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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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"Forget the Joneses. I can't keep up with the Simpsons!"

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>

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EDITOR'S NOTE

Hi Kids,

Oh where, oh where has Merle been? If you pay attention you may have noticed I didn't publish the usual issue at the end of May. It just got too crazy with the holiday weekend and time got away from me. Actually, I'm thinking of cutting down all of my ezines to once a month as it's a lot of work to come up with new material twice a month for multiple newsletters. What do you think? Would you miss me or be glad you'd have less email? I know everyone has a cluttered inbox these days. It takes me hours to go through all of the email I get and I'm sure you're right there with me.

We all know that email filtering is getting worse and worse. I do publish an RSS feed that you can load into your favorite feed reader program and it will notify you every time I post a new issue of Merle's Mission online. Here's the feed, just copy and paste it into your browser.

http://www.merlesworld.com/archives/MM_Ezine.xml

To those of you who have supported me by purchasing my latest ebook "thank you". Must Have Marketing Resources has been a huge success for me and I appreciate the show of support you have given me. For details see <http://mcebook.mcpromotions.com>

Did I ever tell you I work nights? Just 24 hours a week doing customer service for an insurance company. I'd tell you which one, but then I'd have to shoot you <grin> Anyway, I just came off of 3 nights in a row (I only work 24 hours a week) and I had to go out and run errands today. Post Office, Bank, that kind of thing. I decided to take "the boys" with me as I feel bad if they don't get out of the house once in awhile, and they do enjoy a ride in the Jeep. Anyway, I guess my mind was still asleep and I was sitting at a red light and the green arrow came up for the left turning lane and I guess my overtired mind just saw green and I started charging through the red light like an idiot. Luckily my brain snapped back about 1/4 of the way thru the light and I slammed on the brakes and was able to back up and get myself out of danger. Wow! I felt like a total idiot. The boys and I almost bit the bog one.

Last week the weather turned so hot everyone turned on their AC. Not me. I'm cheap. I hate paying a high

electric bill so I have refused to turn it on yet. Besides after the long hard cold winter we had I'm enjoying the sunshine and hot temperatures. I don't want to close the house down just yet. Sure, I'll probably break down come July and August and turn it on, but for now I'm enjoying summer.

Don't forget this weekend is Fathers Day so if you haven't gotten your dad something special you need to get busy. Mine loves lottery tickets so he's easy. I put a bunch of tickets in a card and mailed it off to him. Of course, if he wins I'll have to beat the crap out of him and take the card back. (LOL) Yes, I'm kidding. Well, maybe.

If you haven't been over to the discussion board lately please stop in and post your comments. I'd love to see you there.

<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.

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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>

Merle

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<http://www.EzineAdAuction.com>  
<http://www.MCPromotions.com>

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### 1. NEWS FROM THE NET

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Protect Yourself from PayPal SpoOfing

<http://tinyurl.com/5z57m>

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Google Launches SiteMaps

[http://www.netimperative.com/2005/06/03/Google\\_Sitemaps/view](http://www.netimperative.com/2005/06/03/Google_Sitemaps/view)

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Internet Marketer, Corey Rudl, Dies in Car Crash

<http://tinyurl.com/c8att>

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Google's Earnings Jump 477%

<http://www.bizreport.com/news/8865/>

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Bankruptcy Rules Get Tougher

<http://tinyurl.com/ey498>

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Overture now Yahoo Search Marketing

<http://www.content.overture.com/d/>

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Email Copywriting 101

<http://tinyurl.com/cjt8x>

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Worthless Shady Criminals: In Defense of SEO, Part 2

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

Media Buyers Welcome AOL's New Portal  
<http://www.clickz.com/news/article.php/3512851>

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What email marketing software is the most popular  
<http://www.wilsonweb.com/art/email/email-survey-050613.htm>

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**2. FEATURE ARTICLE**  
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**PayPal Alternatives: "Do You Have a Backup Plan?"**

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

Many people think that in order to do business online you need to have an expensive merchant account to have the ability to take payments by credit card from your customers. Nothing could be further from the truth. Merchant accounts can be hard to get and the monthly fees can really add up.

So what's an honest Internet Entrepreneur to do?

