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**Merles Mission Ezine- <http://www.MerlesWorld.com/>
"The Best of the Net Straight to your Door"**

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**Edited & Published by: Merle- <mailto:Merle@MerlesWorld.com>
Companion Blog <http://Merlesworld.Blogspot.com/>**

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*"A Wise Man can see more from the bottom of a well than
a Fool can see from the top of a mountain."*

Courtesy of <http://Siglets.com>

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NOTE: This newsletter is by subscription only. The only way it could have ended up in your inbox was by your subscribing to it. If you wish to be taken off this list see the details at the bottom. I warn you though, you're going to miss me. <GRIN>

DONATIONS Wanted: If you enjoy this ezine, please make a donation by PayPal <http://tinyurl.com/3qzpa>

Your small gifts will help support the website and this newsletter (and bones for "the boys"). Dakota says "woof" which means "Thanks" in dog language.

TOP SPONSOR

"Top Paying Google Words"

Do you know what the most expensive keywords are on Google? Toppayingwords allows webmasters to improve earnings by identifying the best paying keywords on the Internet. This info is real gold.

<http://tinyurl.com/9ptqn>

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EDITOR'S NOTE
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Hey Gang,

Happy Monday! I hear you. What's so happy about it? It means back to the old grindstone for most of us. That is unless you're independently wealthy and that's not the case for me. I'm a hard working girl. I owe, I owe, so it's off to work I go. Did you ever wonder what life would be like if you were rich? I don't think the material things would be the best part but rather the freedom to spend your days in your own way and never having to worry about how you're going to pay your car payment or the gas bill. Am I right? MOney can buy freedom from worry. I think I'd travel. Just take "the boys" and go on a worldwide trip. If Ms.Winfrey can travel with her dogs, so can I. <grin>

If Mother Nature thinks the kind of weather we've been having is Spring, I'd like to know what she's been smoking. It's been brrrrr...chilly. The sun is out today but it's like a high of 50 and even in my wool sweater I can feel the chill run down my spine. Whatever happened to the real spring? Here in Ohio we use to experience the full range of seasons and Spring was a wondrous time. This feels much more like fall to me. What the heck is going on? I'll never be able to work on my tan at this rate.

This weekend was a blur of parties. Seems like every time I turn around it's a party for someone. The one Saturday night was fun. I had a few drinks and turned into a dancing fool. Of course, that's how I am. Just add alcohol and I'm a real blast. Of course, most of the party was being videotaped now I have to worry about the evidence they have on me. God knows where that could turn up. This week is no exception. It's my nephew's birthday, my Dad's birthday, and more. Lot's of people born in April and May.

Have you picked up my ebook yet? "Must Have Marketing Resources" <http://mcebook.mcpromotions.com/>
If you run any type of online business you'll find the over 200 resources I've included invaluable. You won't believe the types of services you can get absolutely f-r-e-e if you know where to look

Please pop in at the discussion board and post your comments or questions.. <http://www.merlesworld.com/webbbs/>

Don't forget to bookmark the Blog. You'll want to pay an occasional visit for extra goodies I find.

<http://merlesworld.blogspot.com/>

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If you'd like a chance to win a f-r-e-e ad in this ezine please take 2 minutes and fill out our short survey at <http://www.AdvancedSurvey.com/> when there put 8243 into the survey number box at the right hand side to take the survey.

Every time I write a new article I send it out to a list I maintain of publishers and website owners for possible inclusion in their newsletters or on their sites. If you'd like to be included in that list, send a message to <mailto:addmetothelist@merlesworld.com?subject=ADDME>

If you have any comments you can send them to <mailto:merle@merlesworld.com> If you'd like to run your ad in this publication see this page <http://www.merlesworld.com/advertising.htm>

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### 1. NEWS FROM THE NET

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FTC Seeks Input on Can Spam Tweaks

<http://tinyurl.com/85k6y>

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AOL Jumps Into F-r-e-e Email Business

<http://tinyurl.com/9gcgj>

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Google Ponders Gmail and Blogger Integration

<http://tinyurl.com/byeht>

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Lessons from RSS Advertising

<http://tinyurl.com/9nm7b>

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PPC Advertising Connects to Conversion Rate

<http://tinyurl.com/92fkq>

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Opera Releases Version 8 Browser

<http://opera.com/>

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### **ScreenCam Generator**

"Who Else Wants To Record And Publish Topnotch Full-Motion Streaming Screen-Captured Videos In Just 3 Easy Steps That 'Wow' Your Prospects And Customers, And Force Them To Jump Up And Say 'YES! I Want To Buy Your Product Right Now'?"

