft or hard cover. They pay you 35% of listing price and you keep all of your rights.

So, if you've always dreamed of being a published author or you're tired of rejection letters, why not take the task upon yourself and publish your own book. With Print on Demand some dreams can come true and your book can be lying on your coffee table tomorrow.

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"Must Have Marketing Resources" Ebook by Merle is loaded with valuable online resources you need to know about, when it comes to running your web business. Get your copy now at ...

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Tired of editor rejections join EbookOMatic and get published within minutes. Instant online ebook publishing. Sell more of your ebooks now.

<http://tinyurl.com/62zxt>

3 .NET HOT SPOTS

Viral Advertising in 2005 Part I

Top 7 Tactics, How-Tos, and Measurement Data

<http://www.marketingsherpa.com/sample.cfm?contentID=2957>

Another one from Marketing Sherpa only available to the public until April 15th so you better hurry. Includes exclusive data from 2,431 marketers and viral ad agencies.

Creative Commons Search

"This Yahoo Search service finds content across the Web that has a Creative Commons license. While most stuff you find on the web has a full copyright, this search helps you find content published by authors that want you to share or reuse it, under certain conditions.'

<http://search.yahoo.com/cc>

FeedShark

If you have an RSS feed you need to get it listed in directories. Feedshark has over 20 blog directories where you can submit your feed all in one place. Handy and useful.

<http://feedshark.brainbliss.com/>

4. SITES TO HELP

Disposable Email Address

"PookMail.com is a disposable email account system. Use PookMail.com to avoid give your personal email address to untrusted sites." This would be great for those sites who request an email address in order to download something if you'd rather not give your real one out.

<http://pookmail.com/>

UpSnap Search

"The UpSNAP service allows you to get free directory assistance from your cellular phone using text messaging. The service is very easy to use. All you need to do is to type the name and location of the business you are trying to find using text messaging on your phone."

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

AdSense Heaven

What's the top bidden keywords on Google AdSense? This database of keywords that has recently exceeded 15,000 and is still growing everyday. Simply enter the keyword or phrase you'd like to research below and click "Search" or click on a letter category to see all of the keywords associated with that letter."

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

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The Ebay PowerSellers Book of Knowledge

This awesome, newly revised and updated book features everything from the basics of selling on eBay™ to advanced information on making the most of your sales. It is a book that beginners will understand and that experts will appreciate!

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

QUICK TIP

Google Tip

To get listed in Google you need another site to link to your website. Without any incoming links they won't index you period. The best sites to get a link from have a Google Page Rank of 6 or higher. So do your homework before asking for a link.

5. SITE PROMOTION SOFTWARE AND MORE

CBCourier for Clickbank

CBCourier, a FREeware product from a TRUSTED SOURCE which allows Clickbank Affiliates and Merchants to automatically receive sales notifications and all associated data directly to their desktops, 24 hours/day. When the CBCourier icon in your Windows system tray flashes, you know you've just made another sale! As an affiliate all of the products you represent are automatically checked for new sales.

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

Feed For All

Need to convert your RSS feeds to HTML? If you've been looking for a way to display your feeds on your site quickly and easily check out this f-r-e-e script.

<http://feedforall.com/free-php-script.htm>

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<http://tinyurl.com/5zoow>

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<http://www.Family-Content.com>

John Reese just released a no-cost 'Special Report' that contains some very powerful content that you need to go read right now.

<http://www.merlesworld.com/e-books/merle.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!

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Need Help With Your Keywords?

Here's a great service that was founded by a truly successful online marketer. No time to find the best keywords for your website? No problem, they'll do the hard work for you while you rake in the traffic.

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

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Read Back Issues: <http://MCPromotionsPress.com>

<http://www.MCPromotions.com>

Merle's Cyber Promotions

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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 FREE 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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