The answer for most is Paypal.com. It's easy to set up an account, and fees are low and depend on your monthly sales (for most it will be 2.9% and .30 per transaction). You'll find most Net users trust and use PayPal for their everyday purchases, so they won't have a problem using it on your website to purchase from you.

However, relying solely on PayPal.com for your business can be risky. Should you ever lose your PayPal account or you have it "frozen," your online income will come to a screeching halt. You need a backup plan; another way to accept payments -- or you'll have to close up shop. This is the same thing as relying on one stream of income. If you lose your job your only source of revenue dries up as well. That's why multiple streams are best to keep you in the green.

So who are some of the others? I thought you'd never ask:

- 1) Bidpay: <http://www.BidPay.com>

This service is available only for those who buy and sell at online auctions. Buyers use their credit or debit card to make their purchases from you and BidPay sends you a Western Union Money Order or the payment is directly deposited into your checking account if you live in the U.S.

- 2) CCNow: <http://CCNow.com>

A shopping cart solution that also allows you to take all major credit cards without a merchant account. They pay you your earnings twice a month and while your money is sitting on account it earns 1.5% APR.

- 3) DigiBuy: <http://www.DigiBuy.com>

For those who sell software. Puts you in control of pricing, order forms, and delivery options. Pricing varies with two service levels to choose from. Your earnings are paid to you monthly minus their 13.9% per transaction fee (\$3.00 minimum). Digibuy allows you to accept payments by Visa, MasterCard, Amex, Discover or Diners Club.

- 4) Ikobo: <http://www.IKobo.com>

With merchant fees at \$2.99 plus .29 per transaction, and no extra fees for international transactions. You can sell to buyers in 170 countries. Payments are deposited to your bank account or to your Ikobo Visa debit card.

5) 2CheckOut: <http://www.2CheckOut.com>

It will run you \$49.00 to open an account, then it's .45 per sale and 5.5% of the sales amount. Includes free shopping cart and codes to add to your website. Will also work with your existing shopping cart if you just need a way to take credit card payments. Can be used for tangible or digital download products. With 2CheckOut, you can take payment from all credit cards and even check and debit card payments.

6) ClickBank: <http://www.ClickBank.com>

A great service which I've used for years. Good for selling digital products and comes with a built-in affiliate program. You'll have to pay a one time fee of \$50.00, then it's only \$1.00 plus 7.5% of each transaction. Allows you to take payments from all credit card types.

7) ShareIt: <http://www.ShareIt.com>

For selling software and shareware online. Your customers can pay by credit card or debit cards even checks. Receive your money by check or electronic transfer to your bank account. Fees are based per transaction with no monthly charges.

8) ProPay: <http://www.ProPay.com>

Accept payments by credit card via the web or even by phone. Funds are deposited into your ProPay account. You can get a ProPay MasterCard to access your funds or transfer your earnings to your bank account. They have four types of accounts to choose from: Basic, Premium, Premium Plus, Platinum, with annual pricing from \$34.95 all the way up to \$299.95, depending on the features and type of account you need.

9) Ibill: <http://tinyurl.com/3oc88>

For businesses selling services and subscriptions.  
Gives you the ability to accept payments by Visa, MasterCard, Discover, JCB, Online Checks, even by phone via a special 900 toll free number.  
Fees vary, but if you reside in the U.S. and your sales are from \$0 to \$9,999, the charge is 15.19% in a billing period.

10) Money Bookers: <http://moneybookers.com/app/>

Money Bookers offers a merchant feature that allows you to create order buttons for your website and be paid by credit card. Fees range from 2% all the way up to 8%, depending on how payments are made. No setup or monthly fees. You can accept payments from over 30 countries. Money can be transferred instantly to your bank account.

Don't wait for disaster to strike before opening another web based payment account. Like a "good scout," you want to be prepared in the event you need a backup. You never know what tomorrow will bring so get your house in order now.

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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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"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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### 3. WEBMASTER RESOURCES

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#### Google Rankings

A great eye opening article about what it really takes to rank well with Google and just exactly the type of things they are now looking at when ranking your website.

<http://www.anownsite.com/articles/google-ranking.shtml>

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#### Incoming Links Guide

Without any incoming links to your site you'll never get any kind of ranking in most of the search engines. Learn all of the basics of linking and why it's so important.