<http://tinyurl.com/7lod7>

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## **2. FEATURE ARTICLE**

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### **"Search Engines: Desktops Wanted"**

**By Merle <http://MCPromotionsPress.com>**

Search engines are no longer content with being contained to the web. They want your desktop, too. If you've always wanted the power of a search engine inside your computer, desktop search applications were made just for you.

Many of the major search engines have created desktop search applications that can help you to find anything on your computer faster than you can say "uncle." And I do mean anything. >From text files to email and images, it can find it all. Imagine no longer saying "now where did I put that file?" You can search thousands of files with a click.

The best part is they won't cost you a dime and if you've ever spent hours searching through old emails for a specific message, these apps will now do that for you too. That is, as long as you use Outlook or Outlook Express.

## **The major players in this arena are:**

- 1) Google Desktop: <http://desktop.google.com/>

Search your computer's files, audio, video, images and emails, and even the Web. You can preview the search results in a mini-viewer before deciding to open it.

When you first download this program it needs to scan your hard drive for all files. It can take quite a bit of time for this initial index, but rest assured it's just the first time. Afterwards it updates itself periodically in the background as needed.

- 2) MSN Toolbar: <http://toolbar.msn.com>

Find messages, email, photos, music and data files on your system quickly. You decide what is and isn't indexed, with capability to index over 200 file types. Like Google's application, it will need to index your system when first installed (which can take several hours), but it does give you the option to pause it if needed.

One drawback to this one is you'll have to download Microsoft's Toolbar to get it; it's a package deal. It also gives you the ability to preview files. Includes a pop up blocker for your surfing pleasure and other cool gadgets.

- 3) Ask Jeeves: <http://sp.ask.com/docs/desktop/>

Enter a phrase or keyword and it quickly finds all files or email housed on your system matching the search term. Free to download but must be run on Win 2000 or WinXP.

- 4) Yahoo Desktop Search: <http://desktop.yahoo.com>

Requires WinXP or Win 2000. Search for more than 200

file types. Also has a built-in previewer so you can peek without opening the documents that it finds. Search for email and attachments, search Yahoo, even Messenger archives, PDF files and Web pages and word processing docs. It even has the ability to save your favorite searches and allows you to customize and set indexing options.

If you've been wanting an easy way to find files on your computer, you've got to download one of these powerful software applications. Why spend hours and get frustrated searching manually when you can have a powerful search engine do the work for you?

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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 ...  
<http://mcebook.mcpromotions.com>

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**FeedMagic- "RSS Autoresponder"**

FeedMagic lets you set up your autoresponder sequence once, and lets your customers choose how they want it delivered: via Email or RSS Feed! By giving them a choice, you can draw in the hesitant ones who want the RSS version, and also the daring ones who are ok with giving you their email address. Check it out now at...

<http://tinyurl.com/7ge6l>

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### **3. WEBMASTER RESOURCES**

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#### **AgoraCart**

"A powerful online shopping cart that offers a wide range of out-of-the-box features that allows online stores to be setup in simple fashion for the beginner, yet it offers high power ecommerce, flexibility, and modular features". F-r-e-e

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

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#### **RSS Mix**

"Mix any number of RSS feeds into one unique new feed. You can then point a parser at the new feed and display a mix of stories from various sources on your website."

<http://rssmix.com/>

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#### **Dreamweaver MX Keyboard Shortcuts**

A handy chart of all the keyboard shortcuts you can't seem to remember. Print this one out and keep it by your computer for your next web design project.

<http://tinyurl.com/7bgx6>

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**Tip**  
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**CSS Tip**

It's easy to use an image as a background for your paragraphs or header tags. It's done like this:

```
<h1 style="background-image:url('yourgraphic.jpg')">  
Type your text here</h1>
```

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**4. PROMOTIONAL RESOURCES**  
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**The Web Hosting Show**

If you're a web host or if you host a website you need the Web Hosting Show. Everything you ever wanted to know about hosting by an expert. News from around the globe.