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

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#### Search Engine Optimization Tools

We all need to optimize our websites for best ranking with the search engines. There are plenty of tools online that will help you with the process. Here are over 99, most all are f-r-e-e.

<http://www.seocompany.ca/tool/seo-tools.html>

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#### Tip

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#### Dynamic Content- Use RSS Feeds

To keep your site fresh with no work on your end use what's called, dynamic content. This is data that will automatically update itself without any intervention on your part. To find content that will do this look for RSS feeds, syndicated articles, or news feeds.

Most people give this away freely for the exposure. It's as simple as adding a few lines of code to your pages and viola, your page will update automatically.

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#### **4. PROMOTIONAL RESOURCES**

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##### **Open Media Network**

OMN is a free public service designed to help you enjoy "a broad selection of movies, public TV and radio, video blogs and podcasts while protecting producer's copyrights." If you have a Podcast you'll want to submit it here for exposure.

<http://omn.org/>

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##### **"Traffic Secrets- Website Marketing-Home Study Course"**

John Reese has put together one of the most comprehensive Internet marketing courses on online promotion. Find out exactly what you need to know to increase your site traffic.

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

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##### **RSS Submissions**

If you have a Blog and or an RSS feed for it you need to submit it to directories for exposure. If you don't know where to find them this site showcases them all in one place.

<http://www.rss-specifications.com/rss-submission.htm>

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##### **Article Distribution**

Writing and submitting articles is a great way to promote your website but finding sites to submit them to can take a lot of time. If you want to hire someone to do it for you this service is for you. You buy credits, they send out your article to those who have opted in to receive them.

<http://www.isnare.com/distribution.php>

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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/7qe6l>

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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.

Did you know that subscribers to Bob Osgoodby's Free Ezine "Tip of the Day" get a Free Ad for their Business on his Web Page? Subscribe at:

<http://adv-marketing.com/business/subscribe2.htm>

Great Business and Computer Tips - Monday thru Friday  
Instructions to place your ad are in the Newsletter.

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### **"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>

## 6. JUST FOR FUN OR USEFUL

### Speegle

A different kind of search engine. Type in a search and this one speaks the results outloud to you. It's different.

<http://www.speegle.co.uk/>

### Most Deserving Small Business Contest

A joint contest sponsored by Xerox and Entrepreneur magazine. Are you a small business that gives back to your community? See the site for rules and how to enter.

<http://www.entrepreneur.com/mostdeservingbiz/>

### Speakwire

Like you I subscribe to many different RSS feeds. My main problem is finding the time to read them all. Speakwire allows you to paste in a feed address and it reads the postings to you. His voice isn't too sexy and a bit robotic for my tastes, but hey, you can kill two birds with one stone, work and listen to your updates.

<http://www.speakwire.com/index.php>

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Express RSS

In Just 5 Minutes You Can Have Hundreds of Talented Writers Doing All The Work To Keep Your Website Filled With The Latest News, Articles, And Information, And It Won't Cost You A Dime!

<http://tinyurl.com/aunqb>

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

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### **RSS and Blogging Tutorial Ebook**

New to RSS and Blogging? This 45 page pdf f-r-e-e ebook will teach you the basics and show you how to get your own blog up and running.

<http://www.ez-rss.com/free-rss-blogging-ebook.htm>

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## 8. FREWARE- SHAREWARE- TRIALS TO DOWNLOAD

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### **CNET- Upload**

If you create software and want a free listing with CNET's site they do have a free basic service that will get your product listed in their directory. This is your chance to have your software seen by millions.

<http://www.upload.com/1200-21-5142898.html>

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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>  
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For great web hosting or if you're in need of a  
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He's wonderful and an expert at what he does.  
Tell him "Merle" sent ya.

### Please Send Over Your Comments

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in this ezine and had a good outcome I'd love to  
hear from you as well.If I choose your comments  
they will be featured on my website and/or in my  
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<mailto:testimonials@MerlesWorld.com?subject=testimonial>

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into the survey number box at the right hand side  
to take the survey. While you're there I'm also  
doing a "subscriber satisfaction" survey at the  
same link above. To take that survey type 10441in the box.

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Merle

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