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

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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.

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

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### **EbookoMatic**

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>

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### **5. OTHER EZINES OF INTEREST**

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If you'd like to swap ads with this ezine please send your requests to <mailto:adswap@merlesworld.com> Please include your ezine name and the number of subscribers.

### **"Attention Small Business Owners!"**

If you're trying to market your Website and are not sure where to turn, subscribe to MC Promotions Press Newsletter and get the information you need to be a success online. Sure-Fire Promotion/Marketing Tips. Sites that will help you. Little known advertising tricks.....and much more. Start increasing traffic to your site Now! <http://MCPromotionsPress.com>

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### **6. JUST FOR FUN OR USEFUL**

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#### **Searching Gmail**

The cool thing about Gmail is the ability to search all of your messages. But what's the trick to doing it? Dave Taylor points out the tricks you need to know to find that important email message.

<http://tinyurl.com/9oqrz>

## **Elevator Moods**

The strangest site I think I've ever seen but I couldn't stop viewing it. Mini movies if you will of people in elevators doing some of the strangest things. You'll definitely think of this next time you're "going up".

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

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## **Photo Stamps**

I've always thought they should make a stamp in my likeness. Now I can do it myself. Upload any photo and turn yourself into a real usable mailable stamp. Very cool.

<http://photo.stamps.com/PhotoStamps/>

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## **"Attract Traffic While Sitting In It"**

Buy URL Plates for your Car and attract traffic to your website while sitting it. These are really cool. I have them and so should you.

<http://www.mcpromotions.com/adURL/default.htm>

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## **7. E BOOKS AND THINGS OF INTEREST TO EZINE PUBLISHERS**

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### **"50 Easy Ways to Promote Your Website"**

This f-r-e-e ebook contains over 100 resources that will help you get traffic to your website quickly and inexpensively. Grab your copy now at:

<http://www.websitetrafficplan.com/ebook.htm>

## **Making an RSS Feed**

A great tutorial written by Danny Sullivan that will bring you up to speed quickly on how to create your own feed. Good stuff and he makes it look really easy, and it is.

<http://tinyurl.com/jatd>

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## **We Blog A Lot**

Another Blog Directory where you can search for feeds or submit your own for pinging.

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

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## **8. FREeware- SHAREware- TRIALS TO DOWNLOAD**

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### **Yahoo Toolbar for Firefox**

"Yahoo! Toolbar Beta for Mozilla Firefox Browser  
Search the Web from anywhere online  
Easily discover and add RSS feeds to My Yahoo!  
Customize and access your Toolbar from any PC"

<http://toolbar.yahoo.com/firefox>

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### **Picasa**

Google's photo editing software has recently been upgraded to version two. You won't believe how powerful this is especially since it comes with a pricetag of f-r-e-e. It will find all of the photos on your pc and arrange them into visual albums.

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

## PhotoFiltre

If you need a free graphics program you might want to take a look at his little gem. It's very powerful and perfect for the non-graphics expert. Very impressive and easy to use.

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

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**"What Google Never Told You About Making Money with AdSense".**

Do you use Google AdSense on your websites? Sure, you might be making a few bucks a month but this guy shows you how he really increased his earnings. With just a few simple changes he turned his AdSense pages into supercharged click-magnets and multiplied his earnings per click- Learn from someone who's actually done it.

<http://tinyurl.com/4b2xa>

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## 9.IMPORTANT STUFF

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Well, that wraps it up,once again thanks for joining me. If you have any comments please send them to [comments@merlesworld.com](mailto:comments@merlesworld.com) or visit <http://www.merlesworld.com>  
Read Back Issues at: <http://MerlesMission.com>

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If you are not a subscriber and would like to be send <mailto:subscribe@merlesworld.com>

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Buy Merle's World Merchandise <http://www.cafeshops.com/msmerle>

Thanks for being a subscriber and I'll see you next time! If you enjoy this ezine and would like to make a small donation please go to ..<http://tinyurl.com/aohr> Any amount would be appreciated.